

Syllabus

Course Description

Course Title	Culture, Heritage and Creative Territory Management	
Course Code	31031	
Course Title Additional		
Scientific-Disciplinary Sector	SECS-P/08	
Language	English	
Degree Course	Master in Tourism Management	
Other Degree Courses (Loaned)		
Lecturers	Prof. Claudia Cozzio, Claudia.Cozzio@unibz.it https://www.unibz.it/en/faculties/economics- management/academic-staff/person/42530	
Teaching Assistant		
Semester	Second semester	
Course Year/s	2	
СР	6	
Teaching Hours	36	
Lab Hours	-	
Individual Study Hours	-	
Planned Office Hours	18	
Contents Summary	 This course deals with the following: Understanding the strategic role of branding in enhancing the identity and competitiveness of cultural and heritage destinations. Exploringe how collective brands (e.g., UNESCO, Slow Food) contribute to the value co-creation and sustainable development of local territories. Analyzinge real-world case studies (e.g., European Capitals of Culture) to assess how storytelling, authenticity, and stakeholder engagement shape the perception and reputation of creative and cultural territories. 	



Course Topics	- Place Branding and Identity Building: Strategies to enhance the distinctiveness and competitiveness of cultural and heritage destinations.	
	- Collective and Umbrella Brands: The role of networks such as	
	UNESCO and Slow Food in value co-creation and sustainable	
	development.	
	- Creative Territories and Sustainable Growth: Linking creativity,	
	culture, and innovation to territorial development.	
	- Stakeholder Engagement and Governance: Collaboration among	
	public, private, and community actors in managing cultural assets.	
Keywords	Place branding, Cultural heritage management, Creative territories,	
	Sustainable development	
Recommended Prerequisites	none	
Propaedeutic Courses		
Teaching Format	Frontal lectures, exercises, case studies	
Mandatory Attendance	-	
Specific Educational	Knowledge and understanding	
Objectives and Learning	The student/trainee acquires specific competences and skills to	
Outcomes	deal with management issues from the perspective of the	
	management of tourism enterprises, the development and	
	promotion of tourism destinations and the planning and	
	management of integrated tourism systems and individual services	
	in strategic, organisational and administrative terms with an	
	international and intercultural perspective. The student acquires advanced competences on the legal	
	specificities surrounding the work of tourism companies as well as	
	associations, consortia and non-profit organisations, typical of the	
	tourism system.	
	tourism system.	
	Ability to apply knowledge and understanding	
	The student/undergraduate acquires the ability to understand and	
	analyse the problems characterising the tourism sector through the	
	application of theories and models and the adoption of appropriate	
	tools for the management of tourism enterprises.	
	The student/undergraduate acquires the ability to use models for	
	the analysis of the tourism market.	
	The student/undergraduate acquires mastery in the management	
	of human resources and in attributing the right value to the	



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The student also acquires skills in accounting and project financing for business development.

Autonomy of judgement

acquire the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and destinations

Communication skills

The Master's degree graduate will be able to communicate effectively in oral and written form the specialised content of the individual disciplines, using different registers depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication. Written and oral communication skills are particularly developed in the training activities carried out for the preparation of the Master's thesis, in the discussion of business cases and in interactive lectures involving group discussions and the comparison of individual analyses.

Learning skills

to identify thematic connections and to establish relationships between different cases and contexts of analysis to frame a new problem systematically and generate appropriate taxonomies.

to develop general models from the phenomena studied.

Specific Educational Objectives and Learning Outcomes (additional info.)

Assessment

For attending students: The assessment will consist of a combination of a project work plus an in-class presentation (30%) and a final written exam (70%).

The final written exam (70%) will include four essay-style questions, designed to assess the students' understanding of concepts, models and techniques related to the course topics. The written exam will last up to 80 minutes.

Project work results are valid for the current academic year only and cannot be carried over beyond that period.

	For non-attending students: The final written exam (100%) will consist of six essay-style questions, evaluating knowledge of course topics and the ability to apply relevant concepts, models and tools to specific contexts. The written exam will last up to 120 minutes.	
Evaluation Criteria	Criteria for evaluating the project work: creativity in problem-solving, ability to design and apply practical solutions, data analysis skills, contextualisation and comparative evaluation, critical thinking, ability to summarise and communicate findings effectively. Project work is valid for one academic year only and cannot be carried over beyond that time frame.	
	Criteria for evaluating the written exam: relevance and clarity of answers, ability to contextualise and evaluate, ability to summarise, compare and contrast models related to the course topics.	
Required Readings	eadings Morgan, N., Pritchard, A. and Pride, R., 2010. Destination branding: Creating the unique destination proposition. 2nd ed. Oxford: Routledge.	
Supplementary Readings		
Further Information		
Sustainable Development Goals (SDGs)	Sustainable cities and communities	