UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Governance and Policies for Tourism

2526-3-E1501N145

Learning objectives

1. Knowledge and understanding
   Students will acquire knowledge of the fundamental concepts of tourism governance and planning.

They will understand the main theories and approaches related to tourism policies, governance, and territorial sustainability.

2. Applying knowledge and understanding
   Students will be able to use socio-territorial research methods to describe and analyze tourism systems.

They will be capable of applying conceptual tools to interpret and design tourism plans and policies, with particular attention to urban systems.

3. Making judgements
   Students will develop critical skills for analyzing policies and case studies, assessing both challenges and strengths in tourism development strategies within territorial systems.

4. Communication skills
   Students will be able to present, both in written and oral form (in English), the outcomes of their analyses and projects through the final group project.

They will know how to collaborate effectively in teams and clearly present a collective work, highlighting the key findings of the project.

5. Learning skills
   Students will develop the ability to autonomously learn the topics covered in the course, through the use of relevant academic literature and scientific sources.

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 be 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 classes are organized as follows:

10 face-to-face lectures, two lectures per week, one of 2 hours and one of 3 hours (lectures with slides, audio, video) in presence.
10 lectures of interactive didactics, two lectures per week, one of 2 hours and one of 3 hours (group work and project presentation) in presence.

No remote lectures are scheduled, unless unforeseen.

Assessment methods

Two different assessment methods are available, depending on the learning path chosen by the student. Both methods are consistent with the course's intended learning objectives. Below is a detailed description of the two final assessment modalities.

1. Students who choose to attend the in-person lectures

These students will carry out a group project (project work) on a topic of their choice, aligned with the course content. The project will be presented at the end of the course by each group, following a schedule set by the instructor. After the course, each group must submit their project in the form of a short written report.
The oral presentation will be evaluated based on clarity and effectiveness of communication and adherence to the assigned time limits. The written report will be assessed according to originality, writing style, quality of literature review, and the strength of the critical conclusions.
Both the oral presentation and the written report must be delivered in English.
Each criterion will be graded on a 30/30 scale. The final mark will be the average of the two components. These students must register for the exam only to record their grade, not to take an additional test.
This assessment path is designed to evaluate the following learning outcomes: Knowledge and understanding; Applying knowledge and understanding; critical analysis skills; Communication skills; Learning skills.

2. Students who choose not to attend in-person lectures
   These students will take a computer-based written exam in designated computer labs. The exam consists of two parts: a multiple-choice test and an open-ended questions section.
   The first part includes 10 multiple-choice questions to be completed in 20 minutes and is a prerequisite to proceed to the second part. To access the second part, students must answer at least 6 out of 10 questions correctly.
   The second part includes two open-ended questions, to be answered within a maximum of 40 minutes. Each question can be awarded up to 15 points, for a total maximum of 30 points. The sum of the two scores determines the final grade.
   This assessment path is designed to evaluate the following learning outcomes: Knowledge and understanding; Applying knowledge and understanding; Learning skills.

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