UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Fondamenti dei Sistemi Turistici

2526-1-E1503N004

Learning objectives

The course aims to provide students with basic training in understanding and managing tourism systems and resources from a multidisciplinary perspective. More specifically, it aims to provide the foundations for understanding the fundamentals of tourism sciences and applying them to the management of tourism businesses and the governance of tourism systems.
With a focus on these issues, the course also aims to develop:

1. knowledge and understanding of the fundamentals of tourism systems associated with tourism development processes;
2. the application of acquired knowledge to the tourism industry in developed countries;
3. independent judgment (the ability to collect and interpret data, formulate judgments independently, and reflect on the ethical and social implications of one's actions);
4. communication skills, with a focus on specialist and non-specialist audiences.
5. the ability to learn and develop, with a high degree of autonomy, topics related to tourism systems and policies.

Contents

The course is divided into 5 parts dedicated respectively to the fundamentals of tourism, the consequences of tourism on the destination, the fundamentals of the tourism sector, tourism demand and the future of tourism.

Detailed program

In the five parts that make up the program, attention will be devoted to training on the following topics:

- fundamentals of tourism

- tourist destination

- economic consequences of tourism

- environmental consequences of tourism

- social and cultural consequences of tourism

- sustainable tourism

- urban tourism

- attractions

- accommodation

- intermediaries

- transport and mobilities

- government of tourism

- tourist demand

- tourism marketing

- future of tourism

Prerequisites

Good educational skills in logic, social culture and reasonable capacities in learning, writing and oral communication.

Teaching methods

The course consists of 56 hours, 70% of which is classroom teaching (lectures with the use of slides, audio, and video), 20% interactive teaching (exercises, work in small groups, presentation of case studies from which to develop individual and small group work, prepared and discussed during the course) and 10% remote teaching.

In detail:

- classroom teaching: 39 hours
- remote teaching: 6 hours
- interactive teaching: 11 hour

Assessment methods

Final examination: written examination (answers to open questions), without in itinere testing, aimed at assessing the knowledge acquired during the training course on the fundamentals of tourism systems and the links between the various subject areas.

The assessment criteria followed by the Commission are as follows:

- the knowledge and ability to understand,
- the ability to apply knowledge,
- the ability to make a critical sense and formulate judgements,
- the ability to communicate.

Textbooks and Reading Materials

Cooper Chris, 2013, Turismo, Conoscere e gestire le risorse turistiche. Zanichelli, Bologna

Colleoni M. e Guerisoli F., 2014. La città attraente. Luoghi urbani e arte contemporanea. Egea, Milano

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | CLIMATE ACTION