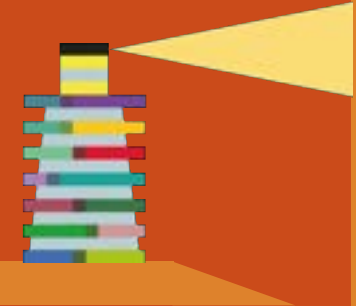




UNIVERSITÀ
DI TORINO

Cultural Heritage and Creativity for tourism and territorial development



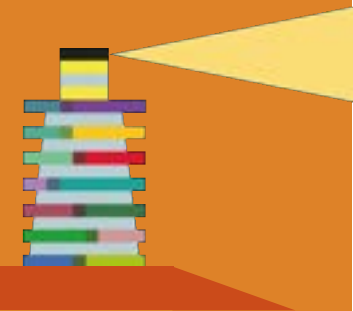


UNIVERSITÀ
DI TORINO

Corso di Laurea Magistrale in

Cultural Heritage and Creativity for tourism and territorial development

Classe LM-49 PROGETTAZIONE E GESTIONE DEI SISTEMI TURISTICI





UNIVERSITÀ
DI TORINO

- Dipartimenti coinvolti:

Studi Storici (capofila); Filosofia e Scienze dell'Educazione; Lingue e Letterature straniere e Culture moderne; Management; Scienze, Progetto e Politiche del Territorio; Studi umanistici

- Durata: 2 anni

- CFU: 120

- Lingua d'insegnamento: Inglese

- Tirocinio formativo e tesi applicativa

- Lezioni: in presenza

- Attività laboratoriali e Visite

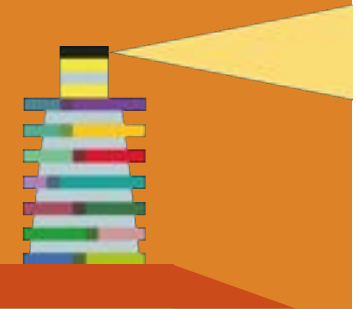
- Luogo delle lezioni: Biella – Campus universitario di Città Studi





UNIVERSITÀ
DI TORINO

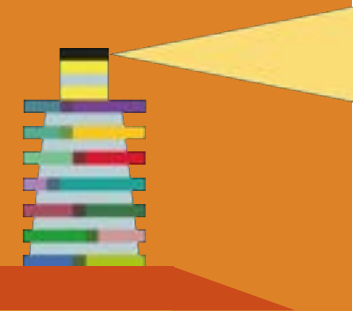
Il Corso risponde all'esigenza di formare figure professionali dotate di una preparazione fortemente interdisciplinare nel settore del turismo culturale, basato sulla valorizzazione del patrimonio culturale e della creatività quali motori di sviluppo del sistema territoriale e turistico anche in ottica di sostenibilità e di integrazione con il patrimonio ambientale e naturale





UNIVERSITÀ
DI TORINO

Su questi presupposti il Corso di Laurea Magistrale affronta il tema dello sviluppo del sistema turistico-territoriale in una direzione fondata sulla centralità del patrimonio culturale e delle imprese culturali e creative locali quali fattori chiave di uno sviluppo che così diventa sostenibile, integrato, duraturo nel tempo e in grado di assicurare miglioramenti lavorativi, economici e sociali alle comunità locali. È solida infatti la letteratura scientifica che attesta l'impatto dei settori culturali e creativi sullo sviluppo territoriale secondo un modello di sviluppo integrato dell'offerta turistica e delle filiere culturali e creative a sostegno di un'innovata attività del patrimonio e delle attività e degli eventi culturali

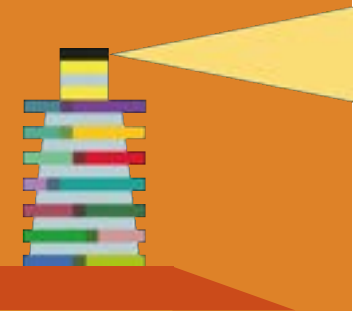




UNIVERSITÀ
DI TORINO

Sbocchi occupazionali e attività professionali previsti

- attività di progettazione dei progetti di sviluppo territoriale in ambito culturale e dei prodotti turistici connessi
- imprese cooperative e consortili del turismo integrato
- organizzazione di eventi culturali, espositivi e dello spettacolo
- gestione dei servizi di accoglienza nei beni culturali ed ambientali
- istituzioni governative, centrali e decentrate, nei settori del turismo, della cultura, dei beni culturali e ambientali e dello sviluppo locale
- I laureati nei corsi di laurea magistrale della classe potranno inoltre svolgere attività di consulenti per gli enti locali e le imprese del settore nella direzione dell'innovazione. Nell'ambito della classe potranno essere attivati, tra gli altri, distinti percorsi finalizzati ad aspetti diversi

