# ART, FASHION, TOURISM AND LAW

*Prof.ssa Giorgia Vulpiani*

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**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** IUS/01
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (C) Rossella Esther Cerchia - Barbara Pozzo, *The New Frontiers of Fashion Law,* MDPI, Switzerland, 2020, 162
2. (C) Sara Landini, *Sustainable Tourism Contracts,* Giappichelli, Torino, 2021, 196
3. (C) Giorgia Vulpiani, *Art law, fashion law and new technologies,* Rassegna diritto della moda e delle arti, open access, 2022, -

**aims:**
The aim of the course is to provide a solid knowledge of the legislations and various juridical issues relating art, fashion and tourism, also in consideration of the new technologies, such as blockchain, nfts and AI

**prerequisites:**
None.

**content:**
The study of the subject will provide a solid knowledge of the legislation and various issues related to art, fashion and tourism law. The course will focus on European, International and Italian discipline on art, fashion and tourism law; art and fashion contracts; right and remedies in art and fashion law; travel, transportation and accommodation contracts; consumer protection; protection of artworks; protection of fashion products; intellectual property rights; circulation of artworks and fashion products; protection of cultural heritage; legal issues related to exhibitions, museum and foundations; non fungible tokens; crypto art and crypto fashion; AI in art and fashion, new technologies and tourism.

# CREATIVE PROCESSES FOR TOURISM

*Prof.ssa Flavia Stara*

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**degree course:** M28-0/21      **degree class:** LM-49
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** M-PED/01
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Richards G., Wilson J., *Tourism, Creativity and Development,* Routledge, London, 2014, 200
2. (C) Marc Anthony Camilleri, *The Branding of Tourist Destinations: Theoretical and Empirical Insights,* University of Malta Publisher, Malta, 2018, Chapters:The Branding of Tourist Destinations: Theoretical and Empirical Insights


**aims:**
Achieve originality in developing and applying new strategies in prospective professional contexts in the tourism industry.

**prerequisites:**
There are no specific prerequisites.

**content:**
The course focuses on the study of innovations and creativity related to tourism resources, products and services.

# CULTURAL DIFFERENCES

*Prof.ssa Isabella Crespi*

**e-mail:** _isabella.crespi@unimc.it_

**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SPS/08
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) G. Hofstede, G.I. Hofstede, M. Minkov, *Cultures and organizations. Software of the mind. Intercultural cooperation and its importance for survival,* McGraw-Hill (3rd Edition), USA, 2010, Chapters 1-3-4-5-6-7-8-11 (pages 300)
2. (C) Hofstede, Gert Jan, Paul B. Pedersen, and Geert Hofstede, *Exploring Culture: Exercises, Stories, and Synthetic Cultures,* Nicholas Brealey Publishing, London, 2002, 234 pages (exercise book)


**aims:**
Knowledge of main sociological concepts and theories of culture and organizations in order to understand global cultural differences

**prerequisites:**
Knowledge of basic sociological concepts about culture

**content:**
The concept of culture
Cultural differences
Dimensions of national cultures
Cultural identities
Cultures and organizations
Tourism and cross cultural research
Intercultural encounters and international tourism

# DIGITAL RESOURCES FOR TOURISM: CHANNELS, QUALITY, CO-CREATION AND COLLABORATION

*Prof. Pierluigi Feliciati*

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**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 30
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** M-STO/08
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Z. Andreopoulou et al., *Tourism and new media,* Franco Angeli, Milano, 2016, Angeli (chapters 1, 2, 4, 5, 6, 10, 11, 14), total pp. 70

**aims:**
By following this laboratory, students will
. Reflect critically on the impact of digital technologies on Tourism
. Discuss co-creative and collaborative eTourism concepts
. Learn to edit collaborative resources on the Web

**prerequisites:**
Good digital skills and experience in web browsing and searching.
The previous attendance of the course "Place Branding and Rural Development" and "Tourism and Heritage Management" is not mandatory but recommended

**content:**
1.      A new digital era for tourism: from Web 2.0 to Web of data
2.      User-centred and collaborative digital development strategies
3.      A quality framework for digital resources: requirements, development and evaluation methodologies
4.      Official, semi-official and open digital channels for destination marketing
5.      Use, re-use and participation in the digital era: licences, limits, methodologies
6.      The impact of Wikipedia, multimedia Commons, WLM and WikiVoyage on tourism.

