



UNIVERSITÀ
DI TORINO



Politecnico
di Torino
Scuola di Master
e Formazione
Permanente



Chair



INTERNATIONAL MASTER IN WORLD HERITAGE AND CULTURAL PROJECTS FOR DEVELOPMENT



Edition
a.y.23/24

1500
HOURS

3
LEARNING PHASES

6
LEARNING
MODULES

“ This one-year program fully shares the vision promoted by UNESCO that identifies **heritage** and **creativity** as the basis for thriving and innovative knowledge-based societies. The Master is conceived from the awareness that **cultural heritage**, besides representing the legacy of the past, contributes effectively to social cohesion, sustainable development and job creation. ”



www.culturalpro.it/project



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IN PARTNERSHIP WITH



MANAGED BY



The MASTER IN "WORLD HERITAGE AND CULTURAL PROJECTS FOR DEVELOPMENT"

is jointly organized by the **University of Turin** and the **Politecnico di Torino** with the technical support of the **Fondazione Santagata for the Economics of Culture**.

The master also collaborates with a strong network of national and international institutions and agencies including **UNESCO, ICCROM** and **ICOM**.

The program is part of the activities of the **UNESCO Chair on Economics of Culture and Heritage: Strategies for Protection and Development** at the University of Torino.

BACKGROUND:

Since its first edition in 2003, the **Master in World Heritage and Cultural Projects for Development** has focused on the design of cultural projects, paying significant attention to sustainable development and to innovative models of heritage governance and management. The adopted multidisciplinary approach allows participants to acquire key knowledge on cultural and heritage economics and competences regarding cultural planning, policy design and their impact on local development processes.

Central to the program is the study of culture-related UNESCO Conventions (World Heritage, Intangible Heritage, Diversity of Cultural Expressions) and programmes (Creative Cities, Man and Biosphere, Global Geoparks, Memories of the World) in order to investigate the economic, social, institutional and legal challenges for their implementation at the local level.

The Master aims at training professional profiles such as cultural managers and entrepreneurs who, equipped with managerial and technical skills and competences, are promoters both of conservation and cultural, social and economic development within local systems.



PROGRAMME

The course is worth a total of **60** university credits, for a total amount of **1.500 hours**.

The Master modules are:

- 1) Introduction to Culture and Development;
- 2) Economic Analysis of Cultural and Heritage Resources;
- 3) Culture and Tourism Economics;
- 4) Sustainable Planning and World Heritage Sites;
- 5) Management Tools for Cultural Projects;
- 6) Thesis Preparation.

The course working language is **English**.



PERIOD & VENUE

During the on campus phase in Turin, lectures will mainly take place at the premises of the **University of Turin** in the city center and in the facilities of **Politecnico di Torino**, including the Castello del Valentino.

Field lessons will be hosted at heritage organizations.

The course is divided into three phases:

Assisted Distance Learning phase	—	2nd January 9th February 2024
On-campus phase	—	12th February - 24th May 2024
Distance Individual study and final project preparation	—	27th May December 2024



WHO CAN ATTEND

A **Bachelor level degree** and a good knowledge of English are required.

A maximum number of 35 participants is foreseen.

The master course will be activated on condition that there are at least 15 participants.



FACULTY

The Program is developed thanks to the contribution of renowned **international scholars** and **experts** in the fields of Cultural Heritage, Creative Economy, Project Management and Sustainable Planning of heritage assets in relation to UNESCO Conventions and Programs.



SCIENTIFIC DIRECTOR

Enrico Bertacchini, Professor, University of Turin

For **enrollment**, **deadlines** and **tuition fee** visit the official website: www.culturalpro.it/project



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