UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Tourism and Heritage

2526-2-F4901N126

Learning objectives

The course is geared towards the following learning objectives:

1. Knowledge and understanding: understanding museums as complex entities and how research in the field of museology contributes to improving the enjoyment of cultural heritage; understanding the fundamental tools for studying visitors and audiences;
2. Applied knowledge and understanding: identifying methods for promoting cultural heritage by assessing the opportunities generated by the context;
3. Autonomy of judgement: knowing how to identify trends in contemporary museology, recognising the various issues raised by elements that characterise our times;
4. Communication skills: learning and using terms and concepts related to the enhancement of cultural heritage competently;
5. Learning skills: recognising and using tools and sources for research on the enjoyment of cultural heritage.

Contents

The course aims to present dynamics for the fruition of cultural heritage, using tools for the analysis of contemporary Museology, identifying policies, trends, good practices and open issues.

Detailed program

The course deals the main themes of contemporary museology with the aim of presenting dynamics of enjoyment and strategies for the enhancement of cultural heritage, with a focus on the Italian and international scene. In particular, the following topics will be explored in depth:

1. The museum and collections. Tools for narrating cultural heritage that stand the test of time. Formation and conservation of collections, the issue of disputed cultural heritage;

2. Museums grappling with post-colonialism, issues of “dissonant heritage” and “cultural frictions”. Experiences of reinterpreting heritage;

3. Museums, cultural tourism and sustainability;

4. The museum at the service of society. Inclusion, ethics, equity and social justice

5. Museums and the local area. Networks and alliances for the creation of cultural systems

6. The contribution of museums in shaping the tourist image of a place, the policies of branch museums of large museums, controversial cases

7. Visitor and audience studies. Audience engagement practices

8. Tools for dialogue with the public: exhibition design, direct and indirect mediation tools. Museums and digital tools

Prerequisites

Knowledge of the fundamental elements for the enhancement of cultural heritage

Teaching methods

The lessons address some key issues related to the enjoyment of cultural heritage, presenting the elements of genesis, context and strategies, and then analysing significant national and international case studies.

In addition to lectures, there will be a number of in-depth seminars with experts. Specifically, the course is structured as follows:

- 20 two-hour lectures held in person (DE);
- one nine-hour interactive (DI) practical exercise based on a specific case study, held in person, including a visit to local museums.

Assessment methods

The exam is oral. During the exam, students must demonstrate their ability to discuss the topics covered during the course and critically analyse them, using appropriate terminology and references to the recommended reading list. The final assessment will be based on knowledge of the topics, the quality of the presentation, participation in classroom activities (DI), and agreed individual research projects.

Textbooks and Reading Materials

Cataldo, L., Paraventi, M., (eds.), "Il museo oggi. Modelli museologici e museografici nell'era della digital transformation", seconda edizione, Milano, Hoepli, 2023

Babic, D. (ed.), "International Perspectives on Museum Management", Londra, Routledge, 2024

Further readings will be provided during the course.

Sustainable Development Goals

QUALITY EDUCATION | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | PEACE, JUSTICE AND STRONG INSTITUTIONS | PARTNERSHIPS FOR THE GOALS