University of Milano-Bicocca - University of Barcelona

ATTRACTION CITIES: Successes and Conflicts

**COURSE DESCRIPTION**

The main aim of the summer school is to improve the knowledge of the participants in the field of the urban attractions analyzed from different perspectives and in particular concerning different types of urban populations and services, different models of policies and governance structures.

The summer school will be divided into three sets of lessons and activities devoted to:

- the analysis of the theoretical and methodological instruments available in order to studying and improving urban attraction;
- the presentation of successful case studies of city marketing and attraction strategies performed in Italian and European cities;
- the tour in specific places and “hot-spots” within the two cities in order to corroborate the theoretical part with the empirical field (lessons in the morning and trips in the afternoon);

The final goal of the summer school is to improve the capacity of the students in cooperating with private and public agencies for promoting cities attraction.

**CONTENTS COVERED**

- Types of metropolitan populations living, consuming and working in the cities
- Mobility systems and accessibility to urban opportunities in contemporary cities
- Local resources utilized to develop touristic and job attractions
- Public policies oriented to improve attraction
- Governance and participation models as tools for improving attractions
- Urban rhythm and night attractiveness
- Walkability and urban environment
- The environmental quality as an urban attractiveness

**TARGET AUDIENCE**

The summer school is open to students as well as to policy makers working in the field of the city marketing.