UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Economic History for Tourism

2324-1-F7601M012

Learning objectives

The course aims at providing the students with the fundamental conceptual skills necessary for the examination and interpretation of the main phenomena in economic history of tourism. The ultimate goal is the acquisition of abilities related to learning, investigation and analysis, with particular reference to historical development of tourism. Students will be able to address the specific issues of tourism, demonstrating an understanding of their structural changes in the long run

Contents

The course aims to illustrate the long-term socio-economic implications of a complex phenomenon such as tourism. The time period taken into account starts with the age of the Grand Tour in pre-industrial Europe until the full affirmation of mass tourism in the twentieth century, through the great transformations that occurred during the nineteenth century with the hydrotherapy, the discovery of the mountain and the role played by the first travel agencies in channeling towards the touristic destinations increasing flows of visitors, also thanks to transport improvements such as the railroad. The final part of the course will be devoted to a more specific examination of the Italian case with special regards to the recent changes wich followed the birth of the so called post modern tourism

Detailed program

The course is divided into two parts

1. The first includes lectures by the professor and covers two thirds of the course up to the interruption period for the intermediate tests. During the week dedicated to the intermediate tests, an open-ended test will be

held
2. In the second part of the course students will participate in group activities that will allow them to study in depth, with cooperative methodologies, topics chosen from those proposed by the professor which will then be exposed in the classroom. Students will form groups (2-3 people) who, on the basis of the bibliographic and documentary information provided, will prepare and present a Power Point presentation accompanied by a more extensive text in word

Presentation of the course and methodological issues: history, economic history of tourism, travel
1-6 Presentation of the course; method and historical research; the economic history of tourism: definitions and chronology; relevant issues in the economic history of tourism; the different aspects of the journey

The transformations of tourism
7-12 Why modern tourism was born in England; the United States and the birth of mass tourism; the boom in the Mediterranean after World War II; towards global tourism: tourism at small scale, the delay of Africa and the tourist boom of the East

Tourism in Italy in brief
13-15 Evolution from the late nineteenth century to today

The main types of tourism in the long run
16-20 Unchallenged leadership: seaside tourism; mountain tourism; religious tourism; travel related to health: thermalism; educational trips: the grand tour and cultural tourism

Tourism today in Italy between tradition and innovation
Lessons 21-28
Tourist typologies and regional cases
Seaside tourism
• Elite tourism (Lido of Venice, Forte dei Marmi, Capri etc.)
• The Romagna model
• Sardinian planning

Mountain tourism
• Aosta Valley and South Tyrol

The rediscovery of the territory: from parks to food and wine tourism.

The big events
• Jubilees
• Expo and major events: Milan and the Lombard case

The Italian situation in recent years
• Strengths and weaknesses
• The new frontiers of tourism

Student reports
29-40

41-42 Conclusions

Prerequisites

Basic knowledge of the historical and political events (XVIIIth-XXth centuries)

Teaching methods

Lessons in classroom. Lessons registration

Assessment methods

There are two verification methods for attending students

1. Intermediate exam + Presentation in the classroom + Final exam

Intermediate test
Knowledge and understanding will be assessed with a test consisting of four open questions, chosen from the six that will be proposed (up to 7.5 points for each answer). The test will last two hours. This part of the exam will have a weight of 50% and will focus on the topics covered in class by the professor. The trace of the lessons (they are simple schemes!), will gradually be loaded on the course page on the university e-learning site: http://elearning.unimib.it/ in the economic statistical area

Presentation in the classroom
The presentation in the classroom, lasting a maximum of twenty minutes and with a maximum score of 30/30, will be assessed on the basis of five parameters:
a) originality and innovativeness (ability to develop the proposed theme in an original way with respect to the literature and documentation used)
b) clarity and effectiveness (style, language)
c) quality and clarity of the abstract (in presenting the objectives, the sources used, the results obtained)
d) consistency between the sources used, the analysis and the proposed summary
e) coherence between research questions and analysis
This part of the exam will have a weight of 30% on the final grade

Final test
The test, which will take place at the end of the course, will focus on the presentations and will consist of three open questions, chosen from the five proposals. The test will last one hour

2. Complete test
   Attending students who do not take the intermediate test and the presentation in the classroom will take an overall final test consisting of six open questions (up to five points per answer) which will take place at the end of the course, will cover the topics explained by the professor and the students' reports. and it will last two hours.

Starting from the January session, the examination procedure is oral also for those attending course

Exam for non-attending students
Non-attending students will take an oral exam starting from the January session which will focus on the indicated textbook

Textbooks and Reading Materials

P. Battilani, *Vacanze di pochi vacanze di tutti. L'evoluzione del turismo europeo*, Bologna, Il Mulino, 2009

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

CLEAN WATER AND SANITATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | CLIMATE ACTION | LIFE BELOW WATER | LIFE ON LAND