



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 10 - Moda e turismo

2627-3-E1501N116

Learning objectives

The course provides an interdisciplinary understanding of the relationship between the fashion industry and the tourism sector, exploring fashion as a driver of destination attractiveness, destination competitiveness, and a strategic component of contemporary tourism.

Upon successful completion of the course, students will be able to:

demonstrate knowledge of the main theoretical frameworks and current developments in Fashion Tourism and Luxury Tourism (Dublin Descriptor 1);
analyse the role of fashion in enhancing tourism destinations and in destination branding and place branding strategies (Dublin Descriptors 1–2);
apply marketing, communication, and tourism planning tools to design innovative fashion-related tourism experiences (Dublin Descriptor 2);
critically evaluate the economic, social, and environmental implications of Fashion Tourism, with particular attention to sustainability and circular economy principles (Dublin Descriptor 3);
effectively present and discuss case studies and project outcomes using appropriate disciplinary terminology and collaborative working skills (Dublin Descriptor 4);
develop autonomous learning skills through the critical analysis of academic literature, industry reports, and business case studies (Dublin Descriptor 5).

Contents

The course examines the relationship between fashion and tourism from an interdisciplinary perspective. It explores the evolution of Fashion Tourism, experiential and luxury tourism, fashion destinations, destination branding, marketing and digital communication, sustainability in the fashion industry, and the design of innovative tourism experiences related to fashion.

Detailed program

Module 1 – Introduction to Fashion and Tourism

Experiential tourism and luxury tourism

Evolution of the concept of Fashion Tourism

Fashion as a tourism attraction

Fashion capitals and their international competitiveness

Module 2 – Fashion, History and Tourism

Fashion and travel from the Grand Tour to contemporary tourism

Fashion, luxury, and lifestyle experiences

Fashion houses as experiential destinations

Fashion Weeks, trade fairs, and international events as tourism attractions

Module 3 – Fashion Destinations

Fashion Tourism and themed itineraries

Shopping tourism and outlet villages

Luxury shopping destinations

Destination branding and place branding

Analysis of national and international case studies

Module 4 – Marketing and Communication

Territorial marketing

Tourism marketing applied to fashion

Destination storytelling

Social media and influencer marketing

Collaborations between fashion brands, hospitality providers, and destinations

Integrated communication strategies

Module 5 – Fashion, Tourism and Sustainability

Sustainable tourism

Slow Fashion and Slow Tourism

Circular economy

ESG principles and destination sustainability

Critical analysis of case studies

Module 6 – Designing Fashion Tourism Experiences

Designing tourism itineraries and experiences

Fashion experiences

Partnerships among fashion companies, museums, hotels, and destinations

Digital technologies, augmented reality, and artificial intelligence

Development of a final project work

Prerequisites

No specific disciplinary knowledge is required. A basic understanding of tourism and marketing principles is recommended.

Teaching methods

The course is taught in Italian.

The course consists of 42 hours of teaching activities organised as follows:

Lectures (Teaching Delivery): classroom sessions introducing the main theoretical frameworks, conceptual tools, and case studies.

Interactive teaching activities: analysis and discussion of national and international case studies, individual and group exercises, student presentations, workshop activities, and the development of a project work focused on designing a Fashion Tourism experience.

Teaching activities are delivered face-to-face, and attendance is mandatory in accordance with the programme regulations.

Assessment methods

Students' learning will be assessed through the development and presentation of a group project work focused on the design of a Fashion Tourism product or experience.

Assessment will consider:

- the correct application of theoretical concepts;
- the ability to analyse the destination and market context;
- the quality, feasibility, and level of innovation of the proposed project;
- the integration of sustainability, marketing, and communication principles;
- the ability to present and justify the project effectively;
- the appropriate use of disciplinary terminology.

During the course, formative activities (such as exercises, case discussions, and presentations) may be organised to support learning and monitor students' progress. These activities will contribute to the development of the final project but will not constitute separate graded assessments.

Textbooks and Reading Materials

Reading materials will be provided by the lecturer throughout the course and will include selected academic articles, book chapters, industry reports, business case studies, and other teaching resources relevant to the topics covered.

Sustainable Development Goals

QUALITY EDUCATION | INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION | PARTNERSHIPS FOR THE GOALS
