



Bergamo-Brescia Italian Capital of Culture 2023: challenges, events, impacts and opportunities

Educational objective: The Tourism Think Tank is an activity of 3 credits aimed at encouraging a critical attitude among students for the analysis of the complexity of tourism events of particular case studies and their impacts on territories and communities.

On the academic year 2022-2023 the focus will be the event Bergamo-Brescia Italian Capital of Culture 2023, through a series of activities that involve the participation of local institutions. aimed at:

- i) throwing some challenges that will affect the tourism phenomenon during the event in terms of the offer of cultural initiatives and at the same time a series of other services as accommodation, catering, mobility, communication, and digitization systems.
- ii) investigating the criticalities and opportunities of some events or areas of the territory.

Teaching Activities:

- **seminars** for introducing theoretical and methodological aspects related to a critical approach to events and their management in a sustainable perspective
- **meetings** with the stakeholders, for understanding the agency of the Bergamo-Brescia 2023 event and the main governance behind it
- **excursions** in the territory of Bergamo and Brescia
- **project works** organized autonomously by students
- **presentations of the result of the students' work** in order to promote the acquisition of competences in the presentation of the results of works

TTT 2023 – Programme

October 10 th	15:00 Presentation – <i>Tourism Think Tank 2023 as a Challenge based activity</i> by Federica Burini
October 17 th	15:00 Meeting – <i>Promoting Bergamo Brescia Capitale Italiana della Cultura 2023</i> by Alessandra Pitocchi , VisitBergamo
October 24 th	15:00 Meeting – <i>Bergamo Brescia Capitale Italiana della Cultura 2023</i> by Nadia Ghisalberti , Comune di Bergamo
October 31 st	15:00 Methodological intro – <i>TTT 2023 methodology: understanding events from a critical perspective</i> by Federica Burini 16:00 group organisation by Elisa Consolandi
November 7 th	15:00 Meeting – <i>The project Regional Park of the hills of Bergamo and the Park of the hills of Brescia</i> by Alice Bassanesi , University of Bergamo
November 14 th	15:00 <i>Room 7 at disposal of the students</i>
November 21 st	15:00 Meetings – <i>The event Sportumanza 2023</i> by Federico Grazioli and the group of UniBG students promoters of the event
November 28 th	15:00 <i>Room 7 at disposal of the students</i>
December 5 th	15:00 Meeting – <i>Le vie del sacro (Sacred paths)</i> by Giovanni Berera and Simona Pasinelli , Fondazione Bernareggi
December 12 th	15:00 <i>Room 7 at disposal of the students (mid-term revisions with prof. Burini and dott. Consolandi)</i>
December 19 th	15:00 <i>Room 7 at disposal of the students</i>
December 20 th	15:00 Christmas Event – <i>Presentation of the results by PMTS students</i>