



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Metodi per l'Analisi Territoriale Applicata al Turismo

2324-2-E1501N142

Learning objectives

Knowledge and understanding

The aim is to provide students with the main methodological knowledge for the use of sources, methods and techniques of territorial data analysis in social research applied to tourism.

Applying knowledge and understanding

Learning how to use the sources, data, methods and techniques of socio-territorial research to describe, analyse, interpret, plan and design policies in the field of tourism.

Contents

Territorial analysis is essential for any territory that intends to design, plan and evaluate policies and interventions for the local, sustainable and touristic development of the territories. By making it possible to identify and understand the profiles, impacts, criticalities and opportunities of specific territories, it allows in fact to focus the vision and to formulate and evaluate the achievement of objectives and targets, identifying the levers on which to act to improve the quality and sustainability of tourism in the territories.

The course is an introduction to methods for territorial analysis, with particular attention to the application in the field of tourism and the achievement of sustainability goals. After a historical-methodological introduction, students will be familiarized with socio-territorial analysis through an in-depth study of the main sources, methods, techniques for analyzing and interpreting data and disseminating the results.

Detailed program

The course is organized in three main parts.

In the first, a historical-introductory overview will be carried out on the analysis of territorial data in the social sciences and tourism, through the in-depth analysis of cases, projects, surveys and research and reference to the most recent fields of application through open, big or spatial data or the adoption of participatory approaches.

In the second, of a methodological nature, particular attention is dedicated to: the identification of primary and secondary sources, in particular open data, in the various territorial units at local, national and international level; the quality, comparability and interoperability of data; the construction of indicators and indices; the statistical and ecological data analysis methods and techniques; the interpretation and communication of the results.

In the third, of a workshop nature, the students will develop a project work on a topic related to sustainability and tourism with the aim of applying, also with the help of guided exercises, the methodological knowledge acquired during the course.

Prerequisites

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

Teaching methods

Lectures, exercises, project work.

Assessment methods

Written exam (closed-ended test + open questions) to verify knowledge of fundamental concepts

The 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. Disciplinary problem solving skills and ability to re-elaborate the acquired knowledge.

For *attending students*: there is the possibility to develop a project work (with final paper).

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

Textbooks and Reading Materials

- Borrelli N. (2022), Turismo, in Nuvolati G. e d'Ovidio M. (a cura di), [Temi e metodi per la sociologia del territorio](#), Milano: UTET, pp. 285-303.
- [OECD/European Union/EC-JRC \(2008\). Handbook on Constructing Composite Indicators: Methodology and User Guide. Paris: OECD Publishing](#) (Part 1)
- [Pasetti P. \(2002\). Statistica Del Turismo. Roma: Carocci.](#) (chapters 1 to 8)
- [Pintaldi F. \(2009\). Come si analizzano i dati territoriali. Milano: FrancoAngeli.](#)
- [WTO \(2004\). Indicators of Sustainable Development for Tourism Destinations A Guidebook. World Tourism Organization](#) (Parts 1,2,3)

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

NO POVERTY | GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | GENDER EQUALITY | AFFORDABLE AND CLEAN ENERGY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION
