



EDUCATIONAL WORKSHOP

Territory and tourist development: case study on South Tyrol

a.y. 2024-2025

Sigla del Laboratorio	PMTS03
Responsabile didattico	Andrea Macchiavelli
Referente di ruolo	Federica Burini
Esperti	Andrea Macchiavelli + 4 Local Experts
Periodo di svolgimento	Second semester (approximately late April-early May 2025)
Corso di studi proponente	PMTS
Numero massimo di studenti ammissibili	10
Eventuali prerequisiti disciplinari richiesti	Attendance or Study of <i>Economics of Tourism Destination</i> Course
Contenuti e obiettivi formativi	<p>This proposal is inscribed in the training objectives of the Master's Degree Program in PMTS to confer skills in the analysis of tourism in the territory and intends to bring together students with a case of tourism development strongly permeated in the identity culture of the territory. The study area is that of Alto Adige (South-Tyrol) as a region with the greatest tourist intensity in the country, in which almost all types of tourist offer are present, characterized by a strong territorial identity, consequent to the historical conditions of ethnic minority of the population. The training activity will have a total duration of at least 18 hours</p>
Articolazione del laboratorio	<p>It includes three phases:</p> <ol style="list-style-type: none">1) The first moment will be conducted by the teacher in the classroom with the purpose of:<ul style="list-style-type: none">- provide the methodology of facing a territorial tourist context, in order to consider its tourist potential and the parameters that allow to evaluate the level of development (application to the territory of indicators and parameters studied during the course);- to present the geographical and historical context of South Tyrol and the conditions that have generated a strong local identity, particularly perceived and appreciated by the tourists of the region;- to introduce tourism development in the province of Bolzano and the characteristics of tourism in the local areas. <p>Following a work by the students, who, through the Internet and other sources of documentation, will have to produce a</p>



	<p>brief analysis of the tourist development of a territory of the province. This part will be resumed in a final moment in the classroom, after phase 2).</p> <p>2) The second phase will take place in the area and will consist of a study trip to the area, where some structures (including the only Tourism Museum in Italy, in Merano) will be visited and some meetings will be held with 4 local experts on the following topics:</p> <ul style="list-style-type: none">- tourism development in the region (IDM Alto Adige)- the Dolomiti Superski system (Consorzio D.S)- the development of a "strong" area (Consorzio Alta Badia)- the case of another Mountain area <p>The duration will be 3 days (two nights) and the journey will take place by our own means. Students will have the cost of travel expenses estimated at € 250 per person. It is not guaranteed that all meetings can take place in English, so it is preferable if the participating students have knowledge of Italian language.</p> <p>3) A concluding moment in the classroom in which the students will be present some research and the topics met during the trip will be discussed.</p>
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