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Cultural Heritage and Creativity for Tourism and territorial Development

Master Degree



Key Information

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Degree Program Class: LM-49 Progettazione e gestione dei sistemi turistici

Involved Departments:

Studi Storici (reference Department); Studi umanistici;

Scienze, Progetto e Politiche del Territorio; Management; Lingue e Letterature straniere e Culture moderne; Filosofia e scienze dell'educazione

Nominal Duration: 2 years

CFU: 120

Teaching Method: blended

Language: English

Teaching Location: Biella

Eligibility: Free Access

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Key Information

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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)

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Overview

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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



Overview

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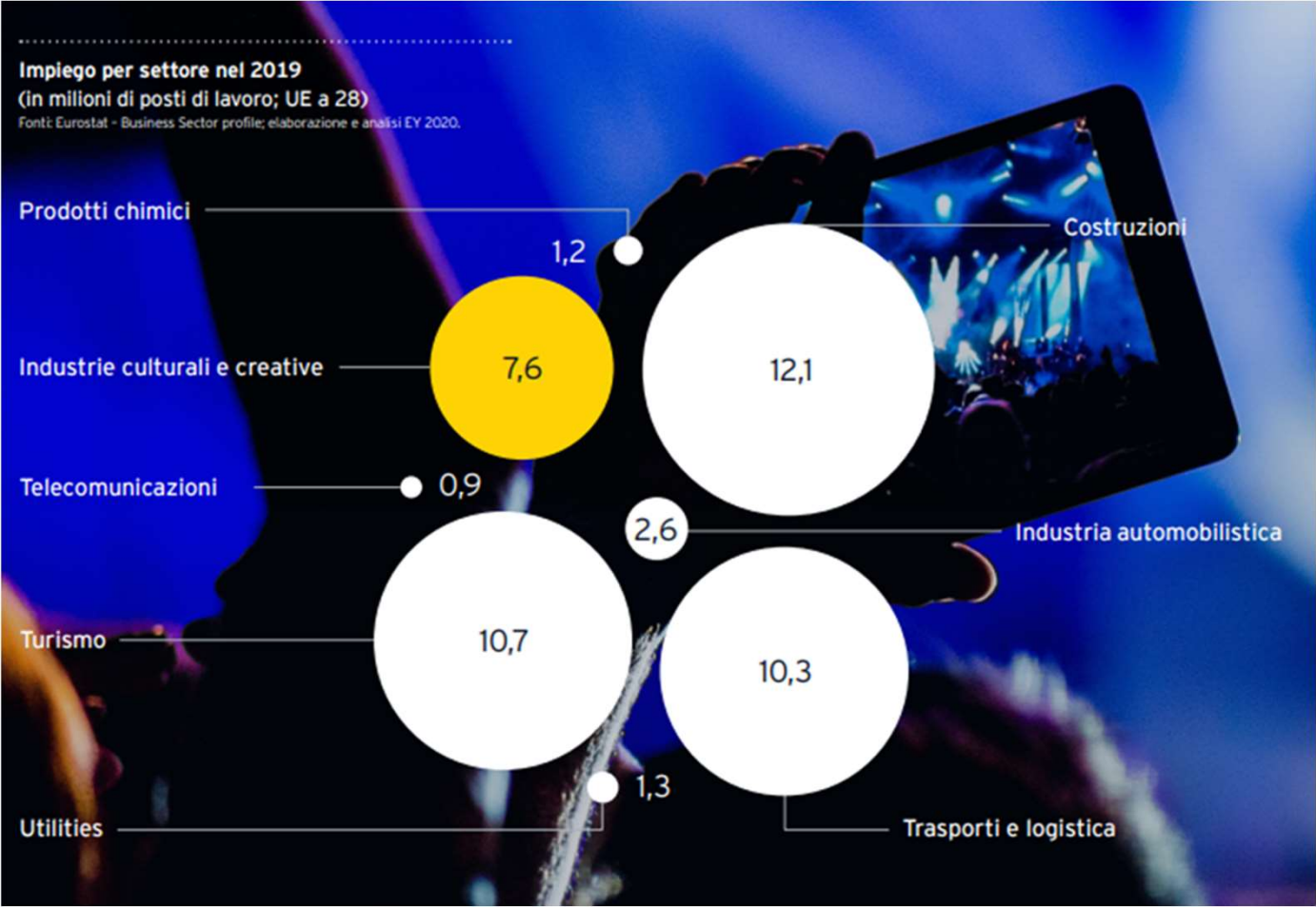
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It's crucial to **enhance tangible and intangible cultural heritage** as a strategic asset for the development and innovation of traditional cultural and tourist circuits through the contextual development of cultural and creative industries, promoting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



Professional Outcomes



Professional Outcomes

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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.



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
- 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



Courses

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First year

History

Research, Storytelling, Enhancement of Historical and Cultural Heritage

Art History

Making an Art Exhibition of Modern and Contemporary Art: Projects, Strategies, Communication

Cinema, Performing Arts, Gaming

Film Heritage: Programming and Curatorship

Playful Design for Cultural Heritage

Fashion and Sustainability

All courses include multidisciplinary LAB creativity for tourism



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Courses

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First Year

Legal and sociological disciplines

Comparative Law and Cultural Development

Disciplines of the territory

Environment and climate: resources and threats

Economic and management disciplines

Entrepreneurship and Sustainability in Cultural Industries and Tourism

Creative enterprises and tourism laboratory

Foreign Languages



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Courses

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Other Courses

Fundamentals, lexicons and methods of the arts

Fundamentals of economic sciences and land management

Geographies of tourism: behaviors and cultures

Energy transition and climate change

Aesthetics and Art in the public Space

Literary, historical and archaeological itineraries in ancient and medieval Italy

Creativity Lab

Tourism Development Lab

English for Cultural Heritage and Tourism (B2-C1)

French, Spanish, German language (beginner to advanced course)

Extracurricular language (beginner course)

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Why Biella?

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



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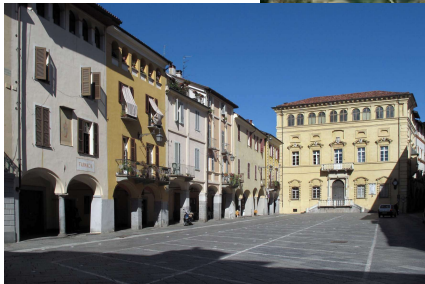


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Contacts



Website:

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

Master Degree Coordination:

Silvia Cavicchioli: silvia.cavicchioli@unito.it

Maria Paola Pierini: mariapaola.pierini@unito.it

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**Thank you
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