



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 1

2425-3-E1501N107

Learning objectives

Identify and enhance the places in metropolitan Milan with a strong potential to attract post Covid tourism.

Contents

The workshop will consist of eight three-hour meetings. The first three meetings and the last two will be in the classroom. The other meetings will possibly be on the territory and to be defined according to the number of participating students. The objective of the workshop is to take stock of the tourism situation in Milan and its metropolitan city.

Detailed program

1. Opening panel discussion: Tourism post lockdown. The situation in Italy and Europe.
2. Tourism in Milan: some data. - Objective: analysis of data on post lockdown tourism in Milan. Formation of working groups.
3. Blue-green Milan - Objective: to identify new tourism opportunities, Covid free, offered by metropolitan Milan beyond the 'Circle of Bastions'.
4. Presentation of work programs.
5. Group work situation check.
6. General rehearsal group reports. - Discussion of how to improve reports.
7. Presentation of final proof Power Point. and discussion of reports.

Prerequisites

No prerequisites are required

Teaching methods

Discussion of topics by students and activities in the area with final report. first 3 lectures of 3 hours in Didactic Delivery. Three subsequent 3-hour meetings in face-to-face with interactive and laboratory mode. Two final meetings with interactive didactics (student report with discussion). All activities will be conducted in presence.

Assessment methods

Student participation and interventions in round tables and lectures. Evaluation of materials produced and the overall test and final report. Participation in at least 2/3 of the lectures and meetings is required for a minimum of 16 hours out of the 24 scheduled.

Active participation in the presentation of the final report (last meeting) is considered essential.

Written evidence: Group project work and (short) individual report. Power Point presentation for overall proof and final discussion.

Oral evidence: discussion of project work and Power Point presentations.

Textbooks and Reading Materials

For the part on the 10 elements of tourist attractiveness see::

Bernardi M. e Marra E., Attrattività turistica e distinzione urbana, Milano, Ledizioni 2022, cap.4 – pp.67-190 (to buy)

Textbooks and Reading Materials Downloadable for free at the site:

<https://www.ledizioni.it/prodotto/marra-et-al-ricentrare-la-citta/>

<https://www.ledizioni.it/prodotto/esplorare-la-metropoli-aspetti-socio-territoriali-della-grande-milano/>

and for parts related to post covid tourism

<https://www.ledizioni.it/prodotto/manifesto-dei-sociologi-e-delle-sociologhe-dellambiente-e-del-territorio/>

Additional (free) materials will be shared with students during the workshop

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | CLEAN WATER AND SANITATION | AFFORDABLE AND CLEAN ENERGY
| INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES |
RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION