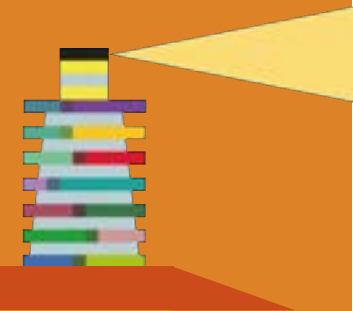




UNIVERSITÀ
DI TORINO

Insegnamenti propedeutici del primo anno

- Fundamentals, Lexicons and Methods of the Arts
- Fundamentals of Management
- English for Cultural heritage

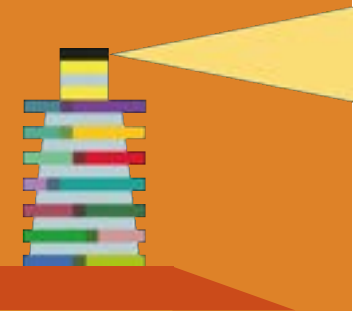




UNIVERSITÀ
DI TORINO

Insegnamenti obbligatori del primo anno

- Research, Storytelling, Enhancement of Historical and Cultural Heritage
- Making an Art Exhibition of Modern and Contemporary Art: Projects, Strategies, Communication
- Film Heritage: Programming and Curatorship
- Comparative Law and Cultural Development
- Environment and climate: resources and threats
- Sustainability in Cultural Industries and Tourism

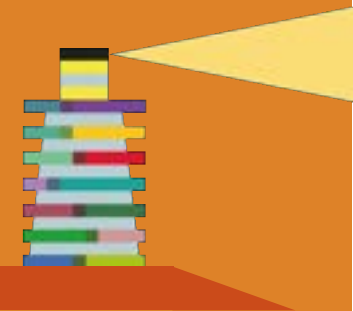




UNIVERSITÀ
DI TORINO

Insegnamenti a scelta del primo anno

- Playful Design for Cultural Heritage
- Fashion and Creativity
- Industrial Tourism and Business Culture
- Cultural and Religious Identities in the Modern Age: spaces, itineraries, practices
- Science, Technique and Work in the Industrial Age

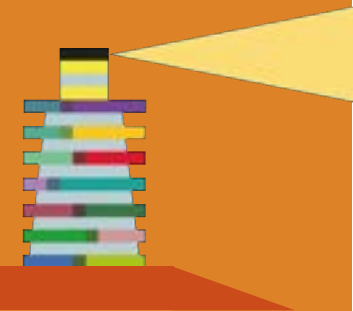




UNIVERSITÀ
DI TORINO

Insegnamenti obbligatori del secondo anno

- Lingua straniera
- Tirocinio

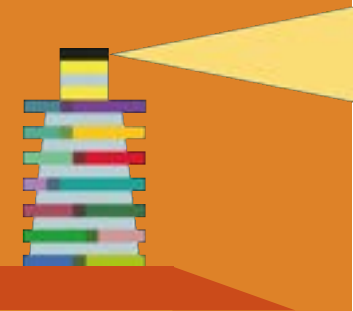




UNIVERSITÀ
DI TORINO

Insegnamenti a scelta del secondo anno

- Aesthetics and Art in the Public Space
- Energy Transition and Climate Change
- Geographies of Tourism: Behaviors and Cultures
- Literary, Historical and Archaeological Itineraries in Ancient and Medieval Italy
- Creativity Lab
- Tourism Development Lab



UNIVERSITÀ
DI TORINO

Perché a Biella?



**A poco più di un'ora da Torino e da Milano,
al centro di una grande tradizione
culturale e imprenditoriale**



WELCOME TO CITTÀ STUDI BIELLA

The campus of the University of Biella is within the Città Studi complex, founded in the 1980s on the initiative of various public and private organisations and associations, to meet the training needs of the territory in the field of university and professional education, while also developing applied research activities, services, and conference and cultural events.

The Biella campus is home to the **University of Turin**.

