UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Design and Management of Tourism Systems

2223-2-E1501N128

Learning objectives

Knowledge and understanding
Offer a general framework on the policies and planning of tourism systems, taking into account the priorities related to the sustainable development goals.

Applying knowledge and understanding
Learning how to use the theories and methods of socio-territorial research to describe, analyze and plan tourism systems.

Contents

The course addresses the main issues and challenges related to the planning of tourism systems with particular attention to the socio-territorial approach and the achievement of the sustainability goals (SDG) of the United Nations 2030 Agenda. The aim is to develop knowledge and skills to analyze and define policies and plans for the sustainability of tourism systems.

Detailed program

The course is organized in 3 main parts.
The first, of a theoretical nature, deals with the basic concepts and approaches that have characterized the planning and design of tourism systems, with particular reference to strategic and integrated planning. In addition, the main issues related to the policies, planning and design of tourism systems at different territorial scales (international, national, regional and local) will be investigated.
The second, of an empirical nature, is dedicated to the study of case studies and best practices in the sustainable

planning of tourism systems.
The third, of a laboratory nature, will focus on the development of a project work on the issues of planning and design of sustainable tourist territorial contexts with the aim of applying the knowledge acquired during the previous parts of the course.

Prerequisites

No specific prerequisite, except those decided in the Didactic Regulation.

Teaching methods

Lectures, invited speakers, students' presentations and discussion.

Assessment methods

Attending students:
Development of a group project work *in itinere* which will then be presented at the end of the course by each group; Final paper on the subject of the group work written by each student.

Evaluation criteria include: active participation of students during the course; content knowledge; language skills; ability to synthesise; ability to use and combine the content knowledge acquired; critical skills to analyse phenomena; and writing skills with specific reference to applying theoretical concepts to empirical cases.

Non-attending student:
Written exam (open questions) aimed at verifying the knowledge of the fundamental concepts of tourism systems planning.

The test evaluation criteria are as follows:

1. Knowledge of the contents of the exam program;
2. Communication skills in the disciplinary context of reference (correct use of language and ability to synthesize information);
3. Ability to think critically and to re-elaborate the acquired knowledge.

Textbooks and Reading Materials

- Hall C.M. (2008), *Tourism Planning: Policies, Processes and Relationships, 2nd Edition*, Essex: Pearson Education (https://unimib.on.worldcat.org/oclc/663516761)

Further texts and in-depth materials will be made available during the course and published on the e-learning page of the course.

Sustainable Development Goals

DECENT WORK AND ECONOMIC GROWTH | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION