**History of Tourism**

## Prof. Maria Paola Pasini, Prof. Massimo Tedeschi

***COURSE AIMS***

The course aims to propose a critical reading of the various phases in the history of tourism, from the classical era to the present day, with particular reference to the national and European socio-economic-cultural context.

There will be a specific focus on the affirmation of the Italian tourism sector, with the analysis of several local and regional case studies from an international perspective. Special attention is also devoted to the new forms of contemporary tourism linked to the use of ICT and AI.

***INTENDED LEARNING OUTCOMES***

*Knowledge and understanding*

With regard to the learning outcomes, by the end of the course students are expected to: know the main stages in the history of tourist hospitality in Italy and around the world; have assimilated key terminology and developed an understanding of the main ways of interpreting the national and international tourism phenomenon.

*Ability to apply knowledge and understanding*

By the end of the course, students must be able to use the knowledge acquired in practical situations, especially with regard to tourist communication. The knowledge of different experiences will help students to gain greater awareness and independence of judgement in the workplace, to identify solutions and solve problems of various kinds, drawing on the historical-cultural knowledge learned.

***COURSE CONTENT***

Semester 1 - General part (Prof. Maria Paola Pasini)

1. Tourism and economic development

2. The different phases of global historical tourism: from the beginnings to the birth of post-modern tourism

3. The case of Italy, a country with widespread tourism

4. Tourism and tourisms: the different national and international variations in a complex phenomenon

Semester 2 - Case studies (Prof. Massimo Tedeschi)

1. Tourism and tourisms: the segments of a multifaceted phenomenon

2. Body care: the evolution of thermalism

3. Age groups compared: from tourism for children to that of the elderly

4. To restore the soul: the phenomenon of religious tourism and its evolution

***READING LIST***

Semester 1 – General part

Textbook:P. Battilani, *Vacanze di pochi, vacanze di tutti. L’evoluzione del turismo europeo*, il Mulino, Bologna, 2009.

Recommended reading: A. Berrino, *Storia del turismo in Italia*, il Mulino, Bologna, 2011.

Semester 2 - Case studies

P. Battilani (ed.), *Storia del turismo. Le imprese*, FrancoAngeli, Milan, 2011.

A. Berrino (ed.), *Storia del turismo. Annale,* vol. 11, Istituto per la storia del Risorgimento italiano. Comitato di Napoli, Franco Angeli Editore, Milan, 2019.

Plus any one of the following:

C. De Seta, *L’Italia nello specchio del Grand Tour,* Rizzoli, Milano 2014.

M.V. Piñeiro (a cura di), *I laghi, Politica, economia, storia,* il Mulino, Bologna 2017.

J. Richard, *Il santo viaggio,* Jouvence, Milano 2014.

A. berrino, *Andar per terme*, il Mulino, Bologna 2014.

S. Pivato, *Andare per colonie estive*, il Mulino, Bologna 2023.

Material will also be handed out in class on occasion.

***TEACHING METHOD***

The course consists of 60 hours of class time. Audiovisual materials will be used, with the possibility of focusing on specific topics. Students will frequently be invited to engage actively in the sessions. There will also be a number of guest speakers from the sector.

***ASSESSMENT METHOD AND CRITERIA***

Students will sit a final oral examination to assess their reasoning and analytical rigour in relation to the course content, as well as their appropriate use of specialist language. Students must also study the indicated reading material closely

In class, the lecturer will present optional assignments for the students to complete either individually or as a group, worth up to 50% of the final mark.

The course assessment comprises a single mark taken from the average between the pass mark obtained for an interview on the general part (Semester 1) and the pass mark obtained for an interview on the single subject part (Semester 2).

***NOTES AND PREREQUISITES***

Students must possess a general knowledge of modern and contemporary world history.

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.