

INTERNATIONAL TOURISM AND DESTINATION MANAGEMENT (Classe LM-49)

Ordinamento 2016

A.Y. 2020/21

YEAR	COURSE UNITS	SDS	ECTS/CFU	HOURS	
1st YEAR	SEMESTER I				
	English - Language and Culture	L-LIN/12	9	54	
	Social Psychology of Tourism ¹	M-PSI/05	6	36	
	Place Branding and Rural Development	AGR/01	9	54	
	Urban History	M-STO/04	9	54	
	Tot.			33	
	SEMESTER II				
	Cultural Differences	SPS/08	6	36	
	Landscape and Environment Geography ²	M-GGR/01	9	54	
	Human Resources in Tourism ³	M-PED/01	6	36	
	Transport and Tourism Law	IUS/06	6	36	
	Tot.			27	
	Total 1st year			60	
2nd YEAR	SEMESTER I				
	Cultural Heritage Management ⁴	SECS-P/08	6	36	
	Planning and Control Systems in Tourism Businesses	SECS-P/07	9	54	
	Stage	---	9	225	
	Tot.			24	
	SEMESTER II				
	French Language and Culture	L-LIN/03	9	54	
	Hispanic Language and Culture <i>as option</i>	L-LIN/06			
	<i>Elective courses</i> ⁵	---	15		
	<i>Final dissertation</i>	---	12		
	Tot.			36	
Total 2nd year			60		
Total			120		

¹ *Courses as option to Social Psychology of Tourism (in Italian language)*

Course	SDS	ECTS/CFU	HOURS	SEM
Psicologia sociale e della famiglia	M-PSI/05	6	36	2
Tecniche comunicative e soft skills	M-PSI/05	6	30	1

² *Courses as option to Landscape and Environment Geography (in Italian language)*

Course	SDS	ECTS/CFU	HOURS	SEM
Geografia	M-GGR/01	9	48+10 (lab)	1

³ *Courses as option to Human Resources in Tourism (in Italian language)*

Course	SDS	ECTS/CFU	HOURS	SEM
Educazione e interpretazione del patrimonio	M-PED/01	6	30	2
Pedagogia dell'arte e del patrimonio	M-PED/01	6	30	2

⁴ *Courses as option to Cultural Heritage Management (in Italian language)*

Course	SDS	ECTS/CFU	HOURS	SEM
Marketing culturale	SECS-P/08	6	36	2
Gestione e organizzazione delle aziende culturali	SECS-P/08	6	36	2

⁵Elective courses

Students may choose the elective courses according to the academic regulations of International Tourism and Destination Management (<http://sfbct.unimc.it/en/courses/degree-courses/itourdem/courses/regulations>).

In addition to the ones in option within the study plan (French Language and Culture **or** Hispanic Language and Culture), for the a.y. 2020/21, the Master of International tourism and destination management activates the following courses:

Elective courses	SDS	ECTS/CFU	HOURS	SEM
Environmental Law	IUS/01	6	36	2
Experiential learning labs on gastronomic tourism and rural development*	AGR/01	5	30	2
Destination Marketing	M-GGR/01	6	36	2
Heritage marketing*	SECS-P/08	2	12	2

* For laboratory and seminar: minimum 70% attendance

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.