# EDUCATIONAL TOURISM

*Prof.ssa Marta Brunelli*

**e-mail:** marta.brunelli@unimc.it

**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** M-PED/01
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Brent W. Ritchie, with Neil Carr and Chris Cooper, *Managing Educational Tourism,* Channel View Books, Clevedon [etc.], 2003, pp. 1-225
2. (A) McGladdery, C. A., & Lubbe, B. A., *Rethinking educational tourism: proposing a new model and future direction,* "Tourism Review", Vol. 72 No. 3, 2017, pp. 319-329

**aims:**
The workshop aims at providing future tourist operators with a comprehensive framework for understanding features and typologies of the educational tourism sector in order to identify the educational-touristic potentials of a territory.

**prerequisites:**
No specific prerequisites are required.

**content:**
Typologies and characteristics of the educational-touristic offer: tourism for schools and students, cultural tourism, ecotourism, educational tourism for adults and seniors, social tourism, accessible tourism.

# Educazione e Interpretazione del patrimonio

*Prof.ssa Marta Brunelli*

**e-mail:** *marta.brunelli@unimc.it*

**degree course:** M28-0/21     **degree class:** LM-49     **logistic sharing:** classe LM-89
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** M-PED/01
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
(to be specified)


**aims:**
(to be included)

**prerequisites:**
(to be included)

**content:**
(to be included)

# ENGLISH - LANGUAGE AND CULTURE

*Prof. Antonio Fruttaldo*

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**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 54
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** L-LIN/12
**module type:** -
**semester:** n/i
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Strutt, Peter, *English for International Tourism (Upper Intermediate),* Pearson, Harlow, 2013,
2. (A) Powell, Mark, *In Company 3.0 (Intermediate),* Macmillan, London, 2014,


**aims:**
The course focuses on developing the specialised language needed by those working in the tourist industry. The course aims to provide students with the tools for effective communication in English within the field of International Tourism.

**prerequisites:**
Students must have a competence of the English language corresponding at least to an intermediate level (i.e. B1 level of the Common European Framework of Reference for Languages).

**content:**
The course covers a series of topics concerning English for Tourism that will be presented, discussed and explored insisting on the specialised vocabulary and most recurring genres in the tourist industry. All skills, spoken and written, productive and receptive, will be practised, with insights into vocabulary and grammar that will help students reach an upper-intermediate level of competence of the English language (i.e. B2 level of the CEFR for languages).

# ENVIRONMENTAL LAW AND TOURISM

*Prof. Matteo Benozzo*

**e-mail:** matteo.benozzo@unimc.it

**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** IUS/01
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) M. Lee, *EU Environmental Law Governance and Decision-Making,* Hart Publishing, Oxford, 2014, 1-250
2. (A) Jan H. Jans; Hans H.B. Vedder, *European Environmental Law,* europa law publishing, Groningen HA The Netherlands, 2012, 1-133, 183-246, 297-521

**aims:**
The overall goal of this course is to provide students with an understanding of the law in general and to raise awareness and general knowledge in the field of environmental law in Europe and in Italy.

**prerequisites:**
no prerequisite is required

**content:**
The course considers in detail the legal and policy dynamics of environmental regulation and critically assesses the role that law has to play in regulating the environment. It will be emphasized the increasingly important role of principles by which the law might be judged and further developed, according with particular regulatory philosophies and mechanisms, ranging from traditional regulatory approaches through public mechanisms. The course will continue considering a range of sectoral issues within environmental law, studying the relevant treaties, and legislative instruments, as well as the most important Italian Supreme Court and European Court of Justice decisions.

# EUROPEAN ART HISTORY

*Prof. Giuseppe Capriotti*

*e-mail:* *giuseppe.capriotti@unimc.it*

**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** L-ART/02
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) H. Honour, J.F. Fleming, *The Visual Arts: A History,* Prentice Hall, Englewood Cliffs, 2005, 639
2. (A) E.H. Gombrich, *The story of Art,* Phaidon, London, 2002, 462

**aims:**
The course aims to provide students with the necessary knowledge of European art history in order to build tourist itineraries.

**prerequisites:**
Previous knowledge in the field of art history is not required.

**content:**
The course is structured in two closely related parts:
1.        Fundamentals of European art history
2.        Presentation of tourist itineraries in Europe

# FRENCH LANGUAGE AND CULTURE

*Prof.ssa Fabiola Caterino*

**e-mail:**

**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 54
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** L-LIN/03
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) A) F. Bidaud -, *Grammaire du français pour italophones,* utet università, torino, 2012, 448 pp


**aims:**
his course aims at bringing students to level B2.1 of the Common European Framework of Reference for Languages, through the formal study of French, as well as through the critical analysis of realia and documents pertaining to the professio

**prerequisites:**
Prerequisites: students are expected already to possess a B1.1 knowledge of French (Common European Framework of Reference).

**content:**
ontent of the lessons

By the end of this course students are expected to develop the macro ability of planning and managing guided tours for French-speaking tourists. For this purpose a choice of realia and documents focusing on the tourist industry, hospitality services and the guide business will be introduced for analysis and discussion. Case studies will focus on the management of tourism-related enterprises in France. Students will be encouraged autonomously to access and collect tourism-related information (online and in libraries and centres of documentation) and make use of this information in a variety of simulated activities that will develop their linguistic and professional competencies.

# GEOGRAFIA

*Prof. Simone Betti*

**e-mail:** simone.betti@unimc.it

**degree course:** M28-0/21     **degree class:** LM-49     **logistic sharing:** classe LM-85 bis
**total hours of tuition:** 58
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** M-GGR/01
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) DE VECCHIS G. , PASQUINELLI D'ALLEGRA D., PESARESI C., *Didattica della geografia,* UTET Università, Novara, 2020, escluse pagine 69-99
2. (A) DE VECCHIS G., BORIA E., *Manuale di geografia,* Carocci, Roma, 2022,

**aims:**
The course's aim is to provide the students with the basic theoretical and applied-teaching "tools" of geography, and to use such skills as keys to understand territories and relationships between human groups and their environment.

**prerequisites:**
No mandatory prerequisites, but the attitude and the ability to observe and listen, together with manual skills, the liability to interdisciplinary studies and approaches, and the availability of a geographical atlas and a PC are required.

**content:**
Geography and geographical education's conceptual fundaments;
Orientation and geography's specific language;
The environments and the construction of cultural systems;
Regions and regional systems;
Types of landscapes;
The alteration of the territory;
The geographical education;
Linguistic-literary tools;
Statistical, cartographic and iconic teaching material;
Design and simulation of teaching activities.

# GEOGRAPHY OF SUSTAINABLE DESTINATIONS          MOD. 1 - SUSTAINABLE TOURISM

*Prof. Simone Betti*

**e-mail:** simone.betti@unimc.it

**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 18
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** M-GGR/01
**module type:** -
**semester:** n/i
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Nelson V., *An Introduction to the Geography of Tourism (third edition),* Rowman & Littlefield, Lanhan, Maryland, 2021, pp. 183-273

**aims:**
The course aims to provide a specific approach to the Geography of Tourism Effects. Economic, Social and Environmental Geography are the keys to Sustainable Tourism Development.

**prerequisites:**
bservation and listening skills. Favourable attitude for interdisciplinary study and approach. Availability and use of an atlas and a PC.

**content:**
The Economic Geography of Tourism;
The Social Geography of Tourism;
The Environmental Geography of Tourism;
Sustainable Tourism Development.

# GEOGRAPHY OF SUSTAINABLE DESTINATIONS    MOD. 2 - DESTINATION MARKETING

*Prof. Gian luigi Corinto*

**e-mail:** *gianluigi.corinto@unimc.it*

**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** M-GGR/01
**module type:** -
**semester:** n/i
**(A)=Adopted, (C)=Recommended textbooks:**
1. (C) Cocossis, Harry, Editor, *Defining, Measuring and Evaluating Carrying Capacity in European Destinations, Final Report,* Environment European Commission, Bruxelles, 2001, pages 1-52; http://ec.europa.eu/environment/iczm/pdf/tcca_en.pdf
2. (C) Saarinen, Jarkko, Christian M. Rogerson, and Haretsebe Manwa (Eds), *Tourism and the Millennium Development Goals: Tourism, local communities and development.,* Routledge, London - New York, 2013, chapters 1-13
3. (C) Kotler P., Armstrong G., *Priciples of marketing,* Pearson - Prentice House, Upper Saddle River, New Jersey 07458, 2011, Chapters: 1-4
4. (C) Lew A.A., Hall C.M., Williams A.M., *A Companion to Tourism,* Blackwell Publishing, Oxford - UK, 2004, all chapter

