



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Governance and Policies for Tourism

2425-3-E1501N145

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#### Learning objectives

- Knowledge and understanding\*  
Provide a general framework on tourism systems policies and governance, taking into account the priorities related to sustainable development goals.

#### *Ability to apply knowledge and understanding*

Know how to use the theories and methods of socio-territorial research to describe, analyze and plan systems tourism.

#### Contents

The course addresses the main issues and challenges related to the governance of tourism systems with special reference to the socio-territorial approach and the achievement of the Sustainability Goals (SDGs) of the United Nations 2030 Agenda. The objective is to develop knowledge and skills to analyze and define policies and plans for the sustainability of tourism systems.

#### Detailed program

The course is organized into 3 main parts.

The first, theoretical in nature, addresses the basic concepts and approaches that have characterized the planning and governance of tourism systems, with particular reference to strategic and integrated planning. It will also explore the main issues related to policy, planning and design of tourism systems at different spatial scales (international, national, regional and local).

The second, empirical in nature, is devoted to an in-depth study of case studies and best practices in sustainable

planning of tourism systems.

The third, workshop-based, will focus on the development of group work on the issues of planning of sustainable tourism territorial contexts with the aim of applying the knowledge acquired during the previous parts of the course.

## **Prerequisites**

None

## **Teaching methods**

The course consists of 49 hours, of which approximately 50 % is with didactic delivery (face-to-face lectures using slides, audio and video) and 50% percent is with interactive teaching (preparation of the final group project and presentation in class at the end of the course).

## **Assessment methods**

Two ways of assessment methods are provided, according on the type of course's participation chosen by the student:

1. Students who choose to take the in-presence classes will carry out a group work (project work) on a topic of their choice consistent with the course content; this project will then be presented at the end of the course by each group according to a presentation schedule established by the professor. At the end of the course, the student groups will have to send the project to the professor in the form of a short paper. The evaluation criteria for the oral presentation will take into account the effectiveness of exposition and from adherence to the scheduled presentation timelines. The evaluation criteria for the term paper will take into account originality, expository style, the quality of the literature search on the subject matter, and the quality of the critical conclusions. Both the oral presentation and the paper will be conducted in English. A score of 30/30 will be given for each of the given criteria. The final average will correspond to the final grade. These students will be required to register for the exam appeals only for the purpose of marking the grade, not for participation.
2. Students who do not choose to take the in-presence classes, will take a PC-based written exam at the designated computer rooms. The exam is divided into two parts: a closed-response test part and an open-response part. The first part includes a 20-minute closed-response test (preparatory for the next part). To be eligible for the open-ended test, students must answer 6 out of 10 answers correctly. The second part involves an open-ended test: students must answer the two questions proposed by the exam platform within a maximum time of 40 minutes. These two questions can score a maximum of 15 points each. The sum of the score obtained from the two open-ended questions assigns the final grade.

## **Textbooks and Reading Materials**

Mandatory reading for all the students:

Hall C.M. (2008), Tourism Planning: Policies, Processes and Relationships, 2nd Edition, Essex: Pearson Education (<https://unimib.on.worldcat.org/oclc/663516761>)

Any further study materials will be made available during the course and posted on the course e-learning page.

## **Sustainable Development Goals**

SUSTAINABLE CITIES AND COMMUNITIES

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