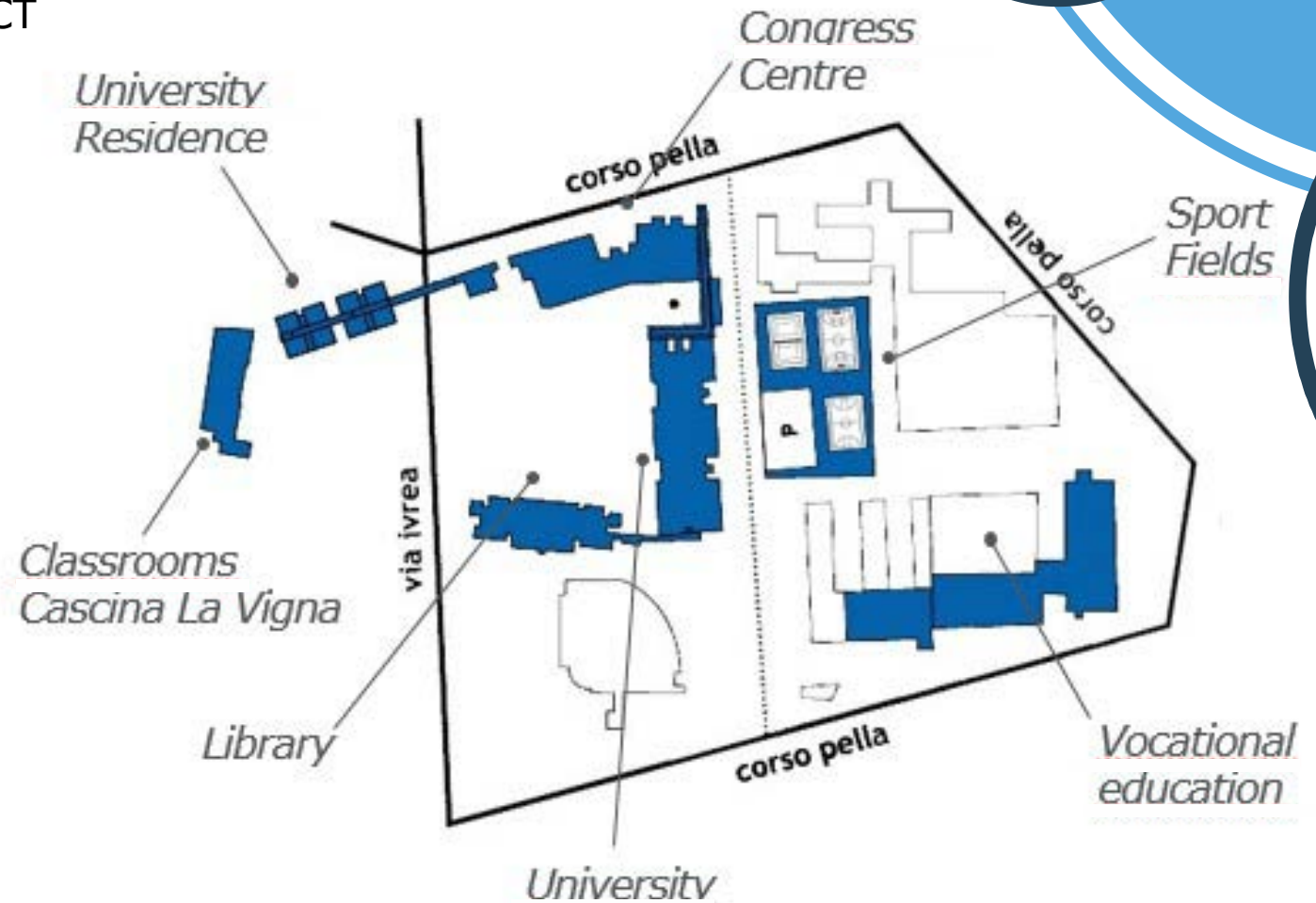


UNIVERSITÀ
DI TORINO

110.000 sq. meters areas

Built area 40.000 sq. meters buildings

2.500 daily presence

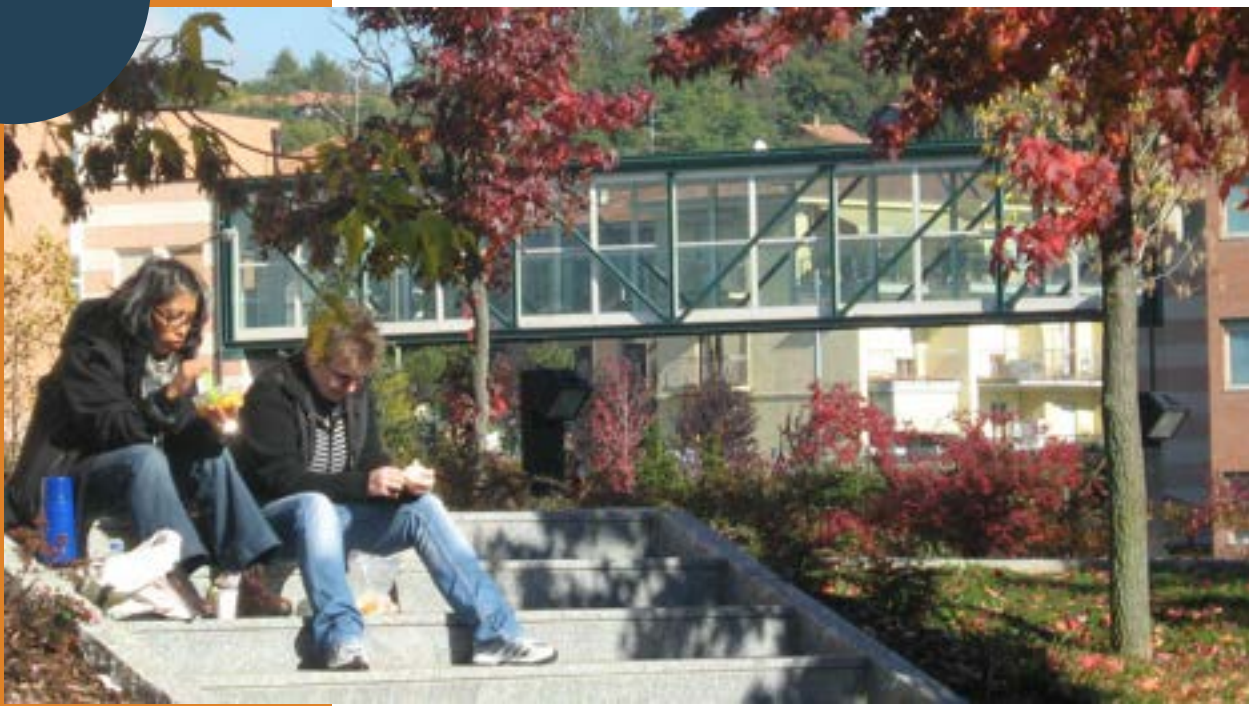


Città Studi
BIELLA



UNIVERSITY RESIDENCE

Within the Città Studi Biella Campus there is a residence: a modern, convenient structure, designed to accommodate students, equipped with spacious, comfortable rooms, kitchenette, living and sleeping areas, cleaning and laundry services, and internet connection. Here students can experience a high standard of living in complete freedom and autonomy. The atmosphere is that of an international student-friendly campus animated by university life that facilitates interpersonal relationships and leaves room for relaxation and recreation. The residence is connected to the university building by an overpass that allows students to move easily around the entire university buildings facility.



RESIDENCE STRUCTURE SERVICES INCLUDED

- 33 double rooms
 - 6 two-room apartments
 - 3 studios
 - 12 single rooms
- Room cleaning
 - Equipment and change of linen
 - Each room type has a fully equipped kitchenette
 - Laundry
 - Common rooms with TV
 - Equipped mini-gym
 - Car park

For the Città Studi University Residence you can contact the Management Office: residenceunibi@sisecosrl.it





CITTÀ STUDI LIBRARY

The perfect place to study. Access is free.

Città Studi SpA boasts a specialised and innovative library offering a range of services, including online services. The Library of Città Studi is freely accessible not only to students on campus but by anyone who would like to use it. Through an online searchable catalogue it is possible to access over 60.000 total volumes, about 2.500 DVDs, subscriptions to 20 specialised magazines, local newspapers and over 7.000 national and international newspapers.



SERVICES

The Library offers three study rooms, two rooms reserved for group work, computer workstations and a Wi-Fi network.

Book and DVD lending

Interlibrary services

Document delivery

Subscription to digital services

Internet and WiFi

Printing and photocopying

Thesis discussion room



SPORTS FIELDS

The basketball, volleyball, five-a-side football and tennis courts are made available free of charge to all students and citizens, with the same opening hours as the library, for organising tournaments or simply playing with friends.





UNIVERSITÀ
DI TORINO

CAFETERIA

On the university campus there is a cafeteria, self-service bar and meeting place for students, lecturers and all those who wish to have breakfast or lunch on the university campus.

The EDISU catering service with reduced rates is in operation.





