Master’s degree in

International Tourism and Destination Management - ITourDeM

Class LM-49
Tourism directly supports more than 100 million travel and tourism jobs according to WTTC 2014, being one of the largest industries in the world. Demand for tourism and travel professionals will continue to grow as many traditional borders disappear and businesses develop even more global.

The Master degree in International Tourism and Destination Management (ITourDeM) at the University of Macerata is a two-year postgraduate Degree which is equivalent to an M.A./M.Sc. It aims to prepare managers and professionals able to tackle the global challenges of present tourism, being key-players of sustainable development, and cultural heritage promoters.
Educational goals

Our academic programme focuses on a professional figure with theoretical and practical skills, stresses on socio-economical methodologies as well as on historical and geographical knowledge.
This professional figure has competences in designing and implementing advanced tourism operational infrastructures, in building and managing tourist destinations through the sustainable enhancement of natural and cultural resources, in developing natural and landscape tourism projects, in qualifying a tourism approach to environment and food goods.
The Marche Region, with resolution of the Giunta Regionale n. 1295 - 25.10.2021, approved the criteria and procedures for the exercise of administrative functions relating to the tourism professions in implementation of Article 47, paragraph 4 of Regional Law 11 July 2006, n. 9 “Testo unico delle norme in materia di turismo”, Annex "A" to the resolution.

On the basis of the above-mentioned measure of the Marche Region, graduates in the Master’s Degree in International Tourism and Destination Management - ITourDeM (class LM-49) can access to the profession of Accompagnatore turistico, as per art. 46, paragraph 2 of L.R. n. 9/2006.
Career opportunities

The ITourDeM Master degree offers a vocational education for professionals in the receptive tourism and hotel management companies, high responsibility positions in enterprises designing, planning and marketing travel and tourism connected products, in cooperatives and consortia of integrated tourism.

Other career positions deal with the organization of cultural events and exhibitions, the management of services to the public, government, public and private institutions, in the fields of tourism, culture, environment, heritage and local development.
Key professional skills

• Strategic planning
• Analysis processes and accounting abilities
• Communication
• Management and organization
ADMISSION AND CURRICULAR REQUIREMENTS - Bachelor

The admission to the Master’s Degree programme in International Tourism and Destination Management (ITourDeM - LM-49) is subordinated to the following requirements: a Bachelor’s Degree, curricular requirements, language skills, adequate personal knowledge.

Bachelor’s Degree:
three-years bachelor’s degree, or other qualifications obtained abroad, recognized suitable according to the current regulations and whose competences have to be individually evaluated.
CURRICULAR REQUIREMENTS

A positive evaluation of the curriculum studiorum is granted for candidates who got a Bachelor Degree in:

- **L-15 graduation class** (Tourism Science) issued by an Italian university;
- **39 graduation class** (Tourism Science) issued by an Italian university
- **L-1 graduation class** (Beni culturali) in the course Beni Culturali e turismo (L-1&L-15) of the University of Macerata
ADMISSION AND CURRICULAR REQUIREMENTS - Indirect Access

INDIRECT ACCESS

For those who obtained an Italian academic qualification different from the aforementioned degrees, the curricular requirements are granted only if students acquired at least 60 CFU in the basic and characterising disciplines indicated for the class L-15 (Tourism Science) as stated in the Ministerial Decree of 16 March 2007 “Determinazione delle Classi di laurea”.

The following bachelor's graduation degrees obtained at any Italian university are a preferential requirement:

- L-1 (Cultural Heritage)
- L-11 (Modern Languages and Cultures)
- L-12 (Language Mediation)
- L-18 (Economics and Business Management)
- L-33 (Economics)

or, according to the corresponding former name in classes

- 3 (Linguistic Mediation Sciences)
- 11 (Modern Languages and Cultures)
- 13 (Cultural Heritage)
- 17 (Economics and Business Management Sciences)
- 28 (Economics)

Without the possession of the curricular requirements, up to a maximum of 15 CFU, the admission to the Master's degree course LM-49 is subject, on the basis of the didactic evaluation carried out by the Pre-Admission Committee, to the positive evaluation by the Commission of the personal knowledge of the students on the basis of an interview to be held before completing the enrolment. In order to be prepared for the interview, the Council of Cultural Heritage and Tourism Sciences informs the candidates on the readings to be made in order to meet the admission requirements and with reference to one or more of the following subject areas: Tourism law, Tourism economics, Tourism geography, Introduction to European History, Sociology of culture.
Admission and curricular requirements

Adequate personal knowledge:
The verification of the adequate personal knowledge of the candidate is carried out through an orientation interview in order to verify that the level of the personal competences is adequate to the degree course. In case of a negative result, the Commission will instruct the candidate on how the adequate level of preparation can be achieved.

