



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Tourism and Heritage

2021-2-F4901N109

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#### Learning objectives

The course is oriented to the following training objectives:

- To know the museum as a complex reality and to understand how research in the museological field contributes to improve the fruition of cultural heritage.
- Knowing how to identify the trends of contemporary museology and recognize the different problems determined by elements characterizing our time.
- To know the main tools in the field of visitors-audience studies
- To identify methods for the valorisation of cultural heritage by evaluating the opportunities generated by the context.

#### Contents

The course aims to present dynamics for the fruition of cultural heritage, using tools for the analysis of contemporary museology, identifying policies, trends, good practices and open issues.

#### Detailed program

The course starts with a reflection on the role of the museum today, with an analysis of the discussion on the new definition of museum proposed by ICOM. Then we will deal with different themes of contemporary museology with the aim of presenting dynamics of fruition and strategies for a valorisation of cultural heritage, with attention to the Italian and international panorama. The themes addressed are the following:

- The museum as a 'machine' that makes the visible readable. The tools of the story of heritage at the test of time
  - From the museum to the centre and the new frontiers of contemporary museology
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- The contribution of museums in designing the tourist image of a place
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- Museums grappling with 'dissonant heritage' and 'cultural frictions'. Experiences of heritage reinterpretation
- From temporary exhibitions to temporary installations of the permanent collections
- Tools for dialogue with the public: staging, direct and indirect mediators
- Storytelling in the museum. Enhancing the intangible aspect of cultural heritage
- The representation of local identity. Ecomuseums and cultural landscape
- Museums in the cultural heritage system

## **Prerequisites**

Knowledge of the fundamental elements for the enhancement of cultural heritage

## **Teaching methods**

The lessons address some key issues related to the fruition of cultural heritage, presenting the elements of genesis, context and strategies, then analyzing significant national and international case studies.

In addition to the frontal lessons, some in-depth seminars with experts will be presented.

During the course, the students will be involved in exercises on different topics to allow a continuous dialogue and confrontation.

## **Assessment methods**

Oral examination

## **Textbooks and Reading Materials**

Cataldo, L., Paraventi, M., (ed.), Il museo oggi, Milano, Hoepli, 2007

Bishop, C., Radical museology, Monza, Johan & Levi, 2017

Rhiannon Mason et al., Museum and Gallery Studies. The Basics, Oxon, Routledge, 2018.

Further readings will be provided during the course.

Students who are not attending will have to agree with the teacher the additional bibliography.

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