CREO-LAB

TOURISM AND CREATIVE INDUSTRIES
Booklet

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CREO-LABs are an initiative of the University of Bergamo
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https://cyfe.unibg.it/it/formazione/creo-labs

CREO-LAB Tourism and creative industries
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With precious collaboration of:

1. PRESENTATION

The CREO-LABs aim to enrich the academic and personal journey of students at the University of Bergamo and improve their skills in the following areas: innovation and creativity, entrepreneurship, adaptability, responsibility, and teamwork.

The CREO-LABs are innovative, participatory, and multidisciplinary laboratories, allowing students to face current socio-economic challenges and learn how to design original solutions.

By participating in the CREO-LABs, students will increase their innovative mindset, future-orientation to seize opportunities and acquire a method for dealing with professional and personal choices.

Educational goals of CREO-LAB Tourism and creative industries

The **cultural and creative industries** (visual arts, music production, fashion, entertainment, food, and wine, etc.) **and tourism** are currently among the most dynamic sectors of the European economies. Strengthening synergies between these sectors is a lever to **stimulate the socioeconomic and cultural development of territories** – particularly in challenging contexts and marginalized or rural areas – through **innovative, inclusive, and sustainable approaches** capable of uncovering and/or capitalizing on the potential of local heritage.

Specifically, the LAB aims to achieve the principles outlined in the Bloom's taxonomy:

- *Understand*: transfer specific and specialized skills (knowledge, methodological tools, and processes) about cultural and creative industries and their synergies with tourism at both macro (territorial) and micro (business) levels.
- *Apply and Analyze*: enhance critical analysis abilities of similar contexts, needs, and potentials.
- *Evaluate*: foster the development of project ideas that have the potential to leverage synergies between cultural/creative industries and tourism, appropriately contextualized.

Course contents

The course introduces theoretical and **applied tools for conceiving, analyzing, and implementing a sustainable entrepreneurial idea**, by developing an entrepreneurial mindset to be applied in various work contexts, including business creation, self-employment, or employment in public or private companies, and third-sector entities. The LAB is organized around the following thematic areas:

- **Module 1:** *Introduction to the value and role of entrepreneurship in innovation*

Introduction to the value and role of entrepreneurship in innovation and in meeting individual and societal needs.

- **Module 2:** *Cultural and creative industries and tourism*

Specific and specialized notions on the topic of tourism and creative industries, by highlighting the innovative and sustainable ways of developing territories and local heritage, with an insight into the synergies between public and private sectors and innovation processes involving culture and arts, for valorizing local heritage.

- **Module 3:** *Regeneration of inland areas through tourism and cultural/creative industries*

Definition of models to exploit synergies between the tourism and the creative industries with presentations and analysis of successful good practices in marginal areas (with a focus on the Bergamo valleys) that show macro and micro processes and the results obtained.

- **Module 4:** *Design thinking and creative business ideas*

Implementation of a sustainable entrepreneurial idea with explanations on tools to refine the proposed solution and present the project.

Teaching methods

The teaching method pursues the dual aims associated with *Challenge Based Learning* and *Design Thinking*. As for the Challenge Based aspect, the **LAB involves students directly in challenges posed by stakeholders in the region who are actively engaged in the promotion of creative industries related either to eno-gastronomic knowledge (UNESCO Creative city of Gastronomy-Cheese Valleys), or to the performances and the arts (theater, music, visual arts, …)**.

Additionally, national, and international case studies are presented through interventions by national and international experts and university professors, as for example prof. **Greg Richards** from Tilburg University, regarding the subjects at hand. Students are also taken to **engage with stakeholders in the field to facilitate ongoing discussions about challenges and processes**, strengthening synergies between industries.

Regarding Design Thinking, the **LAB aims to enhance critical analysis skills and the development of project ideas through co-creation and cross-fertilization among individuals** with experiences and expertise gained in different contexts.

The organizational structure consists of **in-person work sessions, in class or in the mountain valleys of Bergamo,** lasting a day and a half (12 hours) consecutively, on Friday and Saturday mornings, on a monthly basis, preceded by a 4-hour module introducing entrepreneurship and startup creation topics. Between the different in-person sessions, specific assignments will be provided to students with the goal of delving into the treated contents and preparing for the next session.

The LAB has a pronounced hands-on component in which students, working in teams, will apply the tools outlined in the course to their own entrepreneurial project. Students will be engaged in group work to carry out a Project Work activity using creative learning methods. More specifically, the following are envisaged:

- Seminars on different content.
- Presentation of testimonials.
- Methodological seminars.
- Student laboratory activities.
- Team building.
- Excursions within the urban and suburban Bergamo area.

Assessment and Evaluation Methods

The final assessment method involves the evaluation of the Project Work with the involvement of all team members at the end of the course, in front of experts, teachers, and stakeholders involved in the delivery of the various modules. In order to receive credits, participation in 75% of the in-person classes is required. The knowledge assessment will grant the student an eligibility status (i.e., "Idoneità").

