



**UNIVERSITÀ
DI TORINO**



CULTURAL HERITAGE AND CREATIVITY FOR TOURISM AND TERRITORIAL DEVELOPMENT from the **UNIVERSITY OF STUDIES OF TURIN** in **BIELLA, ITALY**

The Master Degree Course faces the issue of the **tourism-territorial system development** by focusing at cultural heritage and cultural and creative enterprises as agents of **sustainable, integrated and lasting development**.

Cultural, social, economic and creative activities, initiatives and services linked to tourism-territorial development must increasingly seize the opportunities given from the current period of deep change in working models and lifestyles, and promote economic, cultural, social and landscape diversity and peculiarities.

It's crucial to **enhance tangible and intangible cultural heritage** as a strategic asset for the development and innovation of traditional cultural and tourist circuits through the contextual development of cultural and creative industries, promoting the processes of mediatisation and digitization of resources.

The training path of this new Master Degree Course faces these challenges with an **innovative learning and training proposal**, which combines theoretical preparation with applied teaching method also thanks to the cooperation of external professionals.

Detailed information regarding application procedures and deadlines are available on the University of Turin website in the section area for international students at www.culturalheritage.unito.it

Visit also our website at www.cittastudi.org where you may view a video especially created to illustrate a virtual tour of the Biella Campus.

KEY INFORMATION

Degree Program Class: LM-49 Progettazione e gestione dei sistemi turistici / Planning and management of tourism systems

Involved Departments: Studi Storici / Historical Studies (reference Department); Studi umanistici / Humanities Studies; Scienze, Progetto e Politiche del Territorio / Territorial Sciences, Project and Policies; Management; Lingue e Letterature straniere e Culture moderne / Foreign Languages and Literatures and Modern Cultures; Filosofia e scienze dell'educazione / Philosophy and educational sciences

Nominal Duration: 2 years

CFU: 120

Teaching Method: blended

Language: English

Teaching Location: Biella

Eligibility: Free Access

Multidisciplinary and interdisciplinary Laboratory Activities

Mandatory Internship

Applied Research Final Dissertation (in English)

International Agreements and Mobility:

- Visiting Professors
- International agreements to facilitate student mobility (Erasmus / Erasmus traineeship)
- Bi-national Degree (double title) in agreement with UNESCO creative cities university (ongoing process)

UNIVERSITY PROGRAM and CAREER OPPORTUNITIES

Study Plan:

1st YEAR	CFU
RESEARCH, STORYTELLING, ENHANCEMENT OF HISTORICAL AND CULTURAL HERITAGE (with multidisciplinary lab creativity for tourism)	8
MAKING AN ART EXHIBITION OF MODERN AND CONTEMPORARY ART: PROJECTS, STRATEGIES, COMMUNICATION (with multidisciplinary lab creativity for tourism)	8
FILM HERITAGE: PROGRAMMING AND CURATORSHIP (with multidisciplinary lab creativity for tourism)	8
ENTREPRENEURSHIP AND SUSTAINABILITY IN CULTURAL INDUSTRIES AND TOURISM	8
COMPARATIVE LAW AND CULTURAL DEVELOPMENT	8
ENVIRONMENT AND CLIMATE: RESOURCES AND THREATS	8
ENGLISH FOR CULTURAL HERITAGE AND TOURISM (B2-C1)	3
An exam to be chosen between: - FUNDAMENTALS, LEXICONS AND METHODS OF THE ARTS - FUNDAMENTALS OF ECONOMIC SCIENCES AND LAND MANAGEMENT	8
A deepening exam that can be anticipated in the first year to be chosen from: - FASHION AND CREATIVITY - INDUSTRIAL TOURISM AND BUSINESS CULTURE - MODERN HISTORY - PLAYFUL DESIGN FOR CULTURAL HERITAGE	8
2nd YEAR	
Two deepening exams (three if the advance was not used) to be chosen from the following: - AESTHETICS AND ART IN THE PUBLIC SPACE - CREATIVITY LAB - ENERGY TRANSITION AND CLIMATE CHANGE - FASHION AND CREATIVITY - GEOGRAPHIES OF TOURISM: BEHAVIORS AND CULTURES - INDUSTRIAL TOURISM AND BUSINESS CULTURE - LITERARY, HISTORICAL AND ARCHAEOLOGICAL ITINERARIES IN ANCIENT AND MEDIEVAL ITALY - MODERN HISTORY - PLAYFUL DESIGN FOR CULTURAL HERITAGE - TOURISM DEVELOPMENT LAB	8 + 8
An exam to be chosen between: - FRENCH LANGUAGE - GERMAN LANGUAGE - SPANISH LANGUAGE	8
TRAINSHEEP I (Training and orientation internships)	3
Choice exam	8

Final proof	18
Total credits	120

APPLICATION DEADLINE: 16/04/2023

Website: apply.unito.it/en_GB

PROFESSIONAL OUTCOMES

The Course aims to train Professionals with a highly interdisciplinary preparation in the cultural tourism sector, based on the enhancement of cultural heritage and creativity as development engines of the territorial and tourist system also with a view to sustainability and integration with the environmental and natural heritage.

- Planning activities of territorial development projects in cultural field and related tourism products
- Integrated tourism cooperatives and consortiums
- Organization of cultural, exhibition and entertainment events
- Management of reception services in cultural and environmental heritage
- Central and decentralized government institutions in the fields of tourism, culture, cultural and environmental heritage and local development

Graduates in the class's master degree courses will also be able to act as consultants for local authorities and for companies engaged in innovation. Within the class, distinct paths aimed at different aspects may be activated among others.

WHY BIELLA?

A modern campus, **just over an hour from Turin and Milan**, at the center of a great cultural and entrepreneurial tradition.

SERVICES at the BIELLA CAMPUS (CITTÀ STUDI BIELLA)

University Campus (Città Studi)

a modern structure equipped with computer labs, technological laboratories to study new yarns and hi-tech fibres, recreational lounges, sport fields (volleyball, basketball and soccer), cafeteria and auditorium.

University residence on campus

with approximately 100 bed spaces available for students residing outside of Biella. All rooms are equipped with kitchen and bathroom to ensure privacy and independence. Services include: room cleaning, linen change, self-service coin laundry mat, Internet connection, common room with TV e DVD, car parking space.

Campus Library

The library is furnished with a study area of seats available and with a patrimony of 57.000 volumes including monographs, university thesis, dictionaries and encyclopaedias. There are also an internet lounge with computers and free access to the internet, as well as, wireless internet connection.

CONTACTS

Website:

<http://www.culturalheritage.unito.it/>

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