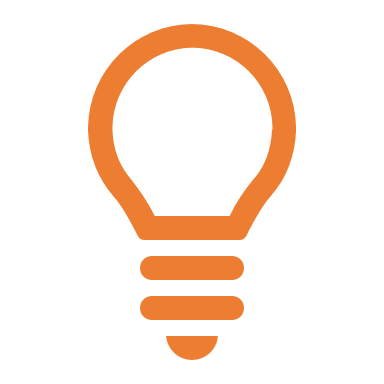
**Project – Based Learning (PBL)**

**Template**

Project-Based Learning is a teaching method in which students gain knowledge and skills by working for an extended period of time to investigate and respond to an engaging and complex question, problem or challenge

**PBL code name:** C13\_S2\_6

**PBL title: CREATIVE SOLUTIONS**



**Project Idea**

*We foresee the unpredictable.*

This is the mission and marketing text of the company that is becoming a next big thing in the tourism sector. The General Manager and Boards of Directors are defining the new strategies for the market and for the involvement of stakeholders in financing new products and services in the workation (work vacation) and digital nomadism sectors.

The Destination Managers of the company must study a specific tourism product / service for touristic areas, especially those ones impacted by Covid crisis.



**Driving Question(s)**

a) what are the sceneries of tourism in a creative-disruptive perspectives?

b) what are the instruments and methodologies to monitor asap the changes in companies’ strategy?

c) is it possible to make unpredictability attractive?



**Objectives**

* Understanding the meaning of creativity and uncertainty
* Elaborating proposals and ideas with these two elements in the background
* identifying resources and expertise to manage creativity and uncertainty
* involving main stakeholders in the process

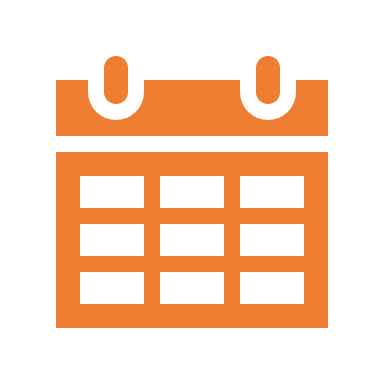


**Tasks**

* Learners identifies case studies to discuss in class
* After the discussion they elaborate pilot proposal of creative solution in uncertainty scenarios linked to tourism
* These solutions are shared in class
* Learners elaborate the concepts of uncertainty and creativity retrieving elements, information, and data from concrete cases and shared pilot-solutions
* The class in plenary sessions identify the better solutions in a perspective of risk / benefit



**Notes**



**Project Plan**