

**Research fellowship on: Art-based business models for the transformation of the typical storytelling of tourism destinations, PNRR iNEST Project, Interconnected North-East Innovation Ecosystem - Implementing Entity: University of Padua, - CUP: H43C22000540006**

The present document in English is to be considered as a mere summary of the main provisions of the notice of competition which is available in Italian at the following ([link](#)) The text in Italian is the official text of the notice of competition for all legal intents and purposes and, in the event of non-conformity with the present document, it shall prevail.

**Description**

The “Centro temporaneo Progetto Ecosistema dell’Innovazione” at Università Ca' Foscari Venezia, in charge of the administrative management of the above mentioned project, invites applications for a fellowship in:

**Title:** Art-based business models for the transformation of the typical storytelling of tourism destinations

**SSD or Research sector:** SECS/P07

**Scientific coordinator or supervisor:** Prof. Fabrizio Panozzo

**Duration:** 24 months

**Abstract:** The research project tackles the eco-systemic challenge of the over-simplified mobilization of culture and creativity to promote tourism destinations, unpacking its impacts on sustainability. The idea of “the typical” (often becoming the stereotypical) has fostered the development of culture-based products and experiences. However, it has never been conceived, as we propose in this project, as closely related to the issue of sustainability. From the perspective of management studies, the researcher is expected to investigate the cultural pre-conditions of tourism and support cultural and creative entrepreneurs in the design, prototyping and demonstration of innovative products. Adopting a socio-constructionist approach, the research will deliver a methodology that builds on cultural entrepreneurship to co-create more sustainable narrations for tourism destinations. The researcher will be responsible for the establishment and upkeeping of an intense dialogue with professionals and business firms active in museum services, performing arts, digital storytelling, publishing, and media. In this way, the research results will actively contribute to the transformation of the business models that currently shape the relationship between culture, creativity, and tourism. Deliverables will include:

- a literature review on how ideas of “the typical” shape the business models of cultural and creative firms (months 1 to 6),
- a research paper outlining the state of art of the relationship between tourism and cultural producers in the project areas (months 6 to 12),
- the organization of co-creation workshops involving tourism SMEs and cultural producers (months 6 to 18),
- a report outlining the methodology and resources needed to promote innovative partnerships between tourism SMEs and cultural producers (months 6 to 12),
- a report on the processes activated by the granting of iNest funds to tourism SMEs and cultural producers (months 16 to 24),
- a research paper based on the results of the fieldwork and the empirical analysis of the processes activated with iNest funding (months 18 to 24).

The activity of the researcher will be monitored regularly in accordance with the formal reporting tools of the iNest project. Informal monitoring will be conducted by the supervisor during the joint undertaking of research activity and by the project leader through the verification of the regular attendance to and reporting during project meetings.

The research may be carried out in English.

The fellowship is intended to provide the successful candidate with the opportunity to pursue his/her own research while benefiting from the range of expertise at Università Ca' Foscari Venezia.

**Who can apply**

Prospective candidates are expected to hold a master's degree or equivalent title obtained abroad and a professional scientific curriculum suitable for carrying out research activities.



Ca' Foscari encourages applications from researchers with positive evaluation in all the criteria in individual proposals such as Marie Skłodowska Curie Actions - Individual Fellowships/ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) or similar. Researchers having successfully completed Marie Skłodowska Curie Actions - Individual Fellowships/ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) or similar funded projects are warmly encouraged to apply.

The following are considered preferential qualifications:

- the PhD;
- the completion of attendance at a doctorate course pending the award of the qualification;
- specialization diplomas and certificates of attendance at postgraduate specialization courses, obtained both in Italy and abroad; the performance of documented research activities carried out with public and private entities both in Italy and abroad;
- other titles: Competences and experiences in the domain of qualitative social research; Experiences in the interaction with and analysis of SMEs and their business models; Academic and/or professional experiences with cultural productions and artistic interventions in business organizations.

**Duration of contract:** 24 months (approximately starting in February 2023)

**Stipend:** The research fellowship amounts to 21.401,93 Euros per year, gross percipient net of charges to be borne by the institution.

**Deadline for submission of applications: January 09, 2023, 12.00 noon CET.**

#### How to apply:

Candidates must submit:

1. The application form
2. A motivation letter (max 1 page) along with their CV in European format, duly dated and signed, both enclosed as a one single.pdf file. ([link](#))
3. A copy of a valid identity document (either Identity Card or Passport);
4. (If available) Evaluation Summary Reports of Marie Skłodowska Curie Actions - Individual Fellowships/ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) individual proposals having passed all the evaluation thresholds;
5. (If available) Details of Marie Skłodowska Curie Actions - Individual Fellowships, ERC Starting Grants, FIRB (Italian Fund for basic research investments)/ SIR Scientific Young Independence Research funded projects;
6. A declaration of availability to hold the interview online (template available at this [Link](#)), which is to be emailed to: [inest\\_pnrr@unive.it](mailto:inest_pnrr@unive.it)
7. Any other documents, qualifications and publications deemed relevant for the selection procedure (See the notice at this [link](#)).

Templates for the above mentioned documentation are available on the University's website ([link](#)).

#### How to submit your application

Applications must be submitted online, exclusively through the procedure that can be entered at the following link:

<https://apps.unive.it/domandeconcorso-en/accesso/inest09012023modelli>

After submitting the application, the candidate will receive a submission number and an e-mail acknowledging receipt of his/her application.

The candidate can, if necessary, access the procedures and update uploaded data and materials via the link provided by the e-mail. Updates are only accepted before the deadline of **January 09, 2023, 12.00 noon CET**.

Please note that the candidate can contact the University for any support needs until 24 hours prior to the deadline.



In case of a high number of applications and / or weight of the materials uploaded by the candidates the system might become slower, therefore it is suggested not to start the application process close to the deadline.

**NB:** The University does not take on responsibility for wrong or late communication of addresses, nor for any communication problem not depending on the University.

### Evaluation

Up to 100 points, specifically:

For qualifications and publications, from 0 up to 60 points (42 points is the minimum score for admission to the interview)

For the interview, from 0 up to 40 points (28 point is the minimum score for passing the interview).

### Selection procedure

#### **Interviews will take place on January 19, 2023.**

The list of candidates admitted to the interview, the timetable, the venue of the interview, together with notice of any postponements, or changes in the time of the interview, will be announced on **January 12, 2023**, by means of a notice that will be published at the following [link](#). **It is the candidate's responsibility to check the admission results and, if admitted, to show up at the required date and time.**

The interview may ascertain knowledge of the following topic:

- Tourism and cultural policies
- Cultural and creative management
- Urban and territorial marketing

### Information and contacts

Candidates may find further details about the application process and the research project in the official call published at the following [link](#)

For further information please contact CESA, email: [inest\\_pnrr@unive.it](mailto:inest_pnrr@unive.it)

**(please note that from 27/12/2022 to 02/01/2023 included, the Offices will be closed for Christmas).**