



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Urban Tourism

2122-2-E1501N097

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#### 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.

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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.

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### **Prerequisites**

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### **Teaching methods**

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### **Assessment methods**

*If the Covid-19 emergency permits, lectures and examinations will be conducted in person.*

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### **Textbooks and Reading Materials**

- Attendees: the reference text to follow the classes and prepare the group work is: Bernardi M., Marra E. (2022). ATTRATTIVITÀ TURISTICA E DISTINZIONE URBANA: Elementi di competizione nella metropoli contemporanea. Ledizioni, Milano
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