**aims:**
Students will acquire knowledge and competencies about Destination Marketing and Governance of aTourism Destination

**prerequisites:**
understanding of oral and written scientific English language

**content:**
- Premise on Method
- Geographical Concepts of Space, Place, and Territory
- Human Mobility and Tourism
- Tasks, Concepts and Marketing Tools
- Business Marketing, Territorial Marketing, Tourism Marketing
- Definition of Goals of Destination Marketing
- Destination Development Strategy
- Tangible and Intangible Components of a Destination
- Tourist Carrying Capacity - TCC
- Communication for Destination Image Building and Promotion
- Communication for Destination Image Building and Promotion
- Case Studies of Tourism Destination Marketing

# GESTIONE E ORGANIZZAZIONE DELLE AZIENDE CULTURALI

*Prof.ssa Mara Cerquetti*

**e-mail:** mara.cerquetti@unimc.it

**degree course:** M28-0/21        **degree class:** LM-49        **logistic sharing:** classe LM-89
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-P/08
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Cerquetti M., *Dall'economia della cultura al management per il patrimonio culturale: presupposti di lavoro e ricerca,* «Il capitale culturale. Studies on the value of Cultural Heritage», n. 1, Macerata, 2010, pp. 23-46
2. (A) Montella M. (a cura di), *Economia e gestione dell'eredità culturale. Dizionario metodico essenziale,* Cedam, Padova, 2016, pp. 1-212
3. (A) Cerquetti M., Ferrara C., *Distretti culturali: percorsi evolutivi e azioni di policy a confronto,* «Il capitale culturale. Studies on the Value of Cultural Heritage», Supplementi, n. 3, Macerata, 2015, 137-163
4. (A) Dubini P., Montanari F., Cirrincione A., *Management delle aziende culturali,* Egea, Milano, 2017, 1-375
5. (C) Cerquetti M., *From value assessment to public value creation and measurement in the museum sector. Theoretical approaches and critical issues in a changing world, in "Bridging theories, strategies and practices in valuing cultural heritage",* eum, Macerata, 2017, pp. 121-147
6. (C) Hinna A., Minuti M., *Progettazione e sviluppo di aziende e reti culturali. Principi, strumenti, esperienze,* Milano, Hoepli, 2009, pp. 1-320
7. (C) Argano L., *Manuale di progettazione della cultura,* FrancoAngeli, Milano, 2012, pp. 1-560
8. (C) Solima L., *Management per l'impresa culturale,* Carocci, Roma, 2018, pp. 1-274


**aims:**
The course analyses the models and paradigms of management and economics, in order to provide useful tools for the management of cultural organisations and networks.

**prerequisites:**
To attend the course students should have: knowledge of the principles of economics and management; knowledge of English (reading and comprehension).

**content:**
The course analyses the models and paradigms of management and economics, with particular attention to their application to the management of cultural heritage (i.e. service management, public governance and new public management, project cycle management, museum networks, cultural districts and clusters, etc.).

# HERITAGE INTERPRETATION TECHNIQUES FOR CULTURAL TOURISM

*Prof.ssa Marta Brunelli*

**e-mail:** marta.brunelli@unimc.it

**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 2
**Discipline Scientific Sector:** M-PED/01
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (C) Thorsten Ludwig, *The Interpretive guide. Sharing Heritage with People - 2nd ed.,* Bildungswerk interpretation, Werleshausen (http://www.interpret-europe.net/fileadmin/Documents/projects/HeriQ/the_interpretive_guide_2015_en.pdf), 2015, (40 pages)
2. (C) J. VEVERKA, *Interpretive Master Planning. Vol.1: Strategies for the New Millennium,* MuseumsEtc, Edinburgh, UK (https://www.researchgate.net/publication/322896850_Interpretive_Master_Planning_Volume_One_Strategies_for_the_New_Millennium_m_useums_etc), 2011, pp. 8-68

**aims:**
The workshop aims at providing future tourist guides with the elements of Heritage Interpretation techniques, design and delivery of interpretive products and services.

