UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Urban Tourism

2021-2-E1501N097

Learning objectives

The course offers a general framework on the theme of urban tourism. The student will be able to analyze the tourism and leisure policies implemented by big cities (Italian, European, American, and Asian metropolises), developing analytical skills and strategic vision in terms of attractiveness and local tourism development.

Contents

The course addresses the theme of city-based tourism by investigating its development over time, up to the new post-Fordist dimension that sees cities equip and relaunch themselves to become attractive again in global competition. Cultural consumption, leisure, and image are the backgrounds to the emergence of specific elements of attractiveness that will be analyzed in detail. These include great museums, mega-events, contemporary works by great architects, and many other aspects that allow cities to maintain their acquired positioning and reputation. The course will also reflect on the shock experienced by urban tourism following the spread of the coronavirus, the reactions, and proposals for the relaunch of tourism in cities, in addition to the strategies that tourist cities already use to be competitive on the international scene.

Detailed program

The course is divided into several moments.

In the introductory part a **general framework** of the theme of urban tourism will be proposed, addressing theories, policies and practices, and then analysing the main strategies of tourism development and deepening the themes of territorial marketing and city branding. Particular attention will be given to the Italian context.

In the second part the course will analyse the most relevant aspects and dimensions in the competition between cities, addressing the following **ten elements of attraction**:

1. Green city: the importance of urban green
2. Archistar: the presence of architectural works by great architects
3. Film commissions and movie induced tourism
4. Waterfront: the rediscovery of the blue resource
5. Important museums: tourist towing par excellence
6. Megaevents: create 360° value
7. Repeated cultural events
8. Urban Lightscape: the lights of the city
9. Smart and sharing city: accessibility and connectivity
10. Heritage tourism: the rediscovery of historical memory

An in-depth study will touch the **impacts of COVID19 on urban tourism**, the city-governments responses and the strategies adopted by cities to relaunch themselves in international tourism competition. In addition, new tourism trends emerged as a result of the lockdown and in a state of health alert will be analysed.

The lessons will be enriched by **webinars** with guests from the sector.

The course also includes a **workshop** part to be conducted in groups of students working on the topics addressed in class.

Prerequisites

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Teaching methods

In the Covid-19 emergency period the lessons will be held in mixed mode: partial presence and asynchronous video-recorded lessons as well as synchronous webinars/videoconferences and remote group workshop activities.

The course will be teach in italian.

Assessment methods

If the Covid-19 emergency continues, the oral exams will be telematics only. They will be conducted using the WebEx platform and the e-learning page of the teaching will contain a public link to access the exam for possible virtual viewers.

- The participants will produce a group work in itinere, following the progress of the lessons, which will then be presented at the end of the course by each group and sent to the teacher in the form of a small research paper. students will have an individual interview on the group work. The final evaluation will be based on the two works: 1. oral presentation of the group work through a ppt and 2. delivery of a research paper with the description of the group work.

- Non-attendants will take an in-depth oral exam or a written test (according to future developments related to the health emergency) with which they are asked to demonstrate that they understand the contents of the course and are able to apply them to the current tourist context.

Textbooks and Reading Materials

- Attendees: slides of the lessons and any extra materials provided by the teacher

- Non-attendants: selected lecture notes (downloadable from the e-learning page of the course)