UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Tourism and Local Development

2122-1-F4901N105

Learning objectives

The course aims to provide students with the theoretical-conceptual and design tools to understand and analyse the complex relationship between tourist attractiveness of a territory and the impacts, in terms of local development, that it generates. These tools will also be useful for planning of local development strategies through tourism. A particular focus will be given to the cultural and creative industries, their connection with tourism and their role within local development.

Contents

The course will explore the dynamic between tourism, economic growth and local development both at a theoretical level and examining different case studies and contexts, ranging from urban tourism to rural communities; from the internal areas to neighbourhoods of large global metropolis, with a particular attention to the use of creativity and culture to relaunch territories.

In the analysis of the effects of tourism on local development, the problems that hinder a full development of the territories will also be examined: environmental issues, but also linked to economic sustainability, or to cultural sustainability.

Detailed program

The course is organized into two main parts. In the first, introductory, the key concepts that guide the analysis of

the relationship between tourism and territorial development are discussed. The second part deals with empirical themes and case studies.

First part

Impact of tourism on the territory: the theme is introduced and the main axes of the international debate on tourism and local development are presented.
Local development, a multidimensional concept: the concept of local development is discussed, mainly from a theoretical point of view, but through examples and empirical explorations, with its connections to economic growth, attractiveness and the tourism industry.

Second part

A series of case studies will be examined to understand the impact of tourism on regions, such as, for example, the impact of urban tourism on the city and, in particular, on the real estate market and on the quality of the life; the effects of cultural tourism on local artistic production; tourism in the creative neighbourhoods; tourism linked to the creative industries. The case studies and thematic discussions will also be chosen on the basis of the personal and professional interests of students

Prerequisites

No specific requirements but an adequate knowledge of English

Teaching methods

If possibile, teaching will be in classroom, together with students and based on theoretical, practical lectures together with thematic seminars given by experts, practitioners, policy makers. Moreover, in order to encourage discussion, regular studying and socializing, there will be specific moments of discussion on the topics of the course at regular intervals.

The course will be delivered in English, but particular attention will be dedicated to the understanding of the contents, focusing on the most important concepts and providing, if necessary, in-depth material also in Italian.

Group exercises will also be proposed with the aim of making the concepts discussed more comprehensible and to familiarize students with the topic; they also represent a useful social tool and encourage horizontal learning.

Assessment methods

The assessment will take place through an interview to verify the knowledge of the course contents, the reference texts and the teaching materials provided via e-learning platform.

Students who are more assiduously participating in the lessons are invited to produce a group paper that will consist in an analysis of a case study. The paper must be agreed with the teachers, will be presented in the final weeks of the course and forms an integral part of the overall assessment.

In general, for all students, the assessment takes into account the knowledge of the topics of the course and the related bibliography, the ownership of language and the critical-interpretative skill.

Textbooks and Reading Materials

Textbooks and reading materials will be presented on the materials section in the e-learning page