



CYFE

Center for young
and family enterprise

UNIVERSITÀ DEGLI STUDI
DI BERGAMO

CREO-LAB TOURISM AND CREATIVE INDUSTRIES *Syllabus*

Scientific Director: Prof. Federica Burini

Language: ENGLISH

Course Code: 44167-ENG

Semester: SECOND SEMESTER

Academic Year: 2023/2024

The CREO-LABs aim to enrich the academic and personal journey of students of 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.

Prerequisites

There are no specific didactic prerequisites; however, proficiency in the English language is required, as the module is entirely delivered in English.

Access is granted only to students enrolled in a master's degree course or the final two years of a single-cycle course at the University. Selection is carried out through a call for applications (due to limited availability of places), with evaluation of the *Curriculum Vitae*, along with a motivational letter. The faculty may also conduct final interviews for admission. The call for applications will be made available in September at CYFE website: <https://cyfe.unibg.it/it>

Educational goals

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.



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These premises also form the essential objectives of CREO-LAB TOURISM AND CREATIVE INDUSTRIES.

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 follows a “laboratory” approach and aims to introduce topics related to tourism and creative industries through thematic insights and group work. Specifically, through group work, possible solutions to fundamental tourism and creative industries’ needs will be created.

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 (common to all CREO-LABs): Introduction to entrepreneurship.
Introduction to the value and role of entrepreneurship in innovation and in meeting individual and societal needs.
- Module 2: Introduction to the concept of tourism and creative industries.
Confers 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, with a focus on Bergamo UNESCO Creative City of gastronomy.
- Module 3: Business models and entrepreneurial strategies for tourism and creative industries.
Definition of models to exploit synergies between the tourism and the creative industries; presentation 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: Development and implementation of the entrepreneurial project.



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Guidance in implementing a sustainable entrepreneurial idea and approaches; tools for presenting the project, refining the proposed solution, and working on the presentation document.

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. Additionally, national and international case studies are presented through interventions by national and international experts and university professors 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 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 (Module 1).

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).