UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Design and Management of Tourism Systems

2122-2-E1501N128

Learning objectives

As follows, the training objectives pursued:

a) Develop the ability to critically read the forms of tourism project-designing that have occurred over time;

b) Acquire awareness of the theoretical meaning, and operational and practical implications of the concept of *process* in the planning, project-designing and management of tourism systems;

c) Inhance analytical and practical intelligence in the analysis of tourism systems;

d) Good knowledge of the structures underlying the project-designing activity.

Contents

The course focuses on the following concepts: planning, programming, project-designing, process management, and project implementation. The theoretical assumptions underlying these terms will be discussed in the light of practical implications related to “tourism systems”. Special attention will be paid to the development vision, and to a coherent planning and management strategy for implementation of tourism systems, to be led by institutional and political representatives and planners.

The theme of public policies and multilevel governance forms in “tourism systems” will complete the theoretical framework. A planning methodology for Destination Management Organisations (DMOs) will be introduced, as well as implementation techniques to carry out interventions coherent with local tourist flows and market needs.

Detailed program

The course is broken down in two parts. The first, of a theoretical and conceptual nature, introduces the aims and needs of tourism planning. It addresses the basic concepts and approaches that have historically characterised the planning and project-designing practices of tourist territorial contexts. It illustrates the principles and theoretical assumptions through the disciplinary debate, the problems identified and the methodologies developed by different theoretical schools (uncritical development of tourism; economic approach; spatial approach; community-based, sustainable approach, models adopted and knowledge generated by the scientific community (Hall, 2008). The first part furthermore proposes a reflection on the dynamics, functions and interdependence of the single components of tourism systems and their coherence with planning and development compatible with local culture, social dynamics in the destination, the environment and the rapid changes in the demand and in the market (Gunn, 2002).

This first part ends by analysing the interdependence between the "Design and management of tourism systems" and public policies, referring to both private and public sectors. Special attention will be paid to clarifying the function of public policies in the activation and implementation of planning processes at the various territorial and institutional levels, from the European to the local level. Multilevel public policies, which have characterised planning activities also in the tourism sector, are the lens through which participants will be guided to understand the "tourism systems" and their evolution over time. These are the conceptual tools preparing to the second part of the course, aimed at illustrating the application of the concepts of Design to "Tourism Systems" and DMOs. Participants will be introduced to a planning method developed by the St. Gallen School (Beriteli, Laesser, Reinhold, Kappler, 2013). The approach is based on understanding the demand flows that insist on a "Tourist System", the degree of maturity of tourism activities connected to it, and the potential forms of achievable tourist mobility. The process envisages local participation and involvement strategies aimed at selecting and deciding the strategic business areas on which to intervene and define management methods thereof.

Participants are offered the opportunity to choose a topic, among those covered by the course, and analyse in depth through a written paper to be presented during the lessons and which will be part of the written exam. The bibliographic material to be used will be indicated by the teacher at the beginning of the lessons.

The topics covered in the “Design and Management of Tourism System” course are interdependent with the activities in “Lab 12 – Tourism Planning and local development”. For this reason, the study of the course topics is recommended in particular for those students who will decide to take part in the Lab and intend to experiment a project-designing activity. Both courses are designed to combine the conceptual and theoretical dimensions offered by the course with the concrete application provided for in the Lab, so as to combine *the learning experience with a project-designing experience, either individually or in a group*.

Prerequisites

No specific prerequisite, except those decided in the Didactic Regulation.

Teaching methods

Teaching sessions are enriched by:

a) Lessons by experts

b) Project development;

c) Oral presentation of the project work.

Assessment methods

Evaluation criteria include: content knowledge; language skills; ability to synthesise; ability to use and combine the content knowledge acquired; critical skills to analyse phenomena; and writing skills with specific reference to applying theoretical concepts to empirical cases.

For attending students who develop the paper/project work:

• Presentation of the paper to the classroom (during the course);

• Written exam with two open-ended questions, aimed at verifying the knowledge of basic concepts.

For other attending and non-attending students:

• Written exam with four open-ended questions, aimed at verifying their knowledge of basic concepts.

Textbooks and Reading Materials

Papers and working materials will be communicated during the course and published in the e-learning platform.

The reference volume for the exam is: "Tourism planning: policies, processes and relationships", ed. 2007, by C.M. Hall. Available in the library. Details of the parts of the volume to be submitted to take the exam are indicated in the e-learning portal in the document called "List of texts to be prepared for the exam" and in the slides of the lesson of 14.03.2022.

The paper "The Dynamics of Destinations and Tourism Development" by Pietro Beritelli and Christian Laesser is uploaded and downloaded in e-learning. Also in this case, it is recommended to consult the document called "List of texts to be prepared for the exam" and the slides of the lesson of the day 14.03.2022.