

# 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	
Teaching Assistant	
Semester	Second semester
Course Year/s	2
CP	6
Teaching Hours	36 lecturer to be defined
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18 lecturer to be defined
Contents Summary	<p>This course deals with the following:</p> <ul style="list-style-type: none"> <li>Understanding the strategic role of branding in enhancing the identity and competitiveness of cultural and heritage destinations.</li> <li>Exploring how collective brands (e.g., UNESCO, Slow Food) contribute to the value co-creation and sustainable development of local territories.</li> <li>Analyzing 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.</li> </ul>
Course Topics	
Keywords	
Recommended Prerequisites	

<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	
<b>Mandatory Attendance</b>	-
<b>Specific Educational Objectives and Learning Outcomes</b>	<p>Knowledge and understanding</p> <p>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.</p> <p>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.</p> <p>Ability to apply knowledge and understanding</p> <p>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.</p> <p>The student/undergraduate acquires the ability to use models for the analysis of the tourism market.</p> <p>The student/undergraduate acquires mastery in the management of human resources and in attributing the right value to the enterprise culture.</p> <p>The student also acquires skills in accounting and project financing for business development.</p> <p>Autonomy of judgement</p> <p>acquire the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and destinations</p> <p>Communication skills</p> <p>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</p>

	<p>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.</p> <p>Learning skills</p> <p>to identify thematic connections and to establish relationships between different cases and contexts of analysis</p> <p>to frame a new problem systematically and generate appropriate taxonomies.</p> <p>to develop general models from the phenomena studied.</p>
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	
<b>Evaluation Criteria</b>	
<b>Required Readings</b>	
<b>Supplementary Readings</b>	
<b>Further Information</b>	
<b>Sustainable Development Goals (SDGs)</b>	