



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Urban Tourism

2324-2-E1501N143

Learning objectives

The course offers a general framework on the theme of urban tourism. The student will be able to analyze the tourism and leisure policies implemented by big cities (Italian, European, American, and Asian metropolises), developing analytical skills and strategic vision in terms of attractiveness and local tourism development.

Contents

The course addresses the theme of city-based tourism by investigating its development over time, up to the new post-Fordist dimension that sees cities equip and relaunch themselves to become attractive again in global competition. Cultural consumption, leisure, and image are the backgrounds to the emergence of specific elements of attractiveness that will be analyzed in detail. These include great museums, mega-events, contemporary works by great architects, and many other aspects that allow cities to maintain their acquired positioning and reputation. The course will also reflect on the shock experienced by urban tourism following the spread of the coronavirus, the reactions, and proposals for the relaunch of tourism in cities, in addition to the strategies that tourist cities already use to be competitive on the international scene.

Detailed program

The course is divided into several moments.

In the introductory part a **general framework** of the theme of urban tourism will be proposed, addressing theories, policies and practices, and then analysing the main strategies of tourism development and deepening the themes of territorial marketing and city branding. Particular attention will be given to the Italian context.

In the second part the course will analyse the most relevant aspects and dimensions in the competition between cities, addressing the so-called **ten elements of attraction**:

1. Green city: the importance of urban green
2. Archistar: the presence of architectural works by great architects
3. Film commissions and movie induced tourism
4. Waterfront: the rediscovery of the blue resource
5. Important museums: tourist towing par excellence
6. Megaevents: create 360° value
7. Repeated cultural events
8. Urban Lightscape: the lights of the city
9. Smart and sharing city: accessibility and connectivity
10. Heritage tourism: the rediscovery of historical memory

To these is added a further element related to **safety** in the broad sense (health, social, ...) in which the **impacts of COVID19** on urban tourism, government responses and the strategies adopted by cities to relaunch themselves in international tourist competition will be explored. In addition, new tourism trends emerged as a result of the lockdown and in a state of health alert will be analysed.

The course includes a **workshop** part to be conducted in groups of students working on the topics addressed in class.

Prerequisites

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Teaching methods

The course will be teach face-to-face and in italian.

Assessment methods

Students* have two options

1. Actively participate in the **lessons**, enrolling in a **workgroup** indicated by the teacher and creating a group **project work** to be presented in the classroom. They will thus receive a corresponding group mark (the same for all group members); to this will be added an individual mark which they will obtain by presenting themselves on the day of the first useful exam session and answering **a question** in the form of a short essay (in a computer lab) (test duration 45 minutes). The individual test will focus on the textbook only.
 - The evaluation of the group work will be announced by the end of the course and will take into account the following criteria: I. oral presentation: presentation effectiveness, respect for presentation deadlines, ability to ask and answer questions; II. written project: originality, style and correctness, literature used and quality of the conclusions.
 - The evaluation of the individual test in the laboratory will take into consideration the following criteria: quality of contents, critical approach and form. It will be announced a few days after the test.
 - The final mark will be composed of the group evaluation and the individual one.

2. DO NOT participate in classroom activities but take part in the **final exam** in the **computer lab**, receiving only an individual grade.

The exam will be written and organized as follows:

a. closed questions: 20 multiple-choice questions are proposed (0.75 points for each correct answer; 0 for incorrect answer, for a total of 15 points)

b. open questions: 3 open questions (all three must be answered). Each question is worth a maximum of 5 points, for a total of 15 points.

The final evaluation adds the score obtained in the closed questions with the score obtained in the open questions. The duration of the test is 120 minutes. The test will focus on the textbook and on the lecture notes made available by the teacher.

In both cases, students * are called * to demonstrate that they have understood the contents of the course and that they are able to apply them to the current tourism context.

Textbooks and Reading Materials

The study materials are:

1. Bernardi M., Marra E. (2022). TOURIST ATTRACTIVENESS AND URBAN DISTINCTION: Elements of competition in the contemporary metropolis. Lectures, Milan
2. small handout made available online by the teacher

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | AFFORDABLE AND CLEAN ENERGY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION
