**Cultural Tourism and Territorial Development**

Prof. Giovanni Bozzetti

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The particular focus of this course is to analyse regional marketing levers for promoting Italian excellence and cultural resources, with the concrete final goal of conceiving, organizing and running frontal or digital event (depending on the evolution of Covid-19 epidemic), thereby providing students with an excellent opportunity to make contact with institutions, professionals, media and corporate organisations.

Furthermore, the course will analyse the impact of “large-scale cultural events” on the economy, society, environment, town-planning and policy, and in terms of brand awareness and brand perception.

At the end of the course students will be able to enhance the cultural heritage from a territorial marketing perspective; they also will have practical knowledges to devise, organize and achieve an event to promote territory that will be useful for their own professional career.

***COURSE CONTENT***

*The development of the territory, principles, strategies, and marketing levers*

* Territory and territorial marketing.
* The territorial marketing mix and the strategies of territorial development.
* Analysis of the characteristics and resources of the territory.
* From territory to tourist destination. Place and City branding.
* Strategic planning. Mission and objectives.
* Positioning and images. Brand identity, awareness and perception.

*Cultural tourism, opportunities for developing the territory.*

* Tourism and culture as a marketing lever for economic development of the territory.
* The historical origins and evolution of tourism. Digital Era.
* The tourism market: supply and demand.
* Italy: cultural resources and tourism dynamics
* Cultural tourism and its characteristics
* Italy as a “*Museo Diffuso*” or open-air museum.
* Management autonomy in museums between costs and revenues. Pricing strategies and fundraising.
* Museum marketing levers (communication, events, merchandising, the web, and internationalisation).
* Digital evolution, NFT and Metaverse.

*Large-scale events as marketing levers for promoting the territory*

* Definitions, types and history of large-scale events.
* Large-scale events as marketing levers.
* The impact of large-scale events on the territory:

economy – society – environment – city planning – politics.

* Organisation of events
* Ex-ante and ex-post evaluation.

***READING LIST***

- “La Gestione dei Musei – Strategie integrate e sviluppo del territorio” – EDUCatt–

Course packs and other suggested texts provided during the course such as:

“*Gli eventi quale leva di marketing territoriale per la valorizzazione urbana*”

***TEACHING METHOD***

Lectures (frontal and remote teaching – distance learning).

Personal accounts from professionals and managers.

Project comprising the conception, planning, organisation, running and evaluation of a cultural event.

Discussions of Case Study and Case Problem

Group activities.

***ASSESSMENT METHOD AND CRITERIA***

Lecture attendance and/or by distance learning.

Active participation in the end-of-course project/event, which is designed to assess students’ practical skills and their capacity for team-work, problem-solving and successfully conducting relationships with the professional world.

An oral exam designed to assess students’ analytical rigour as applied to the topics explored in class and in the reading material.

Non attending students have to deepen the topics of the following text: *La gestione dei musei Strategie integrate e sviluppo dei musei* di Alessandra Cuttaia - Giovanni Bozzetti EDUCATT - Milano, 2020 as well as the course packs made available during the course.

***NOTES AND PREREQUISITES***

Past eventsdone by students in previous courses:

* Dicembre 2022 “RELIVE MI” – Palazzo Cusani – Multidisciplinary event devoted to the environmental sustainability as a benefit for territorial marketing. Intagram: relive\_mi

– December 2021 “CONNECT MI” – Palazzo Cusani – Multidisciplinary event of connection between Arab and Italian culture, analyzing the mutual contaminations

Intagram: \_connectmi\_

* December 2020 “VIRTUOSITÀ” – Evento Digital con redazione a cura degli studenti di un progetto di valorizzazione dei beni culturali Italiani da presentarsi nel Pad. Italia di EXPO DUBAI, in collegamento con il Commissario del Pad. Italia, l’Ambasciatore Italiano negli EAU e il D.G. di EXPO DUBAI
* 16 January 2020 “KNOW MI” – Museo Nazionale della Scienza e della Tecnologia Leonardo Da vinci - INSTAGRAM – “knowmi”
* 29 November 2018 "WHYART?" Circolo Filologico Milanese - INSTAGRAM "\_whyart\_"
* 12 January 2018, “Design4mi”. Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci - INSTAGRAM "design4mi".

– 13 December 2016, “Senti che Milano, Viaggio in città tra musica, immagini e parole.” (“Senti che Milano: a journey through the city via music, images and words”) at the Circolo Filologico Milanese - INSTAGRAM "sentichemilano”.

– 1 December 2015 “IfeelMI, la percezione di Milano tra EXPO e dopo EXPO.” (“IfeelMI: the perception of Milan during and after EXPO”), in the Sala delle Colonne of the Leonardo Da Vinci Museum of Science and Technology - INSTAGRAM "ifeelmi".

– 15 January 2015, “VestiMI con gusto” (Literally: “Dress me/Milan with gusto/taste”). Palazzo Cusani - INSTAGRAM "vestimi\_congusto".

– 10 December 2013, “Tu come MI vedi?” (Literally: “How do you see me/Milan?”) Palazzo Cusani - INSTAGRAM "tucomemivedi".

– 19 December 2011, “Milano 150, un secolo e mezzo di eccellenze.” (“Milan 150, a century and a half of excellence”). Sala Conferenze in the Palazzo dei Giureconsulti.

– 17 and 18 December 2010, “Pregustando l’EXPO… Moda e Riciclo” (“Anticipating EXPO... Fashion and Recycling”). Università Cattolica and Galleria Vittorio Emanuele.

Images and press releases for all events can be found at <http://www.giovannibozzetti.it/i-fatti/universita-cattolica/>

Previous knowledges: marketing fundamentals and social media use.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.