UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 4 - Ecotourism and Sustainable Tourism

2526-2-F4901N094

Learning objectives

Ecotourism is defined as a "nature-based", "sustainably managed" and "environmentally educating" experience. Starting from these constituent components of a political, environmental and educational nature (which distinguish it from other types, such as sustainable tourism), the laboratory has the objective, first of all, of providing a theoretical framework useful for a reading, even a critical one, of the diffusion, the success and the contradictions about that.

Learning Objectives (according to the 5 Dublin Descriptors):

- Knowledge and understanding
  Students will acquire knowledge concerning the definition and foundations of ecotourism, its development within the international tourism landscape, and its relationship with environmental sustainability and environmental education.

- Applying knowledge and understanding
  Students will be able to analyze case studies, design ecotourism itineraries, and apply educational approaches to the interpretation of ecotourism offerings, with a particular focus on the Italian context.

- Making judgements
  Students will develop critical thinking skills in interpreting ecotourism as an educational and cultural tool, evaluating its potential, contradictions, and environmental and social impacts.

- Communication skills
  Students will develop the ability to present and discuss reports, itineraries, or projects clearly, using language appropriate to the disciplinary context.

- Learning skills
  The laboratory is designed to stimulate active learning, based on direct experiences, group work, and personal reflection, providing useful skills for future theoretical or professional development in the field of

sustainable tourism.

Contents

Since the mid-nineties, ecotourism and wildlife viewing have been market segments characterized by a great growth potential and a rapid expansion capacity in the international context. In recent years, ecotourism has maintained a significant level of growth and diffusion within the global tourism market and has become one of the most interesting phenomena in terms of reading geographical phenomena and environmental policies.

Detailed program

In particular, the activities will focus on some fundamental aspects: the association between ecotourism and environmental education. More and more often, in fact, local operators propose ecotourism as a "good practice" instrumental to the education of tourists and their awareness of environmental issues through direct experience.

In this sense, particular attention will be devoted to the study of the ecotourism offer in Italy, and to the bond that ecotourism has woven with training agencies such as schools, local authorities, parks and associations, with particular emphasis on necessity to understand the reasons why ecotourism is proposed as an educational practice. Furthermore, relations with sustainable tourism and the world of ecosport, food and wine tourism and widespread hospitality will be dealt with.

The theme of environmental sustainability in the construction, transport and catering sectors will also be addressed in relation to the tourism and ecotourism offer and students will be asked to analyze specific cases, also through field trips, and to plan routes and itineraries in Italian protected areas that have the link between direct experience and environmental education as a qualifying element.

Prerequisites

No prerequisites required on entry.

Teaching methods

Exchanges will also be provided with experts in the field of ecotourism, rural tourism, sustainable tourism, associations and the green economy.

The laboratory consists of 24 hours, of which approximately 6 hours with didactic delivery (frontal lessons with the use of slides, audio and video) and 18 hours with interactive teaching (exercises, subgroup work, presentation of case studies from which to develop individual and subgroup work, prepared and discussed during the course).

Assessment methods

CONTENTS - 3 CFU The student's suitability, at the end of the workshop, will be assessed on the basis of two aspects: - active participation in the laboratory (the student must attend at least 75% of the hours) - paper or other activity decided by the teacher based on the proposed teaching activity. If the student is eligible, 3 credits will be recognized.

- Assessed Competencies:
  Critical analysis and application of concepts
  Creativity and coherence in planning
  Communicative effectiveness (written and/or oral)
  Independent reflection and mastery of the content

- Evaluation Criteria:
  Completeness and accuracy of the paper (or project)
  Relevance of conceptual references and correct use of disciplinary vocabulary
  Argumentative ability and clarity of exposition
  Originality and consistency with the learning objectives

Textbooks and Reading Materials

Lessons from the professor.

Sustainable Development Goals

NO POVERTY | ZERO HUNGER | GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | GENDER EQUALITY | CLEAN WATER AND SANITATION | AFFORDABLE AND CLEAN ENERGY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION | LIFE BELOW WATER | LIFE ON LAND | PEACE, JUSTICE AND STRONG INSTITUTIONS | PARTNERSHIPS FOR THE GOALS