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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: 2026/2027

The CREO-LABs aim to enrich the academic and personal journey of the University of Bergamo students and improve their skills in innovation and creativity, entrepreneurship, adaptability, responsibility, and teamwork.

The CREO-LABs are entrepreneurship training workshops that allow students to confront current socio-economic challenges and design original solutions within an innovative, participatory, and multidisciplinary course.

Through participating in the CREO-LABs, students will increase their innovative mindset and 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), available in October at CYFE website: <https://cyfe.unibg.it/it/node/14>

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.

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](#):



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- *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 will deal with four thematic areas:

- Area 1 – Entrepreneurship (common to all CREO-LABs): Exploring the value and role of entrepreneurship in fostering innovation and addressing individual and societal needs.
- Area 2 – Tourism & Creative Industries: Understanding how tourism and creative industries drive innovative and sustainable territorial development, with attention to public-private synergies and processes involving culture, arts, gastronomy, and creativity.
- Area 3 – Business Models & Strategies: Examining entrepreneurial models and strategies that enhance synergies between tourism and creative industries, including good practices in marginal areas (e.g., Bergamo valleys).
- Area 4 – Entrepreneurial Project: Supporting the development of a sustainable entrepreneurial project, with tools to refine ideas, prepare documentation, and present the proposal.

Teaching methods

The teaching method pursues the dual aims associated with Problem-Based and Design Thinking. As for the Problem-Based aspect, the LAB involves students directly in challenges raised 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.



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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. 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;
- Possibility of educational excursions.

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) or a mark, depending on the decision of the different Master's Degree.

Contacts

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