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# *Cultural Heritage and Creativity for tourism and territorial development*



Prof.ssa Silvia Cavicchioli



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# Program overview

**Involved Departments:** *Historical Studies (Reference Department); Foreign Languages and Literatures and Modern Cultures; Humanistic Studies; Management; Philosophy and Education Sciences; Regional and Urban Studies and Planning*

**Coordinator:** *Prof.ssa Silvia Cavicchioli*

**Degree level:** *Postgraduate*

**Duration:** *2 years*

**Credits:** *120 ECTS*

**Access:** *through admission requirements*





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# Admission requirements

*Students who intend to enroll in the Master's Degree Program in Cultural Heritage and Creativity for tourism and territorial development must possess a Bachelor's degree or a three-years University degree or other qualifications obtained abroad, recognized as suitable according to the current regulations. Students must possess the curricular and adequate requirements as indicated on the website*





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# Location: a glance at the campus



*Just over an hour from Turin and  
Milan, at the center of a great cultural  
and entrepreneurial tradition*







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# WELCOME TO CITTÀ STUDI BIELLA





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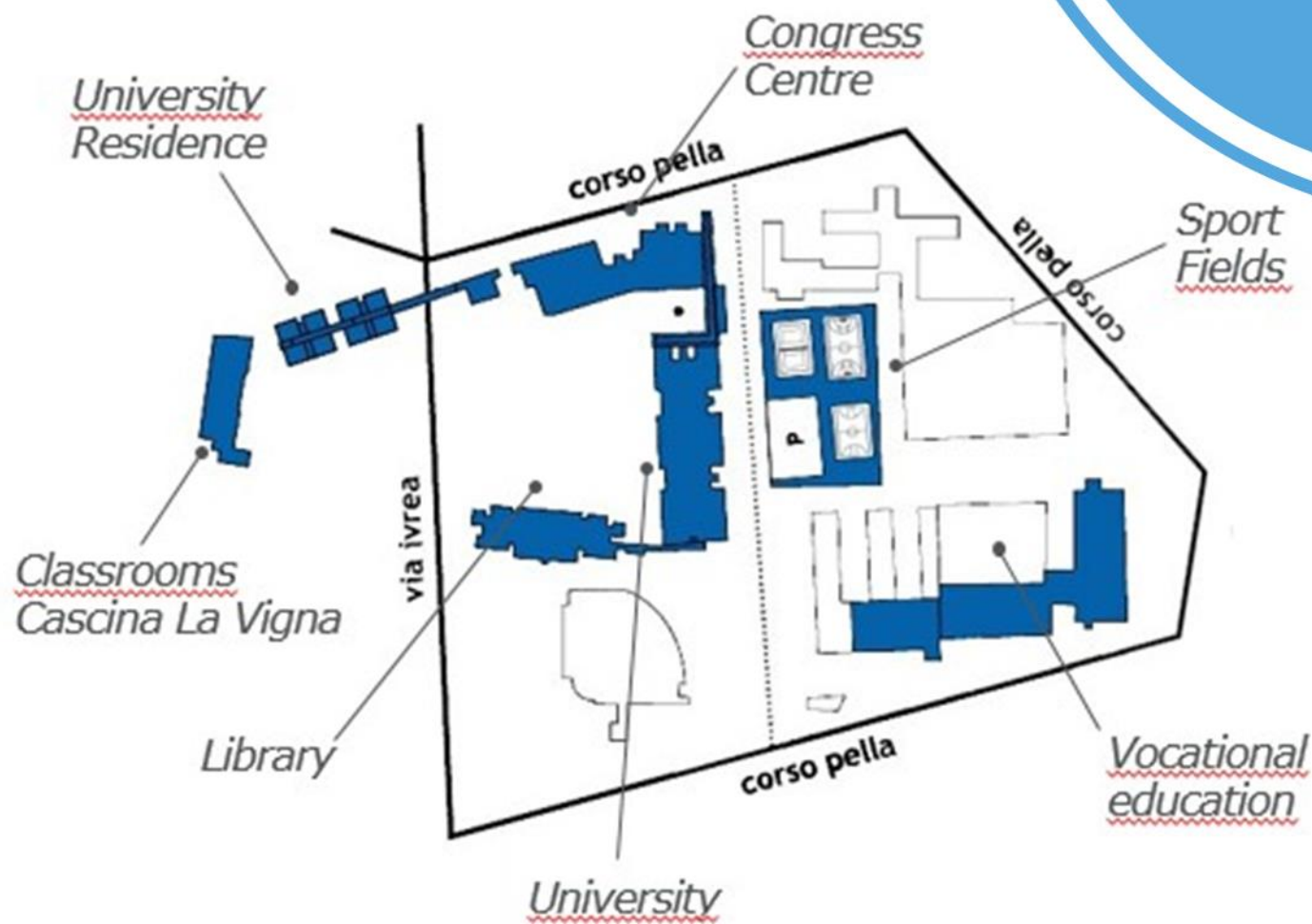
# THE STRUCTURE