UNIVERSITÀ
DI TORINO

Visite sul territorio



A group of *Cultural Heritage* students admire the Grand Gallery in La Marmora Palace - Biella



UNIVERSITÀ
DI TORINO

Visite sul territorio



RICETTO di CANDELO (BIELLA)



MUSEO DEL TERRITORIO
BIELLESE

MUSEO DEL TERRITORIO BIELLESE



The Museum of the Biellese Territory, located in Biella in the former Convent of San Sebastiano, houses the civic collections that have been enriched to the present day through finds in the territory, donations, bequests and deposits.



RESEARCH, STORYTELLING, ENHANCEMENT
OF HISTORICAL AND CULTURAL HERITAGE

Teacher: Silvia Cavicchioli

FUNDAMENTALS, LEXICONS AND METHODS
OF THE ARTS

Teacher: Francesca Romana Gaja



UNIVERSITÀ
DI TORINO

RESEARCH, STORYTELLING,
ENHANCEMENT OF HISTORICAL AND
CULTURAL HERITAGE

Teachers: Silvia Cavicchioli
Maurizio Pellegrini

RICETTO DI CANDELO

The Ricetto of Candelo is an architectural
complex dating back to medieval times
located in the province of Biella





UNIVERSITÀ
DI TORINO

RESEARCH, STORYTELLING, ENHANCEMENT
OF HISTORICAL AND CULTURAL HERITAGE

Teachers: Silvia Cavicchioli
Maurizio Pellegrini

PALAZZO LA MARMORA - BIELLA

Palazzo La Marmora is a 16th-century historic mansion located in Biella's historic district. As it has always belonged to the same family and preserves evidence of eight centuries of history, the palace is a valuable example of a House Museum.





UNIVERSITÀ
DI TORINO

MUSEO DI SANTA GIULIA - BRESCIA

MAKING AN ART EXHIBITION OF MODERN
AND CONTEMPORARY ART: PROJECTS,
STRATEGIES, COMMUNICATION

Visit to the exhibition "Misericordia & Nobiltà"
Giacomo Ceruti in eighteenth-century
Europe

Teacher: Alessandro Morandotti





UNIVERSITÀ
DI TORINO

MAKING AN ART EXHIBITION OF MODERN AND CONTEMPORARY ART:
PROJECTS, STRATEGIES, COMMUNICATION

Teacher: Fabio Belloni

FORTE DI BARD

The Fortress of Bard is a fortified complex rebuilt in the 19th century by the House of Savoy on the fortress overlooking the village of Bard in the Aosta Valley.





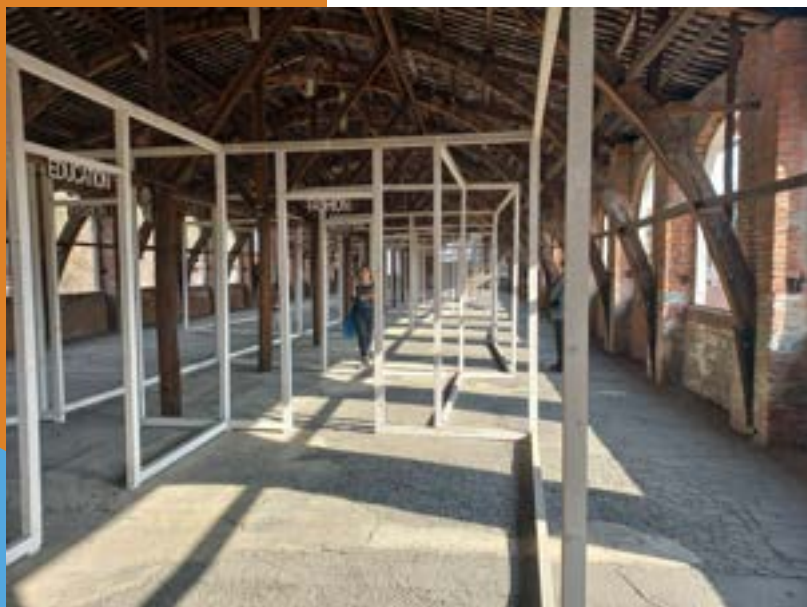
UNIVERSITÀ
DI TORINO

MAKING AN ART EXHIBITION OF MODERN
AND CONTEMPORARY ART: PROJECTS,
STRATEGIES, COMMUNICATION

Teacher: Fabio Belloni

CITTADELLARTE - FONDAZIONE PISTOLETTO

Cittadellarte, located within the premises of a disused factory in Biella, is a new model of artistic and cultural institution that places art in direct interaction with different sectors of society