**prerequisites:**
No specific prerequisites are required.

**content:**
Theory and practices of Heritage Interpretation, case studies and elements of interpretive planning.

# HERITAGE MARKETING
*Prof.ssa Marta maria Montella*

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**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 12
**European Credit Transfer and Accumulation System (ECTS):** 2
**Discipline Scientific Sector:** SECS-P/08
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (C) Angelo Riviezzo, M. Rosaria Napolitano, Antonella Garofano, *Heritage marketing. Come aprire lo scrigno e trovare un tesoro,* Editoriale Scientifica, Napoli, 2018, da definire
2. (C) Marta Maria Montella, *I musei d'impresa. Heritage e total relationship marketing,* Minerva Bancaria, Roma, 2018, capp. 1-3
3. (A) Balmer J.M.T., *EXPLICATING CORPORATE HERITAGE, CORPORATE HERITAGE BRANDS, AND ORGANISATIONAL HERITAGE,* The Journal of Brand Management, -, 2015, Vol.22, N. 5/6, pp. 364-384
4. (A) Balmer J.M.T., Burghausen M., *Marketing, the past and corporate heritage,* Marketing Theory, -, 2019, Vol.19, N. 2, pp. 217-227

**aims:**
Understand the basic concepts of Heritage Marketing, the different benefits potentially achievable through this strategy and the main tools to better implement it, with particular reference to the corporate museums.

**prerequisites:**
Knowledge of basic elements of marketing and cultural sector.

**content:**
Part I - Context of reference
Postmodern context
Consumer transformation and evolution in marketing approach
Change of notions of culture, cultural heritage and museum
The company as a cultural actor

Part II- Main aspects of heritage marketing
Heritage, corporate image and local production systems
The relational approach to heritage marketing
Heritage marketing potential and tools

Part III - Total relationship heritage marketing and corporate museum.

# Hispanic language and culture

*Prof.ssa Amanda Salvioni*

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**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 54
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** L-LIN/06
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Núria Xicota, Carlos Sanz, *Turismo 2,* SGEL, Madrid, 2018, Tutto
2. (C) C. Romero Dueñas y A. González, *Gramática del español lengua extranjera,* Edelsa, Madrid, 2016,


**aims:**
Students are expected to achieve the European Framework's B2 level and to acquire adequate  knowledges of the specialized language of tourism and communication skills in Spanish.

**prerequisites:**
European Framework's B1 level in Spanish.

**content:**
All functional and grammatical descriptors of B2 level and specialized language of tourism in Spanish.

# LANDSCAPE AND ENVIRONMENT GEOGRAPHY

*Prof. Simone Betti*

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**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 54
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** M-GGR/01
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Kai N. Lee,  William Freudenburg, Richard Howarth, *Humans in the Landscape: An Introduction to Environmental Studies,* Norton and Co., New York, 2013,
2. (A) Olwig K.R., *Recovering the Substantive Nature of Landscape,* Annals of the A.A.G. n. 4 (86), Taylor and Francis Group, 1996, pagine 630-653
3. (A) Betti S., *Film-Reinduced Tourism. The Hatfield-McCoy Feud Case,* "AlmaTourism" (Journal of Tourism, Culture and Territorial Development), Special Issue Film-induced Tourism, Vol. 6, No. 4 [ISSN 2036-5195], almatourism.unibo.it, 2015, pp. 117-145

**aims:**
The course aims to provide geography's foundamental theoretical tools, and to use them as keys for understanding territories and regions.

**prerequisites:**
Attitude and ability to observe and listen. Liability to interdisciplinary studies and approaches. Availability of a geographical atlas and a PC.

**content:**
Basic concepts of environment and landscape;
Territorial frameworks;
Environmental degradation and protection;
The changing relationship between man and nature;
Regional landscapes: Marche, Italy, Europe and North America.
Tourist Regions as complex and integrated territories;
The representation of tourist spaces and places.

# LETTORATO DI LINGUA SPAGNOLA DI BASE                    A1

*Prof.ssa Cristina Ioreley Biagini*

**e-mail:** cristina.biagini@unimc.it

**degree course:** M28-0/21          **degree class:** LM-49      **logistic sharing:** classe L-1,L-15
**total hours of tuition:** 40
**European Credit Transfer and Accumulation System (ECTS):** 0
**Discipline Scientific Sector:** L-LIN/06
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
(to be specified)


**aims:**
(to be included)

**prerequisites:**
(to be included)

**content:**
(to be included)

# LINGUA SPAGNOLA AVANZATA PER LA COMUNICAZIONE DEL PATRIMONIO

*Prof.ssa Amanda Salvioni*

**e-mail:** *amanda.salvioni@unimc.it*

**degree course:** M28-0/21    **degree class:** LM-49    **logistic sharing:** classe L-1,L-15
**total hours of tuition:** 30
**European Credit Transfer and Accumulation System (ECTS):** 3
**Discipline Scientific Sector:** L-LIN/06
**module type:** -
**semester:** II Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
(to be specified)


**aims:**
Consolidation of the B1 level of Spanish and acquisition of specific vocabulary for the communication of cultural heritage.

