



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Fondamenti dei Sistemi Turistici

2425-1-E1501N139

Learning objectives

The Course is aimed at offering students the basic training to know and manage the tourism system and tourism resources through an interdisciplinary perspective. More specifically, it intends to provide students with the bases for tackling the tourism sciences, with attention to the main dimensions addressed by the discipline at a nationale and international level.

Contents

The course is divided into 5 parts dedicated respectively to the fundamentals of tourism, the consequences of tourism on the destination, the fundamentals of the tourism sector, tourism demand and the future of tourism.

Detailed program

In the five parts that make up the program, attention will be devoted to training on the following topics:

- fundamentals of tourism
- tourist destination
- economic consequences of tourism
- environmental consequences of tourism
- social and cultural consequences of tourism

- sustainable tourism
- urban tourism
- attractions
- accommodation
- intermediaries
- transport and mobilities
- government of tourism
- tourist demand
- tourism marketing
- future of tourism

Prerequisites

Good educational skills in logic, social culture and reasonable capacities in learning, writing and oral communication.

Teaching methods

The course consists of 56 hours, 80% of which are delivered through didactics (lectures with the use of slides, audio and video) and 20% through interactive didactics (exercises, subgroup work, presentation of case studies from which individual and subgroup work, prepared and discussed during the course, can be developed).

Assessment methods

Final examination: written examination (answers to open questions), without in itinere testing, aimed at assessing the knowledge acquired during the training course on the fundamentals of tourism systems and the links between the various subject areas.

The assessment criteria followed by the Commission are as follows:

- the knowledge and ability to understand,
- the ability to apply knowledge,
- the ability to make a critical sense and formulate judgements,
- the ability to communicate.

Textbooks and Reading Materials

Cooper Chris, 2013, Turismo, Conoscere e gestire le risorse turistiche. Zanichelli, Bologna

Colleoni M. e Guerisoli F., 2014. La città attraente. Luoghi urbani e arte contemporanea. Egea, Milano

Sustainable Development Goals

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