UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 7 - Transport planning for tourist mobility

2324-3-E1501N113

Learning objectives

The laboratory aims to provide the students attending the Bachelor in Tourism Sciences and Local Community the tools needed for the understanding of the current development trends of mobility services and of their integration in the tourist services. The main objective is to deepen the role of transports in the promotion of tourism and of the territories it insists on, as crucial component of the destination management (and not only of that).

Contents

Mobility represents one of the most relevant phenomena in contemporary societies. From a social point of view, since it constitutes a moment and mean of creation o relations; from an economic point of view, both in terms of goods and people movement; from an environmental point of view, since it impacts and shapes the territories and biosphere; from a cultural point of view since it is a social practice and so a mean and result of values, norms and lifestyles.

Tourism represents one of the most evident manifestations of this phenomenon, that involves all the dimensions enlisted above, being conceivable as a relational practice, resource and economic activity, able to shape and transform the territories which it insists on (and of which it is also product and expression) catalyzing and exploiting (sometimes also developing) local cultural and symbolic resources.

Mobility can be understood in a twofold way both as a tourist activity in itself (cycle tourism, trekking, ...) and a practice and service for the fruition of tourist activities (since tool to access to opportunities and attractions).

The laboratory aims to concentrate mainly on this second aspect of mobility in the tourism sector providing useful tools for analysing the most common problems related to the need to physicaly connect (but not only) the demand for tourism to places and therefore to the offer.

Specifically, after an introduction to the theme of mobility more generally, the laboratory will address, starting from

the sub-objectives indicated by the Extraordinary Plan for Tourism Mobility 2017-2022 of the Ministry of Infrastructure and Transport, the possible mobility solutions capable of responding to the needs of the sector and territories, with particular attention to the experiences currently underway (especially in the Italian and European context). The laboratory will therefore investigate how to:

1- increase tourist sites' accessibility

2- enhance infrastrucutral heritage as an element of tourist offer

3- digitalise and modernise the services for the travellers through advanced ICT (information and Telecommunication Tecnologies)

4- promotes sustainable tourist mobility (socially, economically and environtmentally)

The document and contents will be re-framed into the changed scenario designed by the COVID19 pandemic ourbreak, and according to the innovations introduced by the 2021 Italian PNRR.

Detailed program

To be defined according to the number of participants enrolled and the conditions under which to run outdoor activities.

The basic proposal consists of a series of 3 theoretical meetings dedicated to the aspects of the relationship between tourism and mobility, with the presentation of case-studies and concrete examples of the development of services and infrastructures.

3 workshops will follow, aimed at problematizing one or more of the topics dealt with in class in view of the realization by the students of a survey that gave them to investigate.

Prerequisites

To encourage participation in laboratory activities, basic knowledge of questionnaire construction and data analysis (descriptive) is required, which will however be quickly taken up during the lessons. It will be considered as known the programme faced in the course *Research Techniques for Tourism Practices* (*Tecniche per la Ricerca sulle Pratiche Turistiche*) (prof.ssa Sala)

Teaching methods

Teaching lessons and group exercises.

Assessment methods

A group report will be the final students' product.

Textbooks and Reading Materials

Textbooks and Reading Materials will be defined by the assigned lecturer.

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES