UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 1

2223-3-E1501N107

Learning objectives

Identify and enhance the places in metropolitan Milan with a strong potential to attract post Covid tourism.

Contents

1. Opening round table: The Tourism post lockdown. The situation in Italy and Europe.
2. Tourism in Milan: some data. - Objective: data analysis on post-lockdown tourism in Milan. Organization of working groups.
3. Milan blue-green - Objective: to identify the new tourism opportunities, Covid free, offered by metropolitan Milan beyond the 'Cerchia dei Bastioni'.
4. Intermediate Round Table: What post-lockdown tourism in Greater Milan?
5. Verification of the situation of working groups.
6. Final reports. - Objective: to define a map of 'new' post Covid tourism opportunities in the greater Milan.

Detailed program

The workshop is divided into six meetings, four of which are in the classroom and two on the territory to be defined according to the number of students participating. The objective of the workshop is to take stock of the situation of tourism in Milan and its metropolitan city after the Covid emergency.
The Laboratory will try to identify and enhance the places in the metropolitan Milan with a strong potential for tourist attraction and such as to ensure health safety conditions in the open air or in suitable premises.
Contents of the round tables (N.B. the names of participants are indicated on a provisional basis and may be subject to change):

1. Opening Round Table: Post-lockdown Tourism. The situation in Italy and in Europe.
2. Intermediate Round Table: Which post-lockdown tourism in the Great Milan?

Prerequisites

No prerequisites are required

Teaching methods

Lessons, round tables, discussion of topics by students and activities on the territory with final report.

Assessment methods

Participation and interventions of students at round tables and lessons. Evaluation of the materials produced and the final report. Participation in at least 2/3 of lessons and meetings is required for a minimum of 16 hours on 24 hours.
Participation in the first meeting and in the final report (last meeting) is compulsory.

Textbooks and Reading Materials

For the part on the 10 elements of tourist attractiveness see::
Bernardi M. e Marra E., Attrattività turistica e distinzione urbana, Milano, Ledizioni 2022, cap.4 – pp.67-190 (to buy)

Textbooks and Reading Materials Downloadable for free at the site:
https://www.ledizioni.it/prodotto/marra-et-al-ricentrare-la-citta/
https://www.ledizioni.it/prodotto/esplorare-la-metropoli-aspetti-socio-territoriali-della-grande-milano/
and for parts related to post covid tourism
https://www.ledizioni.it/prodotto/manifesto-dei-sociologi-e-delle-sociologhe-dellambiente-e-del-territorio/
Additional (free) materials will be shared with students during the workshop

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | GENDER EQUALITY | CLEAN WATER AND SANITATION | INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION