UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 14

2526-3-E1501N120

Learning objectives

The aim of the workshop is to raise awareness of the various aspects of religious tourism, identifying contemporary national and international areas and trends. Particular attention is paid to promoting cultural heritage of religious interest for tourism. The workshop is structured to provide and test the fundamental tools needed to work effectively on projects involving promotion, communication and management.

In particular, the specific objectives are:

1. Knowledge and understanding: to know and understand the specific characteristics of pilgrimage, sacred tourism and religious tourism.
2. Applied knowledge and understanding: develop project proposals consistent with the specific characteristics of pilgrimage and religious tourism
3. Independent judgement: recognise the needs and potential of sites and cultural heritage of religious interest and recognise the effectiveness of enhancement projects
4. Communication skills: present proposals and projects effectively
5. Learning skills: acquire skills for self-assessment and improvement of proposed project ideas.

Contents

Religious tourism is an ever expanding, diversified and stimulating sector, on one hand because it generates new touristic opportunities and, on the other hand, because it affects the development of the territory, through operations for the overall enhancement of the widespread heritage of religious and cultural interest.

The first part of the course is dedicated to the essential theoretical elements (cultural foundations, overview of the different types of tourism experience and the development scenarios of the sector) and the second is focused on design experimentation to enhance the experience of a site meaningful for religious, historic, artistic reasons.

Detailed program

The lab will focus on some of the main aspects of religious tourism, with a particular focus on cultural sites with religious interest, and its touristic potential. The lessons will be subdivided as it follows:

- theoretical knowledge

- Design techniques (from a concept to structuring a project)

The course will also include some visits to places of religious and cultural interest.

Prerequisites

None

Teaching methods

The workshop will be conducted individually or in small groups.
Every step of the project will be discussed in class and shared on the e-learning platform.

Assessment methods

The workshop work will be done mainly in class. Every passage will be examined and discussed. At the end of the workshop, credits will be given only to those who participated and followed every step of the workshop.

Textbooks and Reading Materials

2025 Bagnoli, L., Capurro, R., “Musei ecclesiastici e giustizia sociale a Milano”, in S. Benetti, Cerutti S, Pettenati G. (a cura di), Geografia e patrimonio, Firenze: Società di Studi Geografici, pp. 375-380

2013 Bagnoli L.- Capurro R., “I musei ecclesiastici e il territorio”, in *Arte Cristiana*, vol. CI/ 879, fascicolo 11-12, nov./ dic. 2013, pp. 407-413

2016 Capurro R. – Lupo E., "Designing Multivocal Museums. Intercultural Practices at Museo Diocesano", Milano, MeLa Book 12, Politecnico di Milano, Milano

2007 Mazza C., "Turismo religioso. Un approccio storico-culturale", EDB, Bologna

Sustainable Development Goals