UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Economic History for Tourism

2627-1-F7602M006

Learning objectives

Knowledge and understanding - The course provides students with the conceptual tools and information necessary for the interpretation of the main historical-economic phenomena starting from the pre-industrial up to the present day, with special regard to tourism. Indeed, the formative objective of the course is to represent the complexity of Economic History and in particular the interaction between the various variables (cultural, institutional, social) involved by tourism. This will enable students in the Microeconomics and Economic History course to observe, from the first industrial revolution to the present day, the causes and effects of political-economic events and/or decisions.
Applying knowledge and understanding – The course provides students with skills related to learning, inquiry and analysis, with special reference to the historical development of economic and production systems, in particular, the evolution of firms, markets and institutions involved by tourism over time.

Making judgements - The course enables students to be able to deal with issues specific to economic systems, placing them in a long-term dimension and demonstrating an understanding of the major transformations undergone by the economy and the tourism over time
Communication skills - The course enables the acquisition of technical language and appropriate terminology to competently qualify historical-economic phenomena and processes
Learning skills – The course enables the analysis of historical-economic phenomena and processes.

Contents

The course aims to illustrate the long-term socio-economic implications of a complex phenomenon such as tourism. The time period taken into account starts with the age of the Grand Tour in pre-industrial Europe until the full affirmation of mass tourism in the twentieth century, through the great transformations that occurred during the nineteenth century with the hydrotherapy, the discovery of the mountain and the role played by the first travel agencies in channeling towards the touristic destinations increasing flows of visitors, also thanks to transport improvements such as the railroad. The final part of the course will be devoted to a more specific examination of

the Italian case with special regards to the recent changes wich followed the birth of the so called post modern tourism

Detailed program

The course is divided into three parts

1. The first "building the foundations" includes ten lessons from the professor in traditional mode and is aimed at providing the basic information necessary to tackle the continuation of the course. It therefore initially deals with methodological issues and then outlines the main transformations of tourism starting from the birth of modern tourism up to today's global tourism
2. The second part, "a window on the world", aims to present the main types of tourism from the pre-industrial age up to today using the Peninsula as a visual angle and includes 14 lessons in traditional and interactive mode with a first part carried out by professor and the rest working in the classroom with the students. At the end of this part there will be a period of interruption of the lessons for the intermediate tests where an open question test be carried out on the first two parts of the course
3. The third and final part of the course, "working together", is always in a traditional and interactive mode and is dedicated to exploring issues relating to tourism and its economic history identified together with the students. At the end, an open question test will be carried out on this third part of the course

First part of the course
Building the foundation

Presentation of the course and methodological aspects: history, economic history of tourism, travel
1-5 Course presentation; method and historical research; the economic history of tourism: definitions and chronology; relevant themes in the economic history of tourism; the different aspects of the journey

The transformations of tourism
6-10 Why modern tourism was born in England; the United States and the birth of mass tourism; the Mediterranean boom after the Second World War; towards global tourism: small-scale tourism, Africa's delay and the tourist boom in the East

Second part of the course
A window on the world

The main types of tourism in the long term
11-14 An undisputed leadership: seaside tourism; mountain tourism; religious tourism; travel related to health: spa tourism; educational trips: the grand tour and cultural tourism

Tourism in Italy in brief
15-16 The evolution from the end of the nineteenth century to today

Tourism in Italy between tradition and innovation
17-24 Tourist typologies and regional cases
Seaside tourism
• Elite tourism (Lido di Venezia, Forte dei Marmi, Capri etc.)
• The Romagna model
• Sardinian planning

Mountain tourism
• Aosta Valley and Alto Adige

The rediscovery of the territory: from parks to food and wine tourism.

Big events
• Jubilees
• Expos and major events: Milan and the Lombard case

The Italian situation in recent years
• Strengths and weaknesses
• The new frontiers of tourism

Third part of the course
Working together

25-40 Interactive work on topics identified together with the students and aimed at exploring aspects previously presented or areas deemed of interest

41-42 Conclusions

Prerequisites

Basic knowledge of the historical and political events (XVIIIth-XXth centuries)

Teaching methods

Ten hours of lectures by the professor in traditional mode. Thirty-two hours of frontal lessons in delivery and interactive mode involving students' classroom work. The recording of the lessons will be available on the e-learning website

Assessment methods

Students have two options: the first is to take the intermediate test first and then the final test

Intermediate test
Knowledge and understanding will be assessed with a test consisting of four open questions, chosen from the six that will be proposed (up to 7.5 points for each answer). The test will last two hours. This part of the exam will have a weight of 50% and will focus on the topics covered in the first two parts of the course. The outline of the lessons (they are simple slides) will gradually be uploaded to the course page on the university e-learning site: http://elearning.unimib.it/ in the economic and statistical area

Final test
The test, which will take place at the end of the course, weighs 30% and is made up of 4 open questions (up to 7.5 points per answer) relating to the third part of the course. The time available is two hours.
For those who have carried out the activity in the classroom, the remaining 20% is given by the grade assigned to the work carried out.
For those who have not carried out the classroom activity, the two written tests weigh 60% and 40% respectively.

The second possibility is to not take the intermediate test but take a complete test which will take place at the end of the course. In this case the test will be worth 80% for those who have carried out the classroom activities and 100% for those who have not carried them out. The overall final test consists of six open questions (up to five points per answer). The time available will be two hours

Important
The standard method of verifying knowledge is, until the January exam, the written test with open questions, however those who prefer to take the oral test have the possibility to do so by agreement with the professor. Anyone wishing to take the oral test to try to improve an unsatisfactory outcome of the written test has the possibility of doing so but must keep in mind that in that case the grade for the written test will be lost because it is clear that the outcome could be for the better but also for the worse. Said more clearly: if you take the oral exam to improve an 18 and the result is negative, the 18 does not remain but you have to take the test again

Starting from the January session, the exam will only be conducted in an oral manner

Textbooks and Reading Materials

A useful text that complements when presented in class is P. Battilani, Vacanze di pochi vacanze di tutti. L’evoluzione del turismo europeo, Bologna, Il Mulino, 2009

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | CLIMATE ACTION