



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Urban Tourism

2223-2-E1501N097

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#### Learning objectives

The course offers a general framework on the theme of urban tourism. The student will be able to analyze the tourism and leisure policies implemented by big cities (Italian, European, American, and Asian metropolises), developing analytical skills and strategic vision in terms of attractiveness and local tourism development.

#### Contents

The course addresses the theme of city-based tourism by investigating its development over time, up to the new post-Fordist dimension that sees cities equip and relaunch themselves to become attractive again in global competition. Cultural consumption, leisure, and image are the backgrounds to the emergence of specific elements of attractiveness that will be analyzed in detail. These include great museums, mega-events, contemporary works by great architects, and many other aspects that allow cities to maintain their acquired positioning and reputation. The course will also reflect on the shock experienced by urban tourism following the spread of the coronavirus, the reactions, and proposals for the relaunch of tourism in cities, in addition to the strategies that tourist cities already use to be competitive on the international scene.

#### Detailed program

The course is divided into several moments.

In the introductory part a **general framework** of the theme of urban tourism will be proposed, addressing theories, policies and practices, and then analysing the main strategies of tourism development and deepening the themes of territorial marketing and city branding. Particular attention will be given to the Italian context.

In the second part the course will analyse the most relevant aspects and dimensions in the competition between cities, addressing the so-called **ten elements of attraction**:

1. Green city: the importance of urban green
2. Archistar: the presence of architectural works by great architects
3. Film commissions and movie induced tourism
4. Waterfront: the rediscovery of the blue resource
5. Important museums: tourist towing par excellence
6. Megaevents: create 360° value
7. Repeated cultural events
8. Urban Lightscape: the lights of the city
9. Smart and sharing city: accessibility and connectivity
10. Heritage tourism: the rediscovery of historical memory

To these is added a further element related to **safety** in the broad sense (health, social, ...) in which the **impacts of COVID19** on urban tourism, government responses and the strategies adopted by cities to relaunch themselves in international tourist competition will be explored. In addition, new tourism trends emerged as a result of the lockdown and in a state of health alert will be analysed.

The course includes a **workshop** part to be conducted in groups of students working on the topics addressed in class.

## Prerequisites

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## Teaching methods

The course will be teach face-to-face and in italian.

## Assessment methods

The exams will be carried out in presence.

Those who participated in the group work in the classroom will be evaluated on what was produced and presented during the course. Those who have not taken part in the group work in the classroom will be evaluated through a written test to be carried out in the computer laboratory in the dedicated sessions. In both cases, students are required to demonstrate that they have understood the contents of the course and that they are able to apply them to the current tourism context.

## Textbooks and Reading Materials

The study materials are:

1. Bernardi M., Marra E. (2022). TOURIST ATTRACTIVENESS AND URBAN DISTINCTION: Elements of competition in the contemporary metropolis. Lectures, Milan
2. small handout made available online by the teacher

## **Sustainable Development Goals**

GOOD HEALTH AND WELL-BEING | AFFORDABLE AND CLEAN ENERGY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION

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