DESIGNED BY THE ARCHITECT  
GAE AULENTI

110.000 sq. meters areas

Built area 40.000 sq. meters buildings

2.500 daily presence



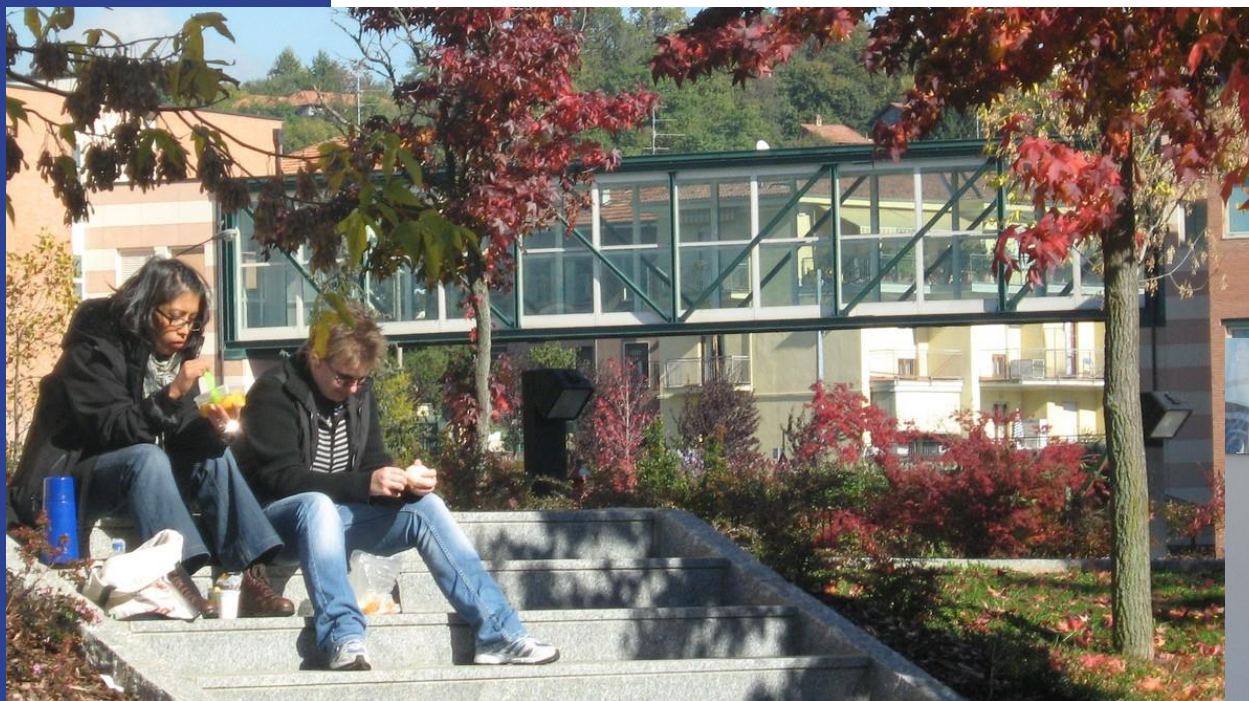




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## UNIVERSITY RESIDENCE

A modern 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 free time. The residence is connected to the university building by an overpass that allows students to move easily around the entire university buildings facility.







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# CITTÀ STUDI LIBRARY







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## 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.





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# Cultural Visits



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



*The students visit a major Biella wool factory famous all over the world for the production of some of the most precious fabrics*







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# Why choose this program?

*The Master Degree Course proposes an innovative learning and training, which combines theoretical preparation with applied teaching methods in a modern and comfortable campus.*

*The course brings together tourism-territorial marketing, linguistic and humanistic skills, enhancement of cultural heritage, with a focus on creativity and sustainability.*

*Lessons range from foreign languages to the performing arts, from management to historical and artistic disciplines, from environmental to legal issues, from creativity in fashion and playful design to industrial tourism*





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Master Degree Course - A.Y. 2023/2024

## Cultural Heritage and Creativity for tourism and territorial development

1st YEAR	CFU
RESEARCH, STORYTELLING, ENHANCEMENT OF HISTORICAL AND CULTURAL HERITAGE (with multidisciplinary lab creativity for tourism) <b>(mandatory)</b>	8
MAKING AN ART EXHIBITION OF MODERN AND CONTEMPORARY ART: PROJECTS, STRATEGIES, COMMUNICATION (with multidisciplinary lab creativity for tourism) <b>(mandatory)</b>	8
FILM HERITAGE: PROGRAMMING AND CURATORSHIP (with multidisciplinary lab creativity for tourism) <b>(mandatory)</b>	8
SUSTAINABILITY IN CULTURAL INDUSTRIES <b>(mandatory)</b>	8
COMPARATIVE LAW AND CULTURAL DEVELOPMENT <b>(mandatory)</b>	8
ENVIRONMENT AND CLIMATE: RESOURCES AND THREATS <b>(mandatory)</b>	8
ENGLISH FOR CULTURAL HERITAGE AND TOURISM <b>(mandatory)</b>	3
<i>One exam to be chosen from the following [Rule 8]:</i> - FUNDAMENTALS, LEXICONS AND METHODS OF THE ARTS - FUNDAMENTALS OF MANAGEMENT	8
<i>One exam which can be taken in the first year, chosen from the following [Rule 9]:</i> - CULTURAL AND RELIGIOUS IDENTITIES IN THE MODERN AGE: SPACES, ITINERARIES, PRACTICES - PLAYFUL DESIGN FOR CULTURAL HERITAGE - SCIENCE, TECHNIQUE AND WORK IN THE INDUSTRIAL AGE - FASHION AND CREATIVITY - INDUSTRIAL TOURISM AND BUSINESS CULTURE	8
2nd YEAR	
<i>Two exams chosen from the following [Rule 10]:</i> - 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	8 + 8
<i>One exam chosen from the following [Rule 11]:</i> - FRENCH LANGUAGE - SPANISH LANGUAGE	8
TRAINEESHIP I <b>(mandatory)</b>	3
<i>One exam (8CFU) by free choice [Rules 15-16], from the following:</i> - FASHION AND CREATIVITY - INDUSTRIAL TOURISM AND BUSINESS CULTURE - CULTURAL AND RELIGIOUS IDENTITIES IN THE MODERN AGE: SPACES, ITINERARIES, PRACTICES - PLAYFUL DESIGN FOR CULTURAL HERITAGE - SCIENCE, TECHNIQUE 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  - TRAINEESHIP II  - ANY DISCIPLINE taught in the University of Turin	8
Final thesis	18
<b>Total CFU</b>	<b>120</b>



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# Study plan

## *Alignment Disciplines – First Year*

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







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# Study plan

## *Mandatory Disciplines – First Year*

- *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*



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# Study plan

## *Free Disciplines – First Year*

- *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*



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# Study plan

## *Mandatory Disciplines – Second Year*

- *Foreign Language*
- *Internship*







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# Study plan

## *Free Disciplines – Second Year*

- *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*





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# Career opportunities

*The Course aims to train Professionals with a highly interdisciplinary preparation in the cultural tourism sector.*

## *Among Professional Outcomes:*

- *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*



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- 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***







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# International mobility opportunities

*Opportunities within the Unita-Universitas  
Montium alliance*

*Erasmus Programmes*





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# Contacts and useful links

**Website:** [www.culturalheritage.unito.it](http://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](mailto:internationalstudents@unito.it)
- **General information about the course:**  
[silvia.cavicchioli@unito.it](mailto:silvia.cavicchioli@unito.it); [mariapaola.pierini@unito.it](mailto:mariapaola.pierini@unito.it)



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**Thank you for your attention!**

