UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 15

2324-3-E1501N121

Learning objectives

Acquire the principles behind corporate sustainability assessment and apply them to the specific needs of the tourism sector

Contents

1. Corporate social responsibility
2. The sustainability report in the world of tourism
3. Tourism, events and impact in areas of natural interest
4. The agents of change: museums, ecomuseums, associations
5. The sustainability report of tourism and territorial promotion initiatives
6. Designing a proposal for intervention
7. Presentation of work

Detailed program

The workshop consists of seven meetings. In the first six meetings, the course materials will be presented and group work will be carried out (search for and analysis of online material). In the last meeting, the papers of the different groups will be presented for feedback and comparison of the results obtained.
The objective of the workshop is to explore the theme of business sustainability and its evaluation, focusing on the specificities of the tourism sector and of certain actors in the development of the territory, such as museums and associations, with particular attention to activities developed in areas of particular naturalistic interest.
The workshop will attempt to arrive at the definition of a sustainability assessment tool calibrated to the specific characteristics and needs of different actors, such as museums and ecomuseums.

Prerequisites

No prerequisites required

Teaching methods

Discussion of the themes and materials proposed by the students, realisation of summaries and comparison of the collected materials, realisation of a final paper.

Assessment methods

Student participation and intervention in lectures. Evaluation of the materials produced and the final paper. Participation in at least 75% of the lectures and meetings is required for a minimum of 18 hours out of the 24 scheduled. Attendance at the first meeting and the presentation of the final report (last meeting) is strongly recommended.

Textbooks and Reading Materials

Mura, G., Aleotti, F., Diamantini, D. (2022) Il manuale della sostenibilità per le imprese. Innovazione, sviluppo e ambiente, Mondadori Università (available at the university library)
Borrelli, N., Davis, P., & Dal Santo, R. (2023). Ecomuseums and Climate Change. Ledizioni. available in open access at https://www.ledizioni.it/prodotto/ecomuseums-and-climate-change/
Consolidated set of GRI standards, available at https://www.globalreporting.org/standards/download-the-standards/
Slides and further materials will be shared on the online course page and during lectures.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | CLIMATE ACTION