**prerequisites:**
Spanish language level B1

**content:**
The description of the work of art.
The museum communication.
The communication of the Intangible Cultural Heritage.

# MARKETING CULTURALE

*Prof.ssa Mara Cerquetti*

**e-mail:** mara.cerquetti@unimc.it

**degree course:** M28-0/21     **degree class:** LM-49     **logistic sharing:** classe LM-89
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-P/08
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) J.J. LAMBIN, *Market-driven management. Marketing strategico e operativo,* McGraw Hill, Milano, 2021, pp. 1-551
2. (A) M. CERQUETTI, *Marketing museale e creazione di valore: strategie per l'innovazione dei musei italiani,* Franco Angeli, Milano, 2014, pp. 1-174
3. (A) M. CERQUETTI, C. FERRARA, *Marketing Research for Cultural Heritage Conservation and Sustainability: Lessons from the Field,* MDPI, Sustainability, 10, 2018, 1-16
4. (C) AA. VV., *Next generation culture. Tecnologie digitali e linguaggi immersivi per nuovi pubblici della cultura,* Marsilio, Venezia, 2021, pp. 1-160
5. (C) L. SOLIMA, *Le parole del museo. Un percorso tra management, tecnologie digitali e sostenibilità,* Carocci, Roma, 2022, 1-222
6. (C) M.E. COLOMBO, *Musei e cultura digitale. Fra narrativa, pratiche e testimonianze,* Editrice Bibliografica, Milano, 2020, pp. 1-233
7. (C) A. MAULINI, *Comunicare la cultura, oggi,* Editrice Bibliografica, Milano, 2019, pp. 1-243

**aims:**
Understanding and application of the basic concepts of marketing and theories on entrepreneurial behavior, with a focus on organizations in the cultural heritage sector.

**prerequisites:**
Rudiments of management.

**content:**
The concept of marketing.
Globalised markets and digital technologies.
Segmentation, targeting and positioning.
The marketing information system.
Product, price, place and promotion.
The marketing plan.
Service marketing.
Customer Relationship Marketing.
Relational, experiential and territorial marketing.
Cultural and museum marketing.
Communication process.
ICTs and written texts in museums.
Museum branding.
Digital marketing for museums: web marketing and social media marketing.
Museum visitor studies.
Audience development, audience engagement e audience empowerment.

# PLANNING AND CONTROL SYSTEMS IN TOURISM BUSINESSES

*Prof.ssa Katia Giusepponi*

**e-mail:** *katia.giusepponi@unimc.it*

**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 54
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** SECS-P/07
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Tracy Jones, Helen Atkinson, Angela Lorenz with Peter Harris, *Strategic Managerial Accounting: Hospitality, Tourism & Events Applications (6th edn),* Goodfellow Publishers Limited, Woodeaton, Oxford, 2012, Pages 1-310

**aims:**
The course will examine the logic, objectives, tools and organisation of planning and control systems. Students will learn how to prepare budgets and reports, with special attention to tourism businesses.

**prerequisites:**
None

**content:**
_the fundamentals of planning and control systems
_strategic planning and control
_management planning and control
_organisational role of planning and control systems
_financial statement analysis
_cost analysis in decision making
_budgeting for planning, motivation and control
_budget preparation and use
_variance analysis
_reporting and improvement of performances

# RESEARCH METHODS - METODOLOGIE DELLA RICERCA

*Prof. Pierluigi Feliciati*

**e-mail:** *pierluigi.feliciati@unimc.it*

**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 20
**European Credit Transfer and Accumulation System (ECTS):** 2
**Discipline Scientific Sector:** M-STO/08
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (C) P. McNeill - S. Chapman, *Research Methods,* Routledge, London-New York, 2005,
2. (C) U. Eco, *Come si fa una tesi di laurea,* La nave di Teseo, Milano, 2017,

**aims:**
Objectives: To understand methods, techniques, and types of data for scientific research, from focusing on hypotheses to analyzing and presenting results.

