UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Cartography for Tourism

2223-1-F4901N099

Learning objectives

The course has the objective to provide instruments for understanding cartographic representations for tourism and to give a critical approach to maps reading. The analysis will be led by the examination of some tourism maps.

Contents

The major problems relating to the representation of the territorial realities in cartographic terms will be faced, mainly in connection with the touristic valorisation of the territory.

Detailed program

Maps and tourist maps

The coordinates in cartography up to What3words

Cartographic scale and geographic scale

The projections: from Mercator to Arno Peters

The symbolism in the tourist maps

Brief overview of tourist cartography

Place names and cartography

Tourist maps and politics

Examples of critical reading of tourist maps

Introduction to the Geographic Information Systems

Prerequisites

Good theoretical and methodological competences in geography and good ability of learning, writing and oral communication.

Teaching methods

Lectures and exercises.

Assessment methods

Oral exam. As the first step, the student presents a tourist map chosen by him/her. After that, the teacher will ask some questions about the programme.

The evaluation - based on pertinence, completeness, originality, and linguistic correctness - will be focused to define the level of in-depth and maturity with which the student has reached the learning objectives.

Textbooks and Reading Materials

1) E. Lavagna, G. Lucarno, *Geocartografia. Guida alla lettura delle carte geotopografiche*, Zanichelli, Bononia, 2014; or: A. Favretto, *Dalla Terra alla carta. Elementi di cartografia digitale*, Patron, Bononia, 2021.

2) E. Casti, *Cartografia critica. Dal topos alla chora*, Guerini, Milan, 2013 [chapters 1,3,5]; or: E. Casti, *Reflexive Cartography. A New Perspective in Mapping*, Elsevier, Amsterdam, 2015.

3) E. Boria, *Storia della cartografia in Italia dall'Unità a oggi. Tra scienza, società e progetti di potere*, Turin, UTET-Università, 2021 [to be studied in depth: paragraphs 1.5, 1.6, 1.8, 3.5, 4.6, 5.1, 6.3, 7.1, and chapter 8].

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | PEACE, JUSTICE AND STRONG INSTITUTIONS