

Professors Daniela Felisini and Fernando Salsano

Course of COMPARATIVE BUSINESS HISTORY LM for the students of the M.A in Tourism Strategy, Cultural Heritage and Made in Italy

a.y. 2021 - 22, 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. Main processes, as industrial revolutions, will be analysed in global perspective. The course includes a specific cycle of lessons 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 firms and their strategies. Using an historical approach and presenting some case studies, this cycle of lessons focuses on the economic processes and critical aspects interrelated with the evolution of city tourism.

Teaching Method

The course combines various teaching methodologies following an approach of cooperative learning: lessons and readings; in-class debates; presentations by students and discussions on assigned topics.

The course will be offered on-line on two digital platforms (look at each cycle of lectures for details)

Schedule

Prof.ssa Daniela Felisini, Comparative Business History

Lectures on digital platform Zoom:

<https://zoom.us/mv/aulagg3economics>

4/11/2021 h. 9-11: Globalisation as a historical issue. Industrial revolutions in global perspective

6/11/2021 h.9-11: Globalisation as a historical issue. Industrial revolutions in global perspective (2)

Prof. Fernando Salsano, The economic and business history of city tourism

Lectures on digital platform Microsoft Teams:

<https://teams.microsoft.com/l/channel/19%3afd488bdf05c445a9b9f114d68ce4560c%40thread.tacv2/Generale?groupId=3a65a031-6087-4d42-8d04-d8b16c414fc4&tenantId=24c5be2a-d764-40c5-9975-82d08ae47d0e>

17/11/2021 - h.16-18: The evolution of urban tourism from Grand Tour to Airbnb: an overview

22/11/2021 - h.16-18: Events, mega-events and urban tourism

24/11/2021 – h. 16-18: The tourist-historic city: managing the heritage and branding the cities

29/11/2021 – h. 16-18: The dark side of overtourism in historic cities: an open debate

01/12/2021 – h.16-18: A case study: tourism and overtourism in Rome

06/12/2021 – h 16-18: Students' presentations and in-class debate

13/12/2021 – h 16-18: Students' presentations and in-class debate

15/12/2021 – h 16-18: Students' presentations and in-class debate

Textbook and Materials

Attending students:

1. Slides of the course.
2. Specific readings will be made available during the course:
 - - Ueli Gyr, *The History of Tourism: Structures on the Path to Modernity*, in “European History Online” (EGO), published by the Institute of European History (IEG), Mainz 2010-12-03.
<http://www.ieg-ego.eu/gyru-2010-en> <http://www.ieg-ego.eu/gyru-2010-en>
 - - Sonja Oklobdžija, *The role of events in tourism development*, January 2015, Bizinfo Blace 6(2):83-97,
<https://www.researchgate.net/publication/293478773> [The role of events in tourism development](https://www.researchgate.net/publication/293478773)
 - - Patrice Ballestrer, *World Expo and Tourism - a new Utopia? From London 1851 to Dubai 2021*, in “Etudes Caribbéenne”, 2017
https://www.academia.edu/35977221/World_Expo_and_Tourism_-_a_new_Utopia_From_London_1851_to_Dubai_2020
 - - Greg Richards, *Tourism trends: The convergence of culture and tourism*, 2014
https://www.academia.edu/9491857/Tourism_trends_The_convergence_of_culture_and_tourism
 - Harold Goodwin, *The challenge of overtourism*, in “Responsible Tourism Partnership Working” Paper 4, October 2017
<https://haroldgoodwin.info/wp-content/uploads/2020/08/rtpwp4overtourism012017.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

Attending students:

Attending students will be required to prepare a presentation on topics indicated by prof. Salsano.

The presentation will be the object of in-class debates and will be evaluated for the final grade.

Active participation to the lessons will be evaluated too.

Non attending students:

Final oral exam on the indicated textbook.