



**LABORATORIO DIDATTICO**  
***Storytelling in gastronomic experiences***  
**a.a. 2020-2021**

<b>Sigla del Laboratorio</b>	<b>PMTS05</b>
<b>Responsabile didattico</b>	Prof. Andrea Pozzi
<b>Referente di ruolo</b>	Prof. Roberta Garibaldi
<b>Esperti</b>	Dott. Maria Cristina Crucitti
<b>Periodo di svolgimento</b>	2nd semester (III and IV sub-period)
<b>Corso di studi proponente</b>	PMTS - Planning and Management of Tourism Systems
<b>Numero massimo di studenti ammissibili</b>	10
<b>Eventuali prerequisiti disciplinari richiesti</b>	None
<b>Contenuti e obiettivi formativi</b>	The lab focuses on storytelling as a mean to add value to the entire gastronomic experiences and communicate tourists the cultural value underlying the product they are enjoying. Through lectures and group assignments students will map and identify types of instruments (e.g. digital menus, talking labels, apps) and experiences (e.g. food tours and winery visits with guides as storytellers) as well as assess benefits/constraints in using this communication tool. At the end of the course they will gain knowledge about how to use of storytelling to create more engaging gastronomic experiences.
<b>Articolazione del laboratorio</b>	<ol style="list-style-type: none"><li>1. Introduction to the contents and activities (2h)</li><li>2. Frontal lecture: storytelling in gastronomic experiences, key facts and examples from the demand-side (2h)</li><li>3. Frontal lecture: storytelling in gastronomic experiences, key facts and examples from the supply-side (2h)</li><li>4. Interactive lecture for the mapping of storytelling examples in gastronomy tourism (e.g. topics to be investigated, methods, sources of information/scientific literature) (group assignment) (2h)</li><li>4. Students' first presentation of results (2h)</li><li>5. Interactive lecture for an in-depth analysis of examples found (group assignment) (2h)</li><li>7. Students' final presentation (2h)</li></ol>
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