DEPARTMENT OF OF SOCIOLOGY AND SOCIAL RESEARCH

ATTRACTIVE CITIES: Successes and Conflicts

DATES

24-June - 6 July 2019

CREDITS

6 ECTS

TUITION

€ 600,00

Includes all courses activities, visits, lectures. Travel and other living expences are not included in the tuition fee

APPLICATION DEADLINE

24 Apr, 2019

LOCATION

Milan, University of Milano-Bicocca (1st week);
Barcelona, University of Barcelona (2nd week)

CONTACT

Milan attractivecities@unimib.it

Barcelona attractivecities@ub.edu

PROGRAM DESCRIPTION

TThe main aim of the summer school is to improve the knowledge of the participants in the field of the urban attractions analysed from different perspective and in particular concerning different **types of urban populations and services**, different models of policies and governance structure.

The summer school will be divided in 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.

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

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CONTENTS COVERED

- Quality of life and metropolitan populations living, consuming and working in the cities;
- Urban rythms, mobility and accessibility to urban opportunities;
- **Art & Culture** in the urban space and the Creative City;
- Tourism & the digital economy: Local resources utilized to develop touristic and job attractions;
- Public policies and urban planning;
- **The agricity:** when agriculture becomes an urban attraction;
- Governance and participation models as tools for improving attractiveness;
- **The divercity:** the evolution of LGBT urban spaces in the contemporary city.

PREREQUISITES

We welcome students from different disciplines: sociology, anthropology, tourism, geography, urban planning, urban design and architecture, as well as practitioners and policy-makers. We shall be glad to consider any other background deemed for the program as reflected from the CV of the students.

ACCOMMODATION

To know options for In campus accommodation during Milan week please write to **booking.bicocca.fms.it@sodexo.com**; for Barcelona you can ask for information to **attractivecities@ub.edu** please remind you should arrange your accommodation independently.

IN COOPERATION WITH

The summer school at its 5th edition is a **joint program with the University of Barcelona.**

HOW TO ENROLL

You are required to enroll through the online application form. Every program on http://www.summerschoolbicocca.com has an APPLY NOW section in order to access to the application. After receiving the selection notification, you would be required to pay the course tuition fee within a specified period. Please follow the section Fees & Payment on our Summer School website for understanding the payment options.

SCHOLARSHIPS

Students from the two hosting University (UNIMIB and UB) can access to the school with a 50% discount on the tuition fee costs.

WEB-SITE

http://www.summerschoolbicocca.com/19-attractive-cities.php