UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Governance and Policies for Tourism

2627-3-E1501N145

Learning objectives

1. Knowledge and understanding
   Students will acquire knowledge of the fundamental concepts of tourism governance and planning.

They will understand the main theories and approaches related to tourism policies, governance, and territorial sustainability.

2. Applying knowledge and understanding
   Students will be able to use socio-territorial research methods to describe and analyze tourism systems.

They will be capable of applying conceptual tools to interpret and design tourism plans and policies, with particular attention to urban systems.

3. Making judgements
   Students will develop critical skills for analyzing policies and case studies, assessing both challenges and strengths in tourism development strategies within territorial systems.

4. Communication skills
   Students will be able to present, both in written and oral form (in English), the outcomes of their analyses and projects through the final group project.

They will know how to collaborate effectively in teams and clearly present a collective work, highlighting the key findings of the project.

5. Learning skills
   Students will develop the ability to autonomously learn the topics covered in the course, through the use of relevant academic literature and scientific sources.

Contents

The course addresses the main issues and challenges related to the governance of tourism systems with special reference to the socio-territorial approach and the achievement of the Sustainability Goals (SDGs) of the United Nations 2030 Agenda. The objective is to develop knowledge and skills to analyze and define policies and plans for the sustainability of tourism systems.

Detailed program

The course is structured into three main parts:
-The first part, addresses the fundamental concepts and approaches that have characterized the planning and governance of tourism systems, with particular reference to strategic planning, governance issues, and planning processes.
-The second part will focus on a number of issues related to urban tourism, such as gentrification, eventification, and overtourism;
-The third part, of a workshop-based nature, will focus on the development of a group project concerning the planning and design of sustainable tourism territories, with the aim of applying the knowledge acquired during the previous parts of the course. The group project will use as its theoretical framework the analysis of a tourism context based on the sustainability model described by Agenda 2030.

Prerequisites

None

Teaching methods

The classes are organized as follows:

10 face-to-face lectures, two lectures per week, one of 2 hours and one of 3 hours (lectures with slides, audio, video) in presence.
10 lectures of interactive didactics, two lectures per week, one of 2 hours and one of 3 hours (group work and project presentation) in presence.

No remote lectures are scheduled, unless unforeseen.

Assessment methods

There are two assessment methods depending on the student's attendance choice:

1. For attending students:
   -Students will carry out a group project (project work) on a topic of their choice, consistent with the course

content.
-The project will be presented by each group at the end of the course, following a presentation schedule set by the instructor.
-After the course, the group must submit the project in the form of a short written report.
-Oral presentation evaluation will consider presentation effectiveness and time management, while written project work evaluation will consider originality, writing style, the quality of literature review and the theoretical framework and critical conclusions.
-Both the presentation and the written projecy will be conducted in English.
-Each component of the overall assessment will be graded out of 30/30; the final grade will be the average.
-These students must register for the exam dates only for grade recording, not for taking the exam.

2. For non-attending students:
   -Students will take a written exam on a PC in designated computer rooms.
   -Students who choose not to attend classes in person will take a written exam in the computer labs, based on the mandatory bibliography. The exam consists of three open-ended questions; in order to receive a passing evaluation, students must answer at least two out of the three questions. Students who answer only one question will automatically receive an insufficient grade. The maximum duration of the exam is 1 hour and 30 minutes. Each answer can receive a maximum of 10 points. The final grade will be expressed out of thirty (30/30).

Textbooks and Reading Materials

Mandatory reading for all the students:

1. Hall C.M. (2008), Tourism Planning: Policies, Processes and Relationships, 2nd Edition, Essex: Pearson Education – Capitoli: 1, 4, 5, 7, 8, 9.
2. Edgell, D.L. & Swanson, J.R. (2024), Tourism Policy and Planning. Yesterday, Today, and Tomorrow. New York: Routledge – Capitoli: 2, 5, 6, 8, 9, 11, 12.

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES