In last decades territorial competitiveness has profoundly changed objectives of government interventions in the culture field. No longer seen as a tool of social integration, Culture is now considered a tool for the economic revitalization of the city, especially in relation to chronic deficit of public finances. This depends mainly on the fact that the cultural heritage, as a scarce and irreproducible resource, is now the only economic good capable of competing on the global market, conquering niches in the "new new economy" and, at the same time, ensuring new forms of development, sustainable and able to unleashing positive processes at the micro-scale. Scientific literature on protection, conservation, enhancement and management of Cultural and Environmental Heritage, gives reason for these large-scale dynamics, exhorting to a general renovation of the sector. In Italy, the reference model for networking is Third Italy's industrial district, whose success is due to the close correlation between production, territory and local knowledge. The application of industrial district's organizational principles to cultural and environmental heritage has given rise to the 'advanced cultural district', now also applied to the more technical aspects of conservation, as demonstrated by the Regional Technology Districts for Cultural Heritage and Activities of Lazio and Tuscany. The PhD thesis focuses on these relationships between creative city principles and landscape approach outlined by the European Landscape Convention in order to identify best practices for the development of innovative cultural policies and new urban regeneration tools. The research is characterized by a cross-cutting approach to cultural heritage which involves conservation technologies, cultural planning, urban studies and creative economy. In particular, the thesis faces and deepens many questions related to creative city and cultural districts in Italy leading to a theoretical model for the design of advanced cultural districts, consisting of: a benchmark methodology which explains, step by step, how to built an advanced cultural district, i.e. a district focused on cultural heritage, based on urban policies inspired to "creative city" theories and included in landscape planning framework; a "toolbox" of spatial, economic and social analysis and indicators that can be used to build the necessary knowledge on the future district's territory as to draw a feasibility study. Finally, having Sardinia region as reference, the thesis offers a picture of programs and plans to which the methodology and toolbox can be applied, outlining potential impacts of the proposed theoretical model within regional programming and landscape planning.