UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 15 - Sostenibilità nel settore turistico: la responsabilità sociale d'impresa

2526-3-E1501N121

Learning objectives

The aim of this workshop is to enable students to acquire the foundational principles of corporate sustainability assessment and apply them to the specific needs of the tourism sector. With reference to the Dublin Descriptors:

Knowledge and Understanding: By the end of the course, students will be familiar with key theoretical concepts for analyzing Corporate Social Responsibility (CSR), the main corporate sustainability assessment frameworks, and how these elements can guide sustainability planning in the tourism sector.

Applied Knowledge and Understanding: Students will learn to critically analyze corporate sustainability initiatives by applying evaluation criteria that help assess sustainability reports, campaigns, and other related projects.

Independent Judgment: All workshop activities are designed to develop critical analysis and independent judgment skills, reinforced through the examination of real-world case studies based on theoretical frameworks provided during sessions.

Communication Skills: Through group work, students will present case studies to the class, fostering informed discussion and debate on selected examples.

Learning Skills: By the end of the workshop, students will be familiar with online resources for sustainability research, allowing them to further explore topics aligned with their interests.

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

Detailed program

The workshop consists of six sessions. Five sessions are dedicated to course material: each begins with an introduction to a key topic and theoretical resources, which students then apply to case studies they identify.

One session will be dedicated to visiting the "Fa' la cosa giusta" fair (https://www.falacosagiusta.org/la-fiera/). In preparation, students will develop an analysis framework and interview guide to observe exhibits and interact with exhibitors and experts.

Collected materials (from companies and expert meetings) will be organized based on key sustainability criteria and presented in class.

In the final session, students will apply their knowledge to design and present a hypothetical sustainability intervention project for the tourism sector.

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 presentation.

Assessment methods

Completion of the workshop is verified based on student participation and contributions. Attendance at at least 75% of sessions (minimum 18 out of 24 hours) is required. Participation in the first and final sessions is strongly recommended.

Understanding, critical analysis, and presentation skills will be assessed through short group presentations during each session.

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