# Territory and Tourism Resources

## Prof. Guido Lucarno

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Knowledge and understanding: The course aims to provide students with an understanding of the basic concepts and tools of the geography of tourism and a methodology for analysing the resources present in a given region with potential as tourist attractions, with a particular focus on their sustainable management.

Ability to apply knowledge and understanding: By the end of the course, students will be able to: identify and describe tourism resources, both current and potential, of a given territory; understand and explain the developmental dynamics of tourism phenomena, including their distribution around the planet; propose and independently manage the representational methods and techniques required to investigate the ways in which the evolutionary processes of the phenomena themselves occur in relation to the surrounding spatial and environmental conditions; and evaluate the sustainability of management processes.

***COURSE CONTENT***

This 60-hour course, with 15 hours of practical classes, covers the following topics:

General part - The geography of tourism.

1. Tourism as a geographical phenomenon: general definitions and modes of development
2. Forms of tourism. Classifications and characteristics, structure
3. The relationship between tourism, the environment and production
4. Statistical documentation and its graphic and cartographic representation
5. Tools and methods for analysing a touristic region
6. Transport systems as a local resource for supporting tourism. Classification and characteristics.
7. The analysis of networks and transport infrastructures
8. The size and characteristics of the tourism phenomenon in the world, in Europe and in Italy

Part 2. - Single-subject section - regional analysis and case studies

1. The analysis and design of a tourist region: case studies
2. Tourism and transport: case studies
3. Other documents on case studies

Practical classes:

1. Tools for government planning in Italy: the Piano Strategico Nazionale del Turismo and the Piano Straordinario della Mobilità Turistica
2. ENIT and the Osservatorio Nazionale del Turismo
3. Design a tourism observatory: concepts and definitions, sources, open data, (heritage, culture, attraction, touristic vocation), tourism enterprises (type and classification), the attraction system, purpose of an observatory, the indicators system and user profiles.

During the practical sessions, as well as the text (Lucarno, Rigobello), students will also refer to the CNR's “Rapporto sul Turismo italiano” (11th and 12th edition) and the “Piani” texts (see point 12), with some inspiration from further reading provided in lectures, together with specific handouts.

***READING LIST***

P. Innocenti, *Geografia del Turismo,* Rome, Carocci, 2007.

G. Lucarno, *Geografia e tecnica dei trasporti,* Milan, Vita e Pensiero, 2011.

Lectures and materials for practical classes:

G. Lucarno, P.M. Rigobello, *La progettazione di un Osservatorio del Turismo. Specifiche per la costituzione di un Osservatorio e di un modello di acquisizione e di analisi di banche dati*, Milan, Educatt, 2018,

G. Lucarno, *Territorio, risorse e dinamiche turistiche nel Verbano-Cusio-Ossola*, Genoa, Brigati, 2006 (out of print, will be provided in lectures);

G. Lucarno, *Atlante del Turismo in Provincia di Brescia,* Brescia, Grafo, 2009 (out of print, will be provided in lectures).

G. Lucarno, A. Gasperini, *Il turismo in provincia di Verbania, Analisi quantitativa e diacronica*, Milan, Educatt, 2019 (out of print, will be provided in lectures).

For the practical sessions, there will also be handouts available for download from Blackboard.

For all the texts indicated above, the sections to prepare for the exam will be confirmed in lectures at the relevant time and specified at the end of the course on Blackboard. Handouts and other materials will also be available on Blackboard, forming an integral part of the reading material for the syllabus, alongside the lecture notes. Students should create a username and password to access the Blackboard platform and the additional learning material.

***TEACHING METHOD***

Frontal lectures with slide shows. There will also be practical activities, both in class and at home, on the case studies examined in class.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed by means of an oral exam on the contents of the syllabus. This assessment will take into account: degree of general knowledge of the subject, ability to cover and analyse tourism data, relating it to the conditions present in the region in question, including in relation to the case studies examined in lectures, and ability to recognise the links between the causes and effects of tourist phenomena. Students must be able to explain the characteristics of the phenomenon in question, its development over time and how to explain and interpret it cartografically.

***NOTES AND PREREQUISITES***

The course is not repeatable.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.