UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 8

2324-3-E1501N114

Learning objectives

Learning objectives
During the lessons, students of the Lab 8 will learn about the programmatic policies of Hub Magna Grecia: Tourism, Community & Wellness and the New Silk Roads (Belt & Road Initiative-B&RI). In particular the main goal of the Lab 8, therefore, is to create paths of Tourism Mediation as a Diplomatic Interactions in the Mediterranean arena identifying the site of Magna Graecia as a strategic hub for Italy and the European hinterland.

Contents

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The Lab workshops “Hub Magna Grecia on the New Silk Road”, intend to represent a cognitive contribution of tourism co-development projects in the framework in the Mediterranean arena. The lab 8 is centred on the enhancement of tourism based community and on the need to combine the purposes of decentralised cooperation with the management of tourist and commercial flows. The experiences gained during the last five years on the Magna Grecia arena, in the framework of triangular cooperation - Euro-Asia, Euro-Africa, Euro-America-, suggest the implementation of specific containers capable of monitoring experiences in the field of tourism co-development contextualised in the sectors of land and maritime infrastructures and permanent technological innovation.

Detailed program

Detailed program
Hub MagnaGrecia and the New Silk Roads: Sustainable Tourism, Modal Infrastructures, Tourism Flows and Communication. Today, Italian ports on the Tyrrhenian Sea, the Adriatic Sea and in the Mediterranean Basin have an average seven-day advantage in the logistics chain compared to Northern Europe and Southern Italy must take

advantage of this favourable moment as countries such as Hungary, Austria, Bavaria and Switzerland, and other countries in the European hinterland, are looking southwards with great attention considering that the Tyrrhenian and Adriatic ports are expected to become the most efficient B&RI terminal in the Mediterranean with the Magna Graecia Hub As far as the marine tourism sector is concerned, linked to the blue economy (UN, 2000), the main international operators have long defined clear growth strategies on the Maritime and Coastal Silk Route with the creation of new brands dedicated to the development of partnerships with local and regional tourism operators. On the Maritime Belt & Road, a series of initiatives have been implemented aimed at supporting and developing the domestic tourism market, particularly in the Cruise (Port of Messina), Motor Boating, and Sailing sectors, in which the Italian shipbuilding industry boasts the excellence of innovative technologies closely linked to marine archaeological tourism. In particular, the development of the Yachting Platform, in its multiple aspects, promotes the"pleasure boating" supply chain, starting from the design, industrial and craftsmanship area, with Italy being the world leader in the construction and export of large yachts, arriving at sea management services, nautical pleasure, and leading to the private and commercial use of Nautical Tourism.

Prerequisites

Prerequisites
Students lab 8 must have the following knowledge prerequisites on: Sustainable Tourism, Modal Infrastructures for tourism , Tourism Flows and Communication. Diplomatic and International Actions for a Sustainable Tourism Management and International Trade, Advertising & Marketing for a Multicultural Planning and Inclusive Tourism (Easy Travel)..

Teaching methods

Teaching methods
The methodological approach adopted for the Lab Hub Magna Graecia aims to provide a vision of Eurasian and international geopolitics of the B&RI through an Tourism Mediation as a Diplomatic Interactions for research and in-depth analysis in the following training profiles Sustainable Tourism Management according to Development Goals; Multicultural Planning and Integration for Community Wellness . The activities of the Lab consist in 8 multimedia workshops on Tourism, community & Wellness including, seminars, meetings, lectures and special events. Lab 8 student participants will receive 3 CFUs on completion of the course.

Assessment methods

Assessment methods
The students of the lab Hub Magna Graecia , according to its three assessment methods:linguistic, cultural and visual objectives, must to carry out a Multimedia Sustainable Tourism Project giving priority to the following aspects:
• Linguistic: idea/action and study of language mediation projects of the Magna Graecia Hub along the New Silk Roads and on the Expo Route in support of the B&RI policies for the development of attractive territories.
• Cultural: the course strategy that, operating within the framework of the Lab training offer on the routes of Ulysses, on the Footsteps of Marco Polo and on the eighteenth-century Grand Tour travellers, is able to interpret intercultural mediation paths in the context of the New Silk Routes.
• Visual: in this context the aim is to implement three visual routes of iconic languages and on the digital Agora of the Magna Graecia Hub:

- photographic exhibitions (inside the frame), aimed at making visible what is sociologically and inter-ethnically invisible, the territory and the landscape, the people and the individual in the environmental context of Magna Graecia.
- cinema with a suitcase, in collaboration with consulates and film schools, intends to show the forms and syntax of film language in presenting the image of the world of Magna Graecia in from two different viewpoints.
- digital tourism, social networks, web marketing, information technology, augmented reality of Magna Graecia.

This paths are fundamental elements in the elaboration of a multimedia project in Mediterranean cooperation policies and strategies centred on solid diplomatic interactions and socio-economic for a co-development tourism .

Textbooks and Reading Materials

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

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | PARTNERSHIPS FOR THE GOALS