Syllabus

Course Description

Course Title	Culture, Heritage and Creative Territory Management
Course Code	31031
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
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
CP	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 Objectives and Learning Outcomes	INTENDED LEARNING OUTCOMES (ILO) ILO 1. KNOWLEDGE AND UNDERSTANDING ILO 1.1 The student/trainee acquires specific competences and skills to 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. ILO 2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.1 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. ILO 3: AUTONOMY OF JUDGEMENT ILO 3.1 Acquire the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and destinations

	ILO 4: COMMUNICATION SKILLS ILO 4.1: 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. ILO 5: LEARNING SKILLS ILO 5.1 To identify thematic connections and to establish relationships between different cases and contexts of analysis ILO 5.2 To frame a new problem systematically and generate appropriate taxonomies. ILO 5.3 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%) (ILO1, ILO2.1, ILO3, ILO5) and a final written exam (70%) (ILO1, ILO2.1, ILO3, ILO4) 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 (ILO1, ILO2.1, ILO3, ILO4, ILO5). 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	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