

Course of Comparative Business History for the students of the M.A in Tourism Strategy, Cultural Heritage and Made in Italy a.y. 2020-21, 1st term

Course description

The course will deal with world economic and business history of the 20th century up to the beginning of the 21st century. It is organized as a sort of journey around the world, surfing across the two main historical dimensions of time and space.

It will compare the varieties of capitalism of the different regions, focusing on the so-called BRIC Countries. Main processes will be analysed in global perspective (industrial revolutions, economic and financial crisis, regional integration, et al.).

The course includes a specific cycle of seminars on the economic and business history of city tourism. City tourism has been one of the fastest growing segments of the tourism phenomenon, both in emerging and developed countries. This growth – driven by spatial, social, economic and technological forces – has relevant implication not only for cities and tourists, but also for enterprises and their strategies. Using an historical approach and presenting some case studies, this cycle of seminars is focused on the economic processes and critical aspects interrelated with the evolution of city tourism.

Teaching Method

The course combines various teaching methodologies: lectures; seminars; in-class debates; discussions of the assigned topics and readings. Lectures will provide the students with the necessary information and reading guidelines of the phenomena under scrutiny, while seminars will see students critically engaging with this knowledge and participating in class debates.

Lectures and seminars will be given on-line, the digital platform will be indicated as soon as possible.

Schedule

Daniela Felisini, Comparative Business History

5/11/2020 – h.9-11: Industrial revolutions in global perspective

6/11/2020 – h.9-11: USA: the 20th century's dominant nation

9/11/2020 – h.11-13: USA: the 20th century's dominant nation

13/11/2020 – h. 9-11: 1979- 1989: a new global context for business? In-class debate

16/11/2020 – h.11-13: The giant's reawakening: China

19/11/2020 – h.9-11: China's One Belt, One Road

20/11/2020 – h.9-11: From Russia to Russia, going through USSR

23/11/2020 – h.11-13: India in the long run

27/11/2020 – h.9-11: Brasil: the contradictions of success

Fernando Salsano, The economic and business history of city tourism

17/11/2020 - h.16-18: The evolution of city tourism from Grand Tour to Airbnb: an overview

24/11/2020 - h.16-18: Events, mega-events and city tourism

1/12/2020 – h. 16-18: The tourist-historic city: managing the heritage and branding the cities

9/12/2020 – h. 16-18: The dark side of overtourism in historic cities: an open debate for a sustainable model

15/12/2020 – h.16-18: A case study: tourism and overtourism in Rome

Textbook and Materials

Attending students:

1. Slides of the course.
2. Specific readings will be made available during the course:
 - G. Clark, A Farewell to Alms, Princeton University Press, 2007
 - N. Koncul, 2005. "Evolution of City Tourism", Zagreb International Review of Economics and Business, Faculty of Economics and Business, University of Zagreb, vol. 8(1), pages 101-108.
<https://ideas.repec.org/a/zag/zirebs/v8y2005i1p101-108.html>
 - C. Spirou 2018. "Social forces and the evolution of tourism: A historical framework of urban change", Society and Leisure, vol. 41.
<https://www.tandfonline.com/doi/abs/10.1080/07053436.2018.1438132?needAccess=true&jJournalCode=rles20>
 - UNWTO 2021. Global report on city tourism"
<http://historicalcity.eu/wp-content/uploads/2017/12/city-tourism.pdf>

Non attending students:

Non-attending students will study the following textbook:

F. Amatori, A. Colli (eds.), The Global Economy. A concise history, Routledge-Giappichelli Studies in Business and Management, 2019, chapters: 5,6,7,8,9,15,16,18,19,20,22.

Assessment

Final oral exam