**prerequisites:**
Basic media literacy. Disciplinary skills differentiated according to the attending master course.

**content:**
- Scientific Research among data, sources, ethics, and communication
- Communicating scientific research outputs and the importance of references
- The master dissertation

# STORIA DELLE IMMAGINI

*Prof. Giuseppe Capriotti*

**e-mail:** giuseppe.capriotti@unimc.it

**degree course:** M28-0/21     **degree class:** LM-49     **logistic sharing:** classe LM-89
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** L-ART/02
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) A. Warburg, *Divinazione antica-pagana nei testi e nelle immagini nell'età di Lutero, in La rinascita del paganesimo antico e atri scritti, vol. II,* Aragno, Torino, 2008, pp. 83-207.
2. (A) E. Panofsky, *Iconografia e Iconologia, in Il significato nelle arti visive,* Einaudi, Torino, 1999, pp. 29-57
3. (A) E. Gombrich, *Aspirazioni e limiti dell'iconologia, in Immagini simboliche. Studi sull'arte del Rinascimento,* Einaudi, Torino, 1978, pp. 3-33
4. (A) F. Saxl, *Continuità e variazione nel significato delle immagini, in La storia delle immagini,* Laterza, Bari, 1968, pp. 1-15
5. (A) B. Guthmüller, *Il mito e la tradizione testuale (le Metamorfosi di Ovidio), in C. Cieri Via (a cura di), Immagini degli dei. Mitologia e collezionismo tra '500 e '600,* Leonardo Arte, Milano, 1996, pp. 22-28
6. (A) G. Capriotti, *Il tempo delle fenici e degli unicorni. Giulia Farnese e il ciclo decorativo del castello di Carbognano,* affinità elettive, Ancona, 2020,

**aims:**
The course offers to the student an exemplification of a method: to make history through images, considered historical sources of equal dignity with the texts.

**prerequisites:**
Deep knowledge of the historical and artistic vocabulary, with particular attention to the iconographic one, acquired in the previous courses of Art History.

**content:**
The course is divided in two parts:
1. General introduction. History of Images. Iconography and Iconology, Visual Studies.
2. Case studies. Reading images

# TOURISM AND HERITAGE MANAGEMENT

*Prof.ssa Mara Cerquetti*

**e-mail:** mara.cerquetti@unimc.it

**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 36
**European Credit Transfer and Accumulation System (ECTS):** 6
**Discipline Scientific Sector:** SECS-P/08
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Richards G., *Rethinking Cultural Tourism,* Edward Elgar Publishing Ltd., Cheltenham, 2021, pp. 1-208
2. (C) Cantino V., Culasso F.., Racca G., *Smart Tourism,* McGraw-Hill Education, Milano, 2018,
3. (C) Martini U., edited by, *Management e marketing delle destinazioni turistiche territoriali. Metodi, approcci e strumenti,* McGraw-Hill Education, Milano, 2017,
4. (C) Morrison A.M., *Marketing and Managing Tourism Destinations,* Routledge, London and New York, 2019, part I, chapters 1-9, pp. 1-370

**aims:**
The Tourism and Heritage Management course aims at providing students with an international approach to the sustainable management of tourism destinations and their cultural resources.

**prerequisites:**
Previous knowledge in the field of economics and management is not required.

**content:**
The course provides students with theories, concepts, tools, and case studies to coordinate all the components of a tourism destination. Specific competences will be acquired in strategic planning and destination management and evaluation.

# URBAN HISTORY

*Prof. Francesco Bartolini*

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**degree course:** M28-0/21          **degree class:** LM-49
**total hours of tuition:** 54
**European Credit Transfer and Accumulation System (ECTS):** 9
**Discipline Scientific Sector:** M-STO/04
**module type:** -
**semester:** I Semestre
**(A)=Adopted, (C)=Recommended textbooks:**
1. (A) Peter Clark, *European Cities and Towns 400-2000,* Oxford University Press, Oxford, 2009, pp. 1-369

**aims:**
Learning the fundamental features of the historical development of European cities to build a patrimony of useful knowledge for the enhancement of tourism. Experiencing the planning of tourist and cultural routes within the cities.

**prerequisites:**
Knowledge of the basic aspects of European history from the Middle Ages to the XXI century.

**content:**
Reconstruction of the main characteristics of the historical evolution of European cities from the Middle Ages to the present. Analysis of economic, social, political and cultural urban environments in different geographical contexts. Examination of specific cases as examples of historical study of a city. Planning cultural routes within the European cities: in this respect, students are invited to present their projects.