



PhD in DESIGN - 38th cycle

PNRR_352 Research Field: SERVICE DESIGN FOR SUSTAINABLE TOURISM

Monthly net income of PhDscholarship (max 36 months)
€ 1195.5
In case of a change of the welfare rates during the three-year period, the amount could be modified.

Context of the research activity	
Motivation and objectives of the research in this field	<p>In recent decades, design has been characterized by a process of dematerialization of its embracing not only its tangible side (product, furnitures, spaces, artifacts) but even the intangible one (strategies, services, experiences etc.). It has therefore become a bearer of intangible influencing and dialoguing with disciplines in different fields. In the tourism sector, the request for local, unique and authentic experiences has become stronger and included in the most significant tourism. Tourism includes the processes, activities, and outcomes arising from the relationships and interactions among several stakeholders: tourists, tourism suppliers, host governments, ho communities, that are involved in the attracting and hosting visitors (Goeldner and Brent Ri 2006). According to the World Economic Forum the travel & tourism industry is continually growing, generating jobs, reducing poverty, driving growth and fostering development and tolerance. The number of people travelling internationally increased from 25 million in the 1 to 1.24 billion in 2016. These numbers have a strong impact on territories in terms of use of environmental and human resources and number of opportunities for local development. According to one of the PNRR objectives focused on Tourism and Culture, one of the factor limiting productivity growth is the low level of investment in digitization and innovation; through this research co-funded with Alpitour company, a twofold objective connected with the PNR pursued, on one hand the push toward digitization of the services offered, and on the other the ever-increasing attention to the aspects of environmental, social and economic sustain that strongly</p>



	<p>involve those involved in tourism and allow for strong territorial growth and development. Nowadays the biggest hospitality platforms try to offer a palimpsest of local activities and experiences. In this field, design plays a central role, especially in researching and developing disruptive solutions through its methods and tools and with a strong focus on the involvement of local communities and other stakeholders. This research will explore how service design could create sustainable and innovative solutions within the frame of SDGs, to the tourism sector through:- mapping the spatial and services sustainable opportunities of unconventional places- involvement of local communities and stakeholders in both the research and digital output development;- exploration and definition of innovative experiences for the customers;- developing digital and physical strategies to reach new users targets; to be applied in:- unexplored contexts (i.e. fragile and remote places, inner areas);- small medium contexts affected by mega events (i.e. side-sites of Olympic) with the aim of:- designing scenarios for a sustainable tourism in situated contexts;- strengthening the relationship between territories and tourists;</p>
<p>Methods and techniques that will be developed and used to carry out the research</p>	<p>The research process will be developed through mixed-method research combining the qualitative and quantitative data (Creswell, 2009):</p> <p>1. Literature review / Framing the context; The multidisciplinary nature of the topic required a preliminary immersion in other disciplinary fields to identify the research gap and construct a literature review through desk research. Literature will include tourism trends analysis with a specific core in social and environmental sustainability</p> <p>2. Case studies analysis/ Data Collection; Mapping case studies through:</p> <ul style="list-style-type: none"> - exploring multidisciplinary approach to the main topic; - highlighting innovation indicators (exploring the gradients of innovative services); - analysing applied strategies (understanding the success rate); <p>3. Experimentation; Action research will be used through involving local</p>



	<p>communities and stakeholders by using participatory and collaborative approaches (i.e. user-centred design, participatory design, co-design, and user and community centred design) to translate the insights of literature review and case studies into research outputs (i.e. scenario building, guidelines, strategies etc.);</p> <p>4. Impact and validation;</p> <p>Throughout the co-creative activities, the collected data will be analyzed and prototyped so to be validated even thanks to the collaboration with the company. The time the candidate will spend abroad in one of the foreign branches of the company should help him/her to make a stronger comparative analysis.</p>
<p>Educational objectives</p>	<p>The educational objectives of this research include the followings:</p> <p>1. Knowledge</p> <p>The candidate who has completed the Ph.D. program will have broad overview of the subject field in general and also deep knowledge in his/her specific research area including knowledge about SDGs connected to tourism. The candidate will have experience in, and be able to formulate research's issues; he/she will be able to develop a theoretical foundation and framework for the research and acquiring methodologies to develop an academic research.</p> <p>2. Skills</p> <p>The candidate will be able to formulate relevant scientific tasks and issues and carry out the professional development in the field. The candidate will be able to carry out internationally relevant research at a higher academic level. He/she will be able to solve and process complex tasks related to social challenges within the subject's area</p> <p>3. General competence</p> <p>The candidate should be able to consider the limitations of current knowledge level and take the initiative to drive innovations. The Phd path provides theoretical knowledge and practical training within scientific work and methodology, in particular it will allow the candidate to have an immersive educational experience including infield research and company internship</p>



Job opportunities	<p>Thanks to this Ph.D. program, the student will explore the sustainable tourism through a service design approach, will develop new scenarios and will study innovative possibilities for this sector.</p> <p>As the relations between tourism and territories will be crucial for the future, the tourism sector is increasingly growing and redefining its boundaries. Professionals with skills on design thinking, service design, scenarios and strategies development, user experience design will be highly demanded. After this Ph.D., the candidate will be able to apply for service/strategic design position in companies and public administration as well as consultant for companies looking for sustainable alternatives to their current activities. Further the candidate might be involved in R&D departments to develop sustainable innovation projects. The doctoral candidate will also have the opportunity to continue his/her academic journey focusing on the relationship between tourism and territories in a perspective specifically linked to social and environmental sustainability.</p>
Composition of the research group	<p>1 Full Professors 3 Associated Professors 2 Assistant Professors 3 PhD Students</p>
Name of the research directors	<p>Davide Fassi, Laura Galluzzo</p>

Contacts	
<p>email: davide.fassi@polimi.it, laura.galluzzo@polimi.it phone: 02.23995853 https://www.desis.polimi.it</p>	

Additional support - Financial aid per PhD student per year (gross amount)	
Housing - Foreign Students	--
Housing - Out-of-town residents (more than 80Km out of Milano)	--

Scholarship Increase for a period abroad	
Amount monthly	834.85 €
By number of months	6



National Operational Program for Research and Innovation	
Company where the candidate will attend the stage (name and brief description)	Alpitour
By number of months at the company	12
Institution or company where the candidate will spend the period abroad (name and brief description)	Universidad de Navarra, Pamplona, Spain
By number of months abroad	6

Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information
<p>Educational activities (purchase of study books and material, funding for participation in courses, summer schools, workshops and conferences): financial aid per PhD student max 4.872,90 euros per student (total for 3 years)</p> <p>Teaching assistanship: availability of funding in recognition of supporting teaching activities by the PhD student there are various forms of financial aid both for research and teaching activities. The PhD student is encouraged to take part in these activities, within the limits allowed by the regulations.</p> <p>Computer availability: 1st year, 2nd year and 3rd year: Each research group will supply PhD student with a computer, if necessary.</p> <p>Desk availability: 1st year, 2nd year and 3rd year: Each research group will supply phd student with a desk</p>