2. THE PROGRAM

Module 1. Introduction to the value and role of entrepreneurship in innovation

Friday, February 23

Caniana, Room 11	8:30-9:00	*Welcome and introduction to the CREO LABs* Tommaso MINOLA, Federica BURINI, Silvana SIGNORI, Andrea POZZI, Armando PERSICO, Elisa CONSOLANDI, University of Bergamo
	9:00-10:30	*Lecture: Introduction to entrepreneurship* Tommaso MINOLA, University of Bergamo
Caniana, Room 20	10:30-11:00	*Presentation of the CREO Lab TCI* Federica BURINI, University of Bergamo
	11:00-12:00	*Ice-breaking session* Andrea POZZI, Elisa CONSOLANDI, University of Bergamo
	12:00-13:00	*Workshop: Reflective activity - What does entrepreneurship mean to you?*
Caniana Room 16	14:30-15:00	*Greeting from SISTUR presidents: Introduction to tourism* Fabrizio ANTOLINI, University of Teramo
	15:00-16:00	*Lecture: Understanding tourism from a multidisciplinary perspective* Federica BURINI, University of Bergamo
	16:00-18:00	*Lecture: How to point out scenarios and needs from stakeholders* Daniele RADICI, University of Bergamo

Saturday, February 24

Caniana, Room 13	9:00-10:30	*Lecture: Tourism and creative industries: definitions and trends* Andrea POZZI, University of Bergamo
	10:30-11:00	*Methodology of the CREO-LAB TCI and Group creation* Federica BURINI, Andrea POZZI, Elisa CONSOLANDI, University of Bergamo
	11:00-12:30	*Workshop: Assessing the needs– What are the opportunities and problems affecting creativity in tourism?*
	12:30-13:00	*Introduction to assignment 1. Defining the needs* Federica BURINI, Andrea POZZI, Elisa CONSOLANDI, University of Bergamo

Module 2. Cultural and creative industries and tourism

Friday, March 22

Salvecchio Room 7	9:00-10:00	***Group discussion*** *on assignment's results* Federica BURINI, Andrea POZZI, Elisa CONSOLANDI, University of Bergamo
	10:00-11:00	***The "voice" of young researcher*** *Reawakening Heritage through Contemporary Art* Valeria GIUDICI, PhD candidate, Sorbonne Université, France, with co-supervision of Università degli Studi di Bergamo *Valuing music in tourism: the Ireland experience* Leandro PESSINA, PhD candidate, Dundalk Institute of Technology, Ireland
	11:00-13:00	***Lecture****: Understanding creative industries and tourism* Greg RICHARDS, Professor of Placemaking and Events at Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg in The Netherlands
Salvecchio Room 9	14:00-16:00	***Lecture****: Needs validation and competitor analysis* Federico MANGIO', University of Bergamo
	16:00-18:00	***Workshop****: Refining and validating the needs - What are the opportunities and problems affecting creativity in tourism? (1ˢᵗ part)*

Saturday, March 23

Caniana, Room 21	8:30-10:15	***Lecture****: Idea generation - definition and methodologies* Daniele RADICI, University of Bergamo
	10:15-10:45	***EmpowerED: Career Readiness Lab***
	10:45-12:00	***Workshop****: Refining and validating the needs - What are the opportunities and problems affecting creativity in tourism? (2ⁿᵈ part)*
	12:00-12:30	*Introduction to assignment 2. Implementation of the need* Federica BURINI, Andrea POZZI, Elisa CONSOLANDI, University of Bergamo

Module 3. Regeneration of inland areas through tourism and cultural/creative industries

Friday, April 5

Salvecchio Room 7	9:00-9:30	***Group discussion*** *on assignment's results* Andrea POZZI, Elisa CONSOLANDI, University of Bergamo
	9:30-13:0	***Workshop****: Idea generation - What solutions to the problems?*
Salvecchio Room 7	14:00-16:00	***Seminar****: Fostering creativity in tourism from theory to practice: gastronomy tourism* *The Bergamo UNESCO Creative City of Gastronomy* Claudio CECCHINELLI, Bergamo Creative City of Gastronomy *Progetto FORME / FORME Cult.* Alberto GOTTARDI, Francesco MARONI, FORME ***Final remarks*** with Andrea LOMBARDINI, Fondazione Emilio Lombardini
Field-trip	16:30	***Guided visit to Teatro Tascabile as an example of creative industry***
	16:30-17:00	*Visit and history of the Monastero del Carmine and its spaces. Explanation of the PSPP*
	17:00-17:30	*Explanation of how the Tascabile realizes a "Core of Interest" (similar to Festival or Theater Review)*
	17:30-19:00	*How to realize Communication for a hybrid place like the Monastero del Carmine through a project of cultural redevelopment*

Saturday, April 6

Field-trip	8:30	*Guided visits in Brembana Valley and meetings with local stakeholders*
	9:00-11:00	**San Pellegrino Terme** *Didactic Hotel IN.CON.TRA, a project by Cooperativa Incammino and Istituto Superiore San Pellegrino.* Visit of the Labs of Istituto Superiore San Pellegrino and of the hotel with testimonial students of the *project*
	11:30	**Carona** *Meeting with the mayor and walk to **Pagliari to discover the agro-silvo-pastoral identity of the village***
	14:30	*Meeting at **Hotel Villa Carona** with hotel entrepreneurs, tourism enterprises, artistic associations to understand the tourism regeneration of mountain buildings and the connection between agro-pastoral knowledge and arts*
	17:00	***Visit of the hydroelectric power station*** and departure to Bergamo

Module 4. Design thinking and creative business ideas

Saturday, May 4

Caniana Room	9:00-10:00	*General preparation of the final presentation*
	10:00-11:00	***Lecture****: Value proposition canvas and business model canvas* Davide HAHN, University of Bergamo
	11:00-13:00	***Workshop****: Rehearsal Pitch - Creating the business model* Davide HAHN, University of Bergamo

Saturday, May 18

Caniana Room	9:00-13:00	***Final presentation***