UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Tourism and Events

2122-1-F4901N103

Learning objectives

Acquiring basic knowledge about event tourism, getting familiarized to adopting a multidimensional approach to the phenomenon, focusing on the socio-spatial characteristics of the places where events take place.

Contents

The course presents theories and methods useful for understanding and studying event tourism. It analyses all the factors involved: the concept of territory, place marketing, types of events and the concept of event tourism. It presents the critical aspects and opportunities that event tourism exerts on the territories, both urban and non-urban. Attention is paid to the social effects of territorial marketing and place branding policies, highlighting positive and negative aspects of these practices.

Detailed program

Prerequisites

Teaching methods

Classes, case studies' presentation, students presentation.

Assessment methods

Attending students: project presentation and short research-project.

Non-attending students: horal exam. The exam will be based on the following reading list.

Textbooks and Reading Materials

Mandatory readings list for attending & non-attending students:

Bottini, L. (2022), *Luoghi, Eventi e Turismo. Una prospettiva sociologica.* Milano: Ledizioni.

Editor's Website: https://www.ledizioni.it/autori/luca-bottini/