UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Tourism and Heritage

2324-2-F4901N109

Learning objectives

The course has the following training objectives:

1. To know the museum as a complex reality and to understand how research in the museological field contributes to improve the fruition of cultural heritage.
2. Knowing how to identify the trends of contemporary museology and to recognize the different problems determined by elements characteristical of our times.
3. To know the main tools in the field of visitors-audience studies
4. To identify methods for the valorisation of cultural heritage by evaluating the opportunities generated by the context.

Contents

The course aims to present dynamics for the fruition of cultural heritage, using tools for the analysis of contemporary Museology, identifying policies, trends, good practices and open issues.

Detailed program

The course will deal with the main themes of contemporary museology with the aim of presenting dynamics of fruition and strategies for the enhancement of cultural heritage, with a focus on the Italian and international

panorama. The themes addressed are the following:

1. Museum and collections. Narrative tools for the cultural heritage under the test of time. Collecting and conserving collections. The looted cultural heritage;

2. Museums grappling with post-colonial issues, 'dissonant heritage' and 'cultural frictions'. Experiences of heritage reinterpretation;

3. Museums, cultural tourism and sustainability;

4. The museum at the service of society. Inclusion, ethics, equity and social justice;

5. Museums, communities and territory. Eco-museums, museums of the cities, local museums and museums of landscape;

6. The contribution of museums in designing the tourist image of a place, The politics of the branches of important museums, contentious cases;

7. Museum visitors and audience studies. Practices for audience engagement;

8. Tools for dialogue with the public: staging, direct and indirect media. Museums and digital tools;

9. Museums in the cultural heritage system

Prerequisites

Knowledge of the fundamental elements for the enhancement of cultural heritage

Teaching methods

The lessons address some key issues related to the engagement of cultural heritage, focusing on elements of genesis, context and strategies, then analysing significant national and international case studies.

In addition to the frontal lessons, some in-depth seminars with experts will be presented.

During the course, the students will be involved in exercises on different topics to allow a continuous dialogue.

Some visits to meaningful examples of museums will complete the program.

Assessment methods

This is an oral exam. During the exam, students should prove their skills in referencing and in their critical analysis of the themes of the course, using proper terminology and connections with the studied references. The final score considers: the quality of the presentation, the participation to the activities in the class (for non-attending students the agreed assignments), last, but not least, the knowledge of the topics.

Textbooks and Reading Materials

Cataldo, L., Paraventi, M., (a cura di), "Il museo oggi. Modelli museologici e museografici nell'era della digital transformation", seconda edizione, Milano, Hoepli, 2023

Da Milano, C., Gariboldi, A. (a cura di), "Audience Development: mettere i pubblici al centro delle organizzazioni culturali", Milano, Franco Angeli, 2019

Janes, R. R., Sandell R., "Museum activism", Oxon, Routledge, 2019

Further readings will be provided during the course.
Students who are non-attending will have to agree with the lecturer on an in-depth study of a proposed topic.

Sustainable Development Goals

QUALITY EDUCATION | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | PEACE, JUSTICE AND STRONG INSTITUTIONS