



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](http://www.culturalheritage.unito.it)

Visit also our website at [www.cittastudi.org](http://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 (Courses and detected credits are subject to change and modification):

<b>1st YEAR</b>	<b>CFU</b>
<b>RESEARCH, STORYTELLING, ENHANCEMENT OF HISTORICAL AND CULTURAL HERITAGE</b> (with multidisciplinary lab creativity for tourism)	<b>8</b>
<b>MAKING AN ART EXHIBITION OF MODERN AND CONTEMPORARY ART: PROJECTS, STRATEGIES, COMMUNICATION</b> (with multidisciplinary lab creativity for tourism)	<b>8</b>
<b>FILM HERITAGE: PROGRAMMING AND CURATORSHIP</b> (with multidisciplinary lab creativity for tourism)	<b>8</b>
<b>SUSTAINABILITY IN CULTURAL INDUSTRIES</b>	<b>8</b>
<b>COMPARATIVE LAW AND CULTURAL DEVELOPMENT</b>	<b>8</b>
<b>ENVIRONMENT AND CLIMATE: RESOURCES AND THREATS</b>	<b>8</b>
<b>ENGLISH FOR CULTURAL HERITAGE AND TOURISM (B2-C1)</b>	<b>3</b>
<b>An exam to be chosen between:</b> <b>FUNDAMENTALS, LEXICONS AND METHODS OF THE ARTS/FUNDAMENTALS OF MANAGEMENT</b>	<b>8</b>
<b>An exam which can be taken in the first year to be chosen from:</b> - CULTURAL AND RELIGIOUS IDENTITIES IN THE MODERN AGE - FASHION AND CREATIVITY - INDUSTRIAL TOURISM AND BUSINESS CULTURE - PLAYFUL DESIGN FOR CULTURAL HERITAGE - SCIENCES, TECNIQUE AND WORK IN THE INDUSTRIAL AGE	<b>8</b>
<b>2nd YEAR</b>	
<b>Two deepening exams to be chosen from the following:</b> - AESTHETICS AND ART IN THE PUBLIC SPACE - CREATIVITY LAB - ENERGY TRANSITION AND CLIMATE CHANGE - GEOGRAPHIES OF TOURISM: BEHAVIORS AND CULTURES - LITERARY, HISTORICAL AND ARCHAEOLOGICAL ITINERARIES IN ANCIENT AND MEDIEVAL ITALY	<b>8 + 8</b>
<b>One exam to choose from the following (two if you haven't already attended in the first year one of the first five of the list)</b> - CULTURAL AND RELIGIOUS IDENTITIES IN THE MODERN AGE - FASHION AND CREATIVITY - INDUSTRIAL TOURISM AND BUSINESS CULTURE - PLAYFUL DESIGN FOR CULTURAL HERITAGE - SCIENCES, TECNIQUE AND WORK IN THE INDUSTRIAL AGE - AESTHETICS AND ART IN THE PUBLIC SPACE - CREATIVITY LAB - ENERGY TRANSITION AND CLIMATE CHANGE - GEOGRAPHIES OF TOURISM: BEHAVIORS AND CULTURES - LITERARY, HISTORICAL AND ARCHAEOLOGICAL ITINERARIES IN ANCIENT AND MEDIEVAL ITALY - TRAINSHEEP II	<b>8</b>
<b>An exam to be chosen between:</b> - FRENCH LANGUAGE - GERMAN LANGUAGE - SPANISH LANGUAGE	<b>8</b>
<b>TRAINSHEEP I (Training and orientation internships)</b>	<b>3</b>
<b>Final thesis</b>	<b>18</b>
<b>Total credits</b>	<b>120</b>

## **APPLICATION DEADLINE: January 31, 2024**

Website: [apply.unito.it/en\\_GB](http://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, equipped gym, 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/>

<https://www.cittastudi.org/>