UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Metodi per l'Analisi Territoriale Applicata al Turismo

2526-2-E1501N142

Learning objectives

Knowledge and understanding
The aim is to provide students with the main methodological knowledge for the use of sources, methods and techniques of territorial data analysis in social research applied to tourism. This objective will be assessed, in particular, through written tests and ongoing assessments.

Applying knowledge and understanding
Knowing how to use sources, data, methods and techniques of socio-territorial research to describe, analyse, interpret, plan and design policies in the field of tourism and sustainable territorial development. The achievement of this objective will be assessed in particular during the exercises, as well as in the written tests.

Making judjments
Be able to critically analyse sources, methods and techniques for analysing territorial data and independently rework knowledge acquired in other contexts, cases and issues. This objective will be assessed through open questions in written tests.

Communication skills
The ability to communicate effectively within the relevant subject area, including written and oral language skills and the ability to summarise. This objective will be assessed through active participation in teaching activities, written tests, and the presentation and drafting of final project work.

Learning skills
The ability to orient oneself and continue studying independently beyond the classroom, building a toolbox of concepts, methods, tools and resources to support further study of the use of sources of ecological data in social and tourism sciences. Active participation in teaching activities and written tests will be used to assess the achievement of this objective.

Contents

Territorial analysis is essential for any territory that intends to design, plan and evaluate policies and interventions for the local, sustainable and touristic development of the territories. By making it possible to identify and understand the characteristics, impacts, criticalities and opportunities of specific territories, it allows in fact to focus the vision and to formulate and evaluate the achievement of objectives and targets, identifying the levers on which to act to improve the quality and sustainability of tourism in the territories.
The course is an introduction to methods for territorial analysis, with particular attention to the application in the field of tourism and the achievement of sustainability goals. After a historical-methodological introduction, students will be familiarized with socio-territorial analysis through an in-depth study of the main sources, methods, techniques for analyzing and interpreting data and disseminating the results.

Detailed program

The course is organized in three main parts.

In the first, a historical-introductory overview will be carried out on the analysis of territorial data in the social sciences and tourism, through the in-depth analysis of cases, projects, surveys and research and reference to the most recent fields of application through open, big or spatial data or the adoption of participatory approaches.

In the second, particular attention is dedicated to: the identification of primary and secondary sources, in particular open data, in the various territorial units at local, national and international level; the quality, comparability and interoperability of data; the construction of indicators and indices; the statistical and ecological data analysis methods and techniques; the interpretation and communication of the results.

The third part aims to explore, through seminars and meetings with experts, the use of composite indices and territorial data analysis tools applied to tourism. It will present and discuss concrete examples of how to read and interpret tourism phenomena in relation to socio-territorial dynamics, with a particular focus on the potential of spatial data and synthetic indicators to inform decision-making and policy processes

Prerequisites

No specific prerequisite, except those decided in the Didactic Regulation.

Teaching methods

The course consists of 56 hours, of which:

- 24 hours of in-person teaching (lectures with slides, audio and video);
- 32 hours of interactive classroom teaching (in particular: 22 hours of guided group and individual exercises; 10 hours of seminars and group discussions supervised by the teacher and tutor).

Assessment methods

Written exam (closed-ended test + open questions) to verify knowledge of fundamental concepts.
The evaluation criteria are as follows: 1. Knowledge of the contents of the exam program; 2. Communication skills in the disciplinary context of reference (correct use of language and ability to synthesize information); 3. Disciplinary problem solving skills and ability to re-elaborate the acquired knowledge.

Alternatively, students have the option of taking three ongoing tests, relating to the first, second and third parts of the course, which include open-ended questions.
Evaluation criteria include: active participation of students during the course; content knowledge; language skills; ability to synthesise; ability to use the knowledge acquired; critical skills to analyse phenomena; and ability to applying theoretical concepts to empirical cases.

The criteria for grading are as follows:

- Insufficient: 1-17
- Sufficient: 18-23
- Fair: 24-26
- Good: 27-28
- Very good: 29-30
- Excellent: 30 with honours

Textbooks and Reading Materials

- Pintaldi F. (2009), Come si analizzano i dati territoriali, Milano: FrancoAngeli.
    - Pasetti P. (2002), Statistica Del Turismo, Roma: Carocci. (chapters 1 to 8)
- OECD/European Union/EC-JRC (2008), Handbook on Constructing Composite Indicators: Methodology and User Guide, Paris: OECD Publishing (Part 1)

Further texts and in-depth materials will be made available during the course and published on the e-learning page of the course.

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES | PARTNERSHIPS FOR THE GOALS