UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 15

2425-3-E1501N121

Learning objectives

Acquire the principles behind corporate sustainability assessment and apply them to the specific needs of the tourism sector

Contents

1. Corporate social responsibility
2. Green washing
3. The sustainability report in the world of tourism
4. Sustainability certifications in the tourism sector
5. Data collection for sustainability assessment
6. Designing an intervention proposal
7. Presentation of work

Detailed program

The workshop consists of seven meetings. In the first six meetings, the course materials will be presented and group work will be carried out (search for and analysis of online material). In the last meeting, the papers of the different groups will be presented for feedback and comparison of the results obtained.
corporate sustainability and its assessment, focusing on the specificities of the tourism sector. Specifically, an attempt will be made to deepen the understanding of the current panorama and the necessary changes, also in the light of the new European regulations in terms of sustainability reporting.
The workshop aims to highlight the complex web of relations between different areas of analysis and intervention that characterises the phenomenon of sustainability and the assessment of tourism impacts.

Prerequisites

No prerequisites required

Teaching methods

Traditional didactic: 15% Introduction of topics by the lecturer through lectures and slides
Interactive didactic: 85% Discussion of the themes and materials proposed by the students, realisation of summaries and comparison of the collected materials, realisation of a final paper.

Assessment methods

Student participation and intervention in lectures. Evaluation of the materials produced and the final paper. Participation in at least 75% of the lectures and meetings is required for a minimum of 18 hours out of the 24 scheduled. Attendance at the first meeting and the presentation of the final report (last meeting) is strongly recommended.

Textbooks and Reading Materials

Mura, G., Aleotti, F., Diamantini, D. (2022) Il manuale della sostenibilità per le imprese. Innovazione, sviluppo e ambiente, Mondadori Università (available at the university library)
Borrelli, N., Davis, P., & Dal Santo, R. (2023). Ecomuseums and Climate Change. Ledizioni. available in open access at https://www.ledizioni.it/prodotto/ecomuseums-and-climate-change/
Consolidated set of GRI standards, available at https://www.globalreporting.org/standards/download-the-standards/
Slides and further materials will be shared on the online course page and during lectures.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | CLIMATE ACTION