



PMTS - TOURISM THINK TANK

a.y. 2021/2022

The Tourism Think Tank is a group-work activity dedicated to PMTS first year students to know each other, create connections, acquiring skills for an interdisciplinary approach to tourism. Every group is going to focus on a **global topic related to tourism applied to a specific territorial case study** identified by students.

Main topic a.y. 2021_2022:

TOURISM EVENTS IN A SUSTAINABLE AND NETWORKED APPROACH

Students enrolled in their first academic year at PMTS in 2021-2022 will witness a dynamic process of construction of a national event that will have important effects on the organisation of tourism in the territory of Bergamo with strong impacts at the regional, national and international level, as in the short period **Bergamo-Brescia Italian Capital of Culture 2023**, or in the medium period **Milano-Cortina Olympics 2026**.

The TTT has the aim to invite students to start a reflection on the power of events in being drivers of economic development but at the same time as drivers of negative impacts affecting territories and communities. The legacy of an event is a topic that is worth considering at the very beginning of the academic year and every module of the Study Plan will have the chance to touch this issue from a specific disciplinary perspective allowing students to create their toolbox of theoretical and methodological approaches useful to face the topic during the first academic year.

Organisation:

- TTT will be organised on Thursdays
- groups are created with 8/10 members
- group meetings are organised in the class at the presence of the tutor and of some professors
- group work autonomously in class and at home
- the evaluation of the TTT will be taken into account for the general evaluation of the didactic area of "Territorial and Environment Studies"

Results: each group will present the results of their work during a Christmas event (week of 16 December 2021) following the methodology given during the Think Tank Programme.

Evaluation: after the final presentation, there will be a process of self-evaluation of the group following these criteria:

- a) clear and linear presentation
- b) use of the correct concepts and methodology given at the beginning of the work



c) critical approach and creativity for final proposals

Students' work will be also evaluated by each professor teaching in the 1st semester during her/his own exam.

Programme of TTT meetings – FIRST SEMESTER

7 October 4-6 pm

Presentation of the topic TOURISM EVENTS: WHAT A SUSTAINABLE AND NETWORKED APPROACH? by Federica Burini

Brain storming for identifying an event and the people who want to work on that event
Brief analysis of each event and tasks distribution (data collection and analysis, field-work: observation of the place and interviews if possible; presentation/infographics to present to the final event).

21 October 4-6 pm

Remote intervention of Prof. Michael Duignan, Head of **Department of Events** at the School of Hospitality and Tourism Management, **Director of the Observatory for Human Rights and Major Events** (HaRM) and Incoming Editor-in-Chief, **Event Management**, University of Surrey (UK)

28 October 4-6 pm

Planning a national event: the case of "Bergamo-Brescia Capitale italiana della cultura 2023" Alessandra Pitocchi, Communications Manager, VisitBergamo

4 November 4-6 pm

Presentation of groupworks to prof. Burini and Ioanna Farsari, University of Dalarna

18-19 November SISTUR National Conference

Participation of 1st and 2nd year student to the conference. Presentation of rollups related to Tourism Think Tank 2020/2021 by second year students.

2 December 4-6pm

Workshop on how to create a clip for the presentation of the group results

Draft presentation to tutors and professors

Half-way event - 16 December

Presentation of the results of the first semester and self-evaluation.

Link to ask access to the Team:

<https://teams.microsoft.com/l/team/19%3aKj0n5kZJxRgfptAu0CvikjeGVbVANK0UC8brfyxn92U1%40thread.tacv2/conversations?groupId=dd25e63d-c383-4b27-ab74-1ae967b30751&tenantId=4f0132f7-dd79-424c-9089-b22764c40ebd>

Programme of TTT meetings – SECOND SEMESTER

The programme is going to be finalised, it will be communicated at the end of December 2021.

