



# UNIVERSITÀ DEGLI STUDI DI BERGAMO

Dipartimento di Lingue, Letterature straniere e Comunicazione

## LABORATORIO DIDATTICO

### "Territory and tourist development: case study on South Tyrol" a.a 2020/2021

<b>Sigla del Laboratorio</b>	<b>PMTS03</b>
<b>Responsabile didattico</b>	Andrea Macchiavelli
<b>Referente di ruolo</b>	Roberta Garibaldi
<b>Esperti</b>	Andrea Macchiavelli + 4 local experts
<b>Periodo di svolgimento</b>	Second semester –Approximately late April-early May
<b>Corso di studi proponente</b>	Master in Planning and Management of Tourism System II year
<b>Numero massimo di studenti ammissibili</b>	15
<b>Eventuali prerequisiti disciplinari richiesti</b>	Attendance or Study of Destination Management Course
<b>Contenuti e obiettivi formativi</b>	<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.</p>
<b>Articolazione del laboratorio</b>	<p>It includes three phases:</p> <p>1) The first moment will be conducted by the teacher in the classroom with the purpose of:</p> <ul style="list-style-type: none"><li>- 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);</li><li>- 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;</li><li>- to introduce tourism development in the province of Bolzano and the characteristics of tourism in the local areas.</li></ul> <p>Following a work by the students, who, through the Internet and other sources of documentation, will have to produce a 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"><li>- tourism development in the region (IDM Alto Adige)</li><li>- the Dolomiti Superski system (Consorzio D.S)</li><li>- the development of a "strong" area (Consorzio Alta Badia)</li></ul>

	<p>- the case of a sustainable mountain area (Turismo Val di Funes)</p> <p>The duration will be 3 days (two nights) and the journey will take place by our own means. Students <u>will have the cost of travel expenses estimated at € 220-240 per person.</u> 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 researches and the topics met during the trip will be discussed</p> <p>Note: as it happened in the previous year, if the health conditions prevented visit on the place, the workshop will also take place remotely through virtual visits and interventions in connection.</p>
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