

Erasmus+ Blended Intensive Programme

# **Business Models and Digital Innovation for Cultural Heritage**

ONSITE ACTIVITY

Monday, 16 June - Friday, 20 June 2025

ONLINE ACTIVITY

I: Tuesday, 3 June - Friday, 13 June 2025

II: Monday 23 June - Friday 11 July 2025

## **Organised by**

Tourism & Heritage Innovation Hub, University of Genoa (UniGe)  
hubcultura@unige.it

Prof. **Renata Paola Dameri** - dameri@economia.unige.it  
Vice Rector for International Relations  
Tourism & Heritage IH Chief Scientific Officer

Dr. **Cristina Chiaiso** - cristina.chiaiso@ext.unige.it  
Tourism & Heritage IH Project Manager

## **Partners (tbd)**

University of Seville (USE)  
Université Côte d'Azur (UCA)  
Technical University of Kosice (TUKE)  
MCI | The Entrepreneurial School®  
Haaga-Helia University of Applied Sciences  
University of Münster  
University of Montenegro (UCG)

## Overview

City and Country of Venue	<b>Genoa, Italy</b>
Target students	<b>Bachelor, Master, PhD</b>
Main teaching/training language	<b>English</b>
Number of ECTS awarded	<b>5 ECTS</b>
ISCED Codes	<ul style="list-style-type: none"> <li>○ <b>0288</b> Inter-disciplinary programmes and qualifications involving arts and humanities</li> <li>○ <b>0488</b> Inter-disciplinary programmes and qualifications involving business, administration and law</li> <li>○ <b>0688</b> Inter-disciplinary programmes and qualifications involving Information and Communication Technologies (ICTs)</li> </ul>

## Partners - Expected contribution

With the aim of bringing the valuable contribution of the partners involved in the project and share the potential of the Ulysseus network, we are planning a first online meeting on March.

We would be pleased to share ideas and proposals for contribution to **online and onsite lessons, workshops, project work** in the fields of **economics for cultural heritage, management and business model for cultural heritage, digital business models; ICT and digital tools for cultural heritage and art (technology and applications); communications for cultural heritage, audience engagement for cultural heritage, digital innovation strategies.**

## Participants - Expected skills

The training course **offers knowledge and improves managerial skills to graduates and students in the economics, engineering, humanities** interested in attending an innovative training in the cultural heritage field, focused on business models and entrepreneurship, with particular reference to digital innovation.

The participants will have the opportunity to enhance **interdisciplinary skills** applied to cultural heritage, focusing on:

- Business models and entrepreneurship
- Digital innovation processes, tools and technologies
- Communication strategies and audience engagement

## Description

The BIP “Business Models and Digital Innovation for Cultural Heritage” **develops knowledge to understand and manage innovative business models and digital innovation processes for cultural heritage.**

It increases synergies and network to enhance professional competences and skills, promoting interaction, dialogue and knowledge exchange among students, professionals and companies.

Learning activities focus on business models applied to cultural heritage; digital innovation and technologies; analysis and application in the context of cultural and creative organisations; communication strategies and tools, effective audience engagement and relevant case studies in the cultural field.

Through a **participatory approach**, students also develop a project work activity.

## Objectives

The BIP responds to a growing demand for qualified experts of digital technologies applied to the cultural heritage field. These **professionals** will be able to combine **interdisciplinary** skills in the cultural, artistic, economic and digital innovation fields.

## Topics

The BIP is focused on **business models of digital innovation applied to cultural heritage**, approaching the following topics:

### - Business models and cultural management

Economics, management and ICT for cultural heritage and creative industries.

Digital Business Models for Cultural Heritage, Business Model Canvas; Value Proposition Canvas as an instrument to support business planning; management tools; innovative managerial practices for cultural heritage based on hybrid and digital strategies.

### - Digital technologies and tools for cultural heritage

Innovative technologies and their application to cultural heritage: from web design to IoT, from augmented reality to AI; Technological Research and Innovative Digital application for Cultural Heritage; Digital archives and tools for Art and Cultural Heritage.

### - Communication strategy, marketing and audience engagement

Digital Strategies and tools for the Communication of Cultural Heritage; Digital marketing for Cultural Heritage; Communication models for Audience Engagement; Analysis of cultural projects, websites, social networks and other communication tools.

### - Project work activity

Students will develop, individually or in a group, a project about digital innovation applied in the cultural heritage and art field. The expected output includes: a graphic or multimedia presentation and a descriptive text to illustrate purposes, contents, implementation methods, technologies used and benefits of the project in terms of economic, social and territorial impact.

In addition, the programme will offer educational visits to museums and other culturally relevant institutions and places.

## Schedule *(suggested, tbc)*

Part I - online	<p>Introduction</p> <ul style="list-style-type: none"> <li>Approaching economics and management for culture, cultural heritage valorisation and digitalisation</li> <li>Business models for digital innovation, creating value for cities and communities</li> <li>Innovation technologies and tools</li> </ul>
Onsite (Genoa, Italy)	<p>Business Models for Cultural Heritage: Museums, Heritage network and creative industries</p> <ul style="list-style-type: none"> <li>Business models for digital innovation applied to the cultural heritage field</li> <li>Digital tools and technologies for cultural heritage</li> <li>Communication strategy and audience engagement</li> </ul> <p><i>(Experiences, educational visits, case studies, Keynote speakers, project work)</i></p>
Part II - online	<p>Conclusions, developing individual/group projects</p> <ul style="list-style-type: none"> <li>Project work follow-up and presentation</li> </ul>