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FONDAZIONE  
GIOVANNI GORIA

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**Master in Management e Creatività dei Patrimoni Collinari – I Edizione**

**Masters in Creative Management of Hillside Heritage – First Edition**

The new Masters in Creative Management of Hillside Heritage is the brainchild of individuals and local organizations coordinated by the Giovanni Goria Foundation in collaboration with the Polo University of Asti. It is produced by the **University of Turin's departments of Management, Socio-Economic Science, Mathematics and Statistics, and Land Planning and Policies.**

The course of study, integrated with a series of experiences in the field, intends to provide the participant with qualified skills in innovative and creative management in both private and public contexts within the economic and social sectors in general, but particularly areas such as environment, tourism and agribusiness industries. These sectors are currently gaining increasing attention because they aim for sustainability, the protection of biodiversity and for a harmonious relationship between growth and development, but also for the protection of the landscape and public property with an eye towards product innovation, creative communication and internationalization.

Taking as a comparative model, cases of hilly, wine-growing areas such as the Langa, Monferrato and Roero (candidates for the list of **UNESCO World Heritage Sites**) the new Masters invests in the culture, tourism, manufacture and landscape of certain zones to offer a competitive programme, as well as offering high-quality knowledge and skills, transferrable to many different working contexts – the management, organizational development, manufacturing, distribution and service industries to name but a few.

Suitable candidates: This masters is suitable for any type of graduate, and is structured according to international standards, allowing students to 'upgrade' and specialize in certain professional skills acquired either through previous university courses or through professional work experience.

The professional profile formed throughout the masters programme is that of a "**Master of the territory**", capable of promoting the application and dissemination of knowledge and skills related to governance, conservation and innovation in cultural heritage. This figure could act as a cultural manager or entrepreneur as well as working as an independent consultant, promoting the excellence of local heritage.