



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Fundamentals of Tourism Systems

2122-1-E1501N139

Learning objectives

The Course is aimed at offering students the basic training to know and manage the tourism system and tourism resources through an interdisciplinary perspective. More specifically, it intends to provide students with the bases for tackling the tourism sciences, with attention to the main dimensions addressed by the discipline at a nationale and international level.

Contents

The course is divided into 5 parts dedicated respectively to the fundamentals of tourism, the consequences of tourism on the destination, the fundamentals of the tourism sector, tourism demand and the future of tourism.

Detailed program

In the five parts that make up the program, attention will be devoted to training on the following topics:

- fundamentals of tourism
- tourist destination
- economic consequences of tourism
- environmental consequences of tourism
- social and cultural consequences of tourism
- sustainable tourism

- urban tourism
- attractions
- accommodation
- intermediaries
- transport and mobilities
- government of tourism
- tourist demand
- tourism marketing
- future of tourism

Prerequisites

Good educational skills in logic, social culture and reasonable capacities in learning, writing and oral communication.

Teaching methods

Lectures will take place in the classroom

Assessment methods

Written examination

Textbooks and Reading Materials

Cooper Chris, 2013, Turismo, Conoscere e gestire le risorse turistiche. Zanichelli, Bologna

Colleoni M. e Guerisoli F., 2014. La città attraente. Luoghi urbani e arte contemporanea. Egea, Milano