UNIVERSITÀ
DI TORINO

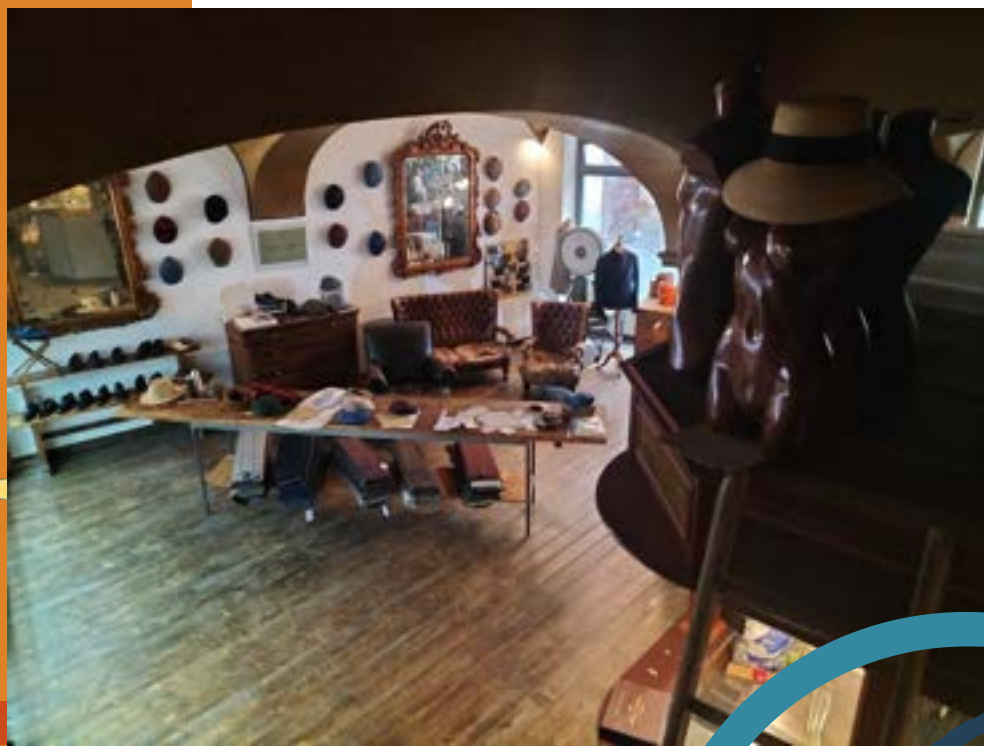
INDUSTRIAL TOURISM AND BUSINESS
CULTURE

Teachers: Alessandro Bonadonna
Riccardo Beltramo

CAPPELLIFICIO BIELLESE

Cappellificio Biellese 1935 is a hat maker born almost 100 years ago in the Cervo Valley, near Biella.

Today CB1935 produces hats using haute de gamme sartorial fabrics such as cashmere, flannel, vicuna, alpaca, linen and silk.





UNIVERSITÀ
DI TORINO

INDUSTRIAL TOURISM AND BUSINESS
CULTURE

Teachers: Alessandro Bonadonna
Riccardo Beltramo

MEBO MUSEUM EXPERIENCE - BIELLA

Inside an ancient building, in close proximity to the historic Menabrea and Botalla plants, the history of two great companies that are symbols of the Biella area





UNIVERSITÀ
DI TORINO

A2A - CAVAGLIA'

INDUSTRIAL TOURISM AND BUSINESS
CULTURE

Teachers: Alessandro Bonadonna
Riccardo Beltramo

The complex in Cavaglià - Biella - includes a controlled landfill for non-hazardous special waste and a bioreactor for electricity production.



AZIENDA TESSILE BIELLESE

The students visited a major Biella wool factory internationally famous for the production of some of the world's most precious fabrics



INDUSTRIAL TOURISM AND BUSINESS
CULTURE

Teachers: Alessandro Bonadonna
Riccardo Beltramo



UNIVERSITÀ
DI TORINO

Contatti e links

- *Website:* www.culturalheritage.unito.it
- *Other links:*
 - <https://en.unito.it/studying-unito/international-degree-seeking-students/enrolment-international-students>
- *Contacts*
 - <https://www.culturalheritage.unito.it/do/home.pl/View?doc=contacts.html>
- *Information regarding application and enrollment:*
internationalstudents@unito.it
- - *General information about the course:*
 - silvia.cavicchioli@unito.it; mariapaola.pierini@unito.it

