



**COURSE OF STUDY HISTORY OF ART, LM-89**

**ACADEMIC YEAR 2023-24**

**ACADEMIC SUBJECT GEOGRAPHY OF TOURISM**

General information	
Year of the course	II
Academic calendar (starting and ending date)	I semester (25-09-2023/13-12-2023)
Credits (CFU/ETCS):	6
SSD	M-GGR/02, Economic-political geography
Language	Italian language
Mode of attendance	Attendance is regulated by the educational regulations of the course of study (art. 4.2)

Professor/ Lecturer	
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Virtual room	
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Alessandra Giannelli: Tuesday and Friday, h. 10.30-12.30

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
150	42		108
CFU/ETCS			
6	6		

<b>Learning Objectives</b>	Ability of interpreting touristic territorial dynamics
<b>Course prerequisites</b>	

<b>Teaching strategie</b>	Lectures, workshop, team works.
<b>Expected learning outcomes in terms of</b>	
<b>Knowledge and understanding on:</b>	Ability of understanding the most important touristic geographical subject, ability for analysis, summarizing and assessment of territorial processes.
<b>Applying knowledge and understanding on:</b>	Capacity of: organize and collect complex information in a coherent form; being able of applying critical analysis and operating autonomously and



	consciously in order to protect and valorise the historical and cultural territorial heritage; being able to elaborate texts and carry out research relating to the Geography of tourism with adequate and innovative methodologies, relating to its specific cultural and professional skills; knowing how to plane didactic activities relating to this discipline, knowing how to observe and interpret territorial system.
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <i>Making informed judgments and choices</i> Autonomous judgment based on adequate critical knowledge in research relating to the Geography of tourism; awareness of the aspects related to the protection, management and enhancement of the geographical cultural heritage.</li> <li>• <i>Communicating knowledge and understanding</i> Possession of skills necessary to ensure effective and correct communication of the acquired knowledge, using didactic and dissemination techniques; ability to relate in heterogeneous cultural contexts. Knowing how to present a territorial tourism marketing project with effective communication strategies.</li> <li>• <i>Capacities to continue learning</i> Adequate learning ability in the field of tourism Geography and related studies; possession of critical and propositional interpretative skills, methodological capacity for analysis and synthesis.</li> </ul>
<b>Syllabus</b>	
<b>Content knowledge</b>	Introduction. Heritage and tourism: the offer. Heritage and tourism: the question. Preserve the past. Heritage and tourism: management (heritage and tourism: a sustainable scheme; management of local communities; heritage and marketing). Heritage and interpretation. The debate on authenticity. Heritage and politics. Reflections and future perspectives.
<b>Texts and readings</b>	Timothy D.J. e Boyd S.W., <i>Heritage e turismo</i> , HOEPLI, 2007 (pp. 1-103; 144-228).

<b>Assessment</b>	
Assessment methods	Oral examination about the program's contents and partial intermediate exam
Assessment criteria	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> The student has to demonstrate to possess critical skills of "reading" and interpretation of tourist spaces, ability to examine territorial processes, from the simplest to the most complex, at different geographical scales, ability to work in interdisciplinary contexts.</li> <li>• <i>Applying knowledge and understanding</i> The student should have acquired the ability to: organize and collect complex information in a coherent form and apply critical analysis methodologies; autonomously and consciously propose hypotheses for the enhancement of the geographical cultural heritage with appropriate simulations for the different territories; plan didactic activities in the field of the discipline; observe and critically interpret territorial tourism systems; elaborate texts and carry out research relating to the geography of tourism with adequate and innovative methodologies, relating to its specific cultural and professional skills, favoring interdisciplinary approaches.</li> <li>• <i>Autonomy of judgment</i> The student has to demonstrate that he has acquired and is able to</li> </ul>



	<p>independently manage adequate critical knowledge of merit and method in research relating to the geography of tourism and awareness of the aspects related to the protection, management and enhancement of the geographical cultural heritage at different territorial scales.</p> <ul style="list-style-type: none"><li>• <i>Communicating knowledge and understanding</i></li></ul> <p>The student has to demonstrate that they have acquired: skills to ensure effective and correct communication of the knowledge acquired, using teaching and dissemination techniques; knowing how to present, with effective communication strategies, a territorial tourism marketing project.</p> <ul style="list-style-type: none"><li>• <i>Communication skills</i></li></ul> <p>The student should have known the ability of: communicating efficiently and correctly the acquired information, by using didactics techniques of divulgation; presenting a project with effective communication strategy, by considering one or more territories.</p> <ul style="list-style-type: none"><li>• <i>Capacities to continue learning</i></li></ul> <p>The student has to develop the ability to critically and proactively interpret territorial tourism systems with methodological rigor and ability to analyze and synthesize.</p>
Final exam and grading criteria	