



Ordinamento 2021

For students enrolled in A.Y. 2023/24

YEAR	COURSE UNITS	SDS	ECTS/CFU	HOURS
1st YEAR	SEMESTER I			
	English - Language and Culture	L-LIN/12	9	54
	Tourism and Heritage Management*	SECS-P/08	6	36
	Geography of Sustainable Destinations		9	54
	Mod.1 - Sustainable Tourism (semester I)	M-GGR/01	3	18
	Mod.2 - Destination Marketing (semester II)	M-GGR/01	6	36
	Urban History	M-STO/04	9	54
	Tot. SEMESTER		33	
	SEMESTER II			
	Cultural Differences	SPS/08	6	36
	Landscape and Environment Geography*	M-GGR/01	9	54
	Creative Processes for Tourism*	M-PED/01		
	or		6	36
	Educational Tourism*	M-PED/01		
2nd YEAR	Environmental Law and Tourism	IUS/01	6	36
	Tot. SEMESTER		27	
	Total 1st YEAR		60	
	SEMESTER I			
	European Art History*	L-ART/02	6	36
	Planning and Control Systems in Tourism Businesses	SECS-P/07	9	54
	Tot. SEMESTER		15	
	SEMESTER II			
	French Language and Culture or Hispanic Language and Culture ¹	L-LIN/03 L-LIN/06	9	54
	Tot. SEMESTER		9	
	ACTIVITIES WITHOUT SEMESTER OBLIGATIONS ²			
	Elective courses ³	---	15	
	FURTHER EDUCATION ACTIVITIES			
	For Italian students: Stage (9 CFU)		9	225
	For international students: Stage (6 CFU)		6	150
	Lingua e cultura italiana per il turismo ⁴ (lab)	L-LIN/02	3	30
	Final dissertation	---	12	
	Tot. SEMESTER		36	
	Total 2 nd YEAR		60	
	TOTAL		120	

*Students can choose the following alternative courses in the Italian language:

Course in study plan In English language	Alternative course in Italian language	SDS	ECTS/CFU	HOURS	SEM
Tourism and Heritage Management – 6 CFU	Marketing culturale or	SECS-P/08	6	36	1
	Gestione e organizzazione delle aziende culturali	SECS-P/08	6	36	2
Landscape and Environment Geography – 9 CFU	Geografia	M-GGR/01	9	48+10 (lab)	1
Creative Processes for Tourism or Educational Tourism – 6 CFU	Educazione e interpretazione del patrimonio	M-PED/01	6	36	2
European Art History – 6 CFU	Storia delle immagini	L-ART/02	6	36	1

¹ Second foreign language

The second foreign language courses are advanced (B1 level of knowledge of the language is required in order to attend the courses). Absolute beginners have to take the preparatory courses, which are given in the first semester. Each language course includes a part taught by the teacher and a certain number of hours of practice given by the native speaker assistant. The Hispanic Language and Culture course, in addition, includes specific Spanish grammar practice hours which will be held in English.

² Activities without semester obligations

The semester of provision is not specified since these are activities that students can carry out throughout academic course of study.

³ Elective courses

Students may choose the elective courses according to the academic regulations of International Tourism and Destination Management (<https://www.unimc.it/it/ateneo/normativa/regolamenti-di-ateneo/regolamenti-cds-scienze-della-formazione/>).

In addition to the ones in alternative within the study plan (Creative Processes for Tourism or Educational Tourism; French Language and Culture or Hispanic Language and Culture), for the a.y. 2023/24, the Master Degree in International Tourism and Destination Management activates the following courses.

These courses are suggested and are those for which consistency with the objectives of the degree programme has already been ascertained.

Elective courses (Labs and seminars)	SDS	ECTS/CFU	HOURS	SEM
<i>For laboratories and seminars: minimum 70% attendance</i>				
Digital Resources for Tourism: Channels, Quality, Co-Creation and Collaboration (<i>lab</i>)	M-STO/08	2	20	2
Heritage Interpretation Techniques for Cultural Tourism (<i>lab</i>)	M-PED/01	2	20	1
Heritage Marketing (<i>sem</i>)	SECS-P/08	2	12	2
Art, Fashion, Tourism and Law	IUS/01	6	36	1
Lingua spagnola avanzata per la comunicazione del patrimonio (<i>lab</i>)	L-LIN/06	3	30	2
Research methods – metodologie della ricerca (<i>lab</i>)	M-STO/08	3	30	1

⁴ Lingua e cultura italiana per il turismo

The laboratory *Lingua e cultura italiana per il turismo* is reserved for international students.

For laboratories minimum 70% attendance is required.

Career opportunities

Highly qualified tourism expert

Scope within a work context:

The master's degree in "International Tourism and Destination Management" allows graduates to work, as freelance or employee, within the following professional areas:

- Tour designer
- Designer of specialised tourism
- Expert in local tourism development
- Private-public coordinator for tourism
- Consultant of local private organisations and start-ups in the hospitality industry
- Cultural tourism communication specialist and content creator (both in traditional and in digital media)

Skills attached to the professional profile:

This master's degree program aims to develop a professional figure able to manage a tourism agency or an organisation tasked with design, development and marketing of tourism products and services.

The resulting professional profile holds:

- strategic planning and process analytical skills;
- relational skills;
- communication abilities;
- competences in developing consistent projects by using design techniques and technologies for qualitative and quantitative data analysis;
- organizational skills;
- inventiveness and autonomous judgement;
- reliability, credibility and dedication.

Career opportunities:

Graduates of the master's degree course in "International Tourism and Destination Management" will be able to work as a high-responsibility figure within:

- organisations and institutions in the tourism industry;
- businesses tasked with design, development and marketing of tourism products;
- the organisation of cultural, entertainment and exhibition events;
- the hospitality services management;
- national and sub-national governmental institutions;
- the sectors of culture, cultural heritage and local development;
- the management of projects for sustainable tourism development aimed to the integration of social, environmental and economic goals.