The Admission Committee, appointed by the Degree Programme Board, will schedule a calendar for the assessments, which will be published on the Department website.
Admission and curricular requirements

**Language skills:** All students must satisfy the following requirements:

- adequate *English language* competences - at least a B2 level of the CEFR (Cambridge B2, TOEFL 87, IELTS 6.5, BULATS 75, Unicert level II, CLES 2, CET4 and so on), *or*
- be English native speakers, *or*
- be graduated in Bachelor’s degrees whose courses are taught in English.

Those who have a certification in the *English language* lower than B2 level and who do not have a linguistic certification are required to pass an interview with the Commission in order to verify their personal knowledge. If the Commission considers the personal knowledge and competences of the student to be adequate, it will express a positive opinion. In the event of a negative opinion, the Commission indicates to the candidate how to meet the entry requirements related to the knowledge of the English language.

**International students** who, in the moment of pre-enrolment and the subsequent interview, do not have a level of knowledge of the *Italian language* equal to or higher than B2 of the Common European Framework of Reference for Languages (CEFR) are required to acquire 3 CFU of additional language knowledge (Italian language) as a part of their further educational activities.
Admission and curricular requirements

Curricular requirements
The admission to the 2nd level degree programme in International Tourism and Destination Management is subordinated to the following requirements:

- Bachelor’s Degree
- Curricular Language skills
- Suitability of the personal knowledge

https://sfbct.unimc.it/en/courses/degree-courses/itourdem/admissions/Admissions%20and%20curricular%20requirements%20A.Y.%202022-23

Application for International students (EU and non-EU) with an entry qualification obtained outside of Italy
http://sfbct.unimc.it/it/didattica/International%20Students/pre-admission-international-students-extra-ue

Enrollment process
For information, application and any support throughout the enrollment process:
https://www.unimc.it/en/enrolment/admission-enrollment-procedures

Interview
All students enrolling at the first year of the Master’s degree course “International Tourism and Destination Management - ITourDeM” must pass an interview to be formally admitted:
http://sfbct.unimc.it/en/courses/degree-courses/itourdem/admissions/commission-guidance
<table>
<thead>
<tr>
<th>YEAR</th>
<th>COURSE UNITS</th>
<th>SDS</th>
<th>ECTS/CFU</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>SEMESTER I</strong></td>
<td></td>
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<tr>
<td></td>
<td>English - Language and Culture</td>
<td>L-LIN/12</td>
<td>9</td>
<td>54</td>
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<td></td>
<td>Tourism and Heritage Management*</td>
<td>SECS-P/08</td>
<td>6</td>
<td>36</td>
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<td></td>
<td>Geography of Sustainable Destinations</td>
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<td></td>
<td>Mod.1 - Sustainable Tourism (semester I)</td>
<td>M-GGR/01</td>
<td>3</td>
<td>18</td>
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<td>Mod.2 - Destination Marketing (semester II)</td>
<td>M-GGR/01</td>
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<td>36</td>
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<td></td>
<td>Urban History</td>
<td>M-STO/04</td>
<td>9</td>
<td>54</td>
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<td><strong>Tot. SEMESTER</strong></td>
<td></td>
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<td>33</td>
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<td></td>
<td><strong>SEMESTER II</strong></td>
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<td></td>
<td>Cultural Differences</td>
<td>SPS/08</td>
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<td>36</td>
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<td>Landscape and Environment Geography*</td>
<td>M-GGR/01</td>
<td>9</td>
<td>54</td>
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<tr>
<td></td>
<td>Creative Processes for Tourism*</td>
<td>M-PED/01</td>
<td>6</td>
<td>36</td>
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<tr>
<td></td>
<td>or Educational Tourism*</td>
<td>M-PED/01</td>
<td>6</td>
<td>36</td>
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<td></td>
<td>Environmental Law and Tourism</td>
<td>IUS/01</td>
<td>6</td>
<td>36</td>
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<td></td>
<td><strong>Tot. SEMESTER</strong></td>
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<td></td>
<td><strong>Total 1st YEAR</strong></td>
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<td>60</td>
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### Study plan a.y. 2022/23

#### 2nd YEAR

<table>
<thead>
<tr>
<th>SEMESTER I</th>
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<tbody>
<tr>
<td>European Art History&lt;sup&gt;1&lt;/sup&gt;</td>
<td>L-ART/02</td>
<td>6</td>
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<tr>
<td>Planning and Control Systems in Tourism Businesses</td>
<td>SECS-P/07</td>
<td>9</td>
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<tr>
<td><strong>Tot. SEMESTER</strong></td>
<td><strong>15</strong></td>
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<table>
<thead>
<tr>
<th>SEMESTER II</th>
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<tbody>
<tr>
<td>French Language and Culture or Hispanic Language and Culture&lt;sup&gt;1&lt;/sup&gt;</td>
<td>L-LIN/03</td>
<td>9</td>
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<tr>
<td></td>
<td>L-LIN/06</td>
<td></td>
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<tr>
<td><strong>Tot. SEMESTER</strong></td>
<td><strong>9</strong></td>
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<table>
<thead>
<tr>
<th>ACTIVITIES WITHOUT SEMESTER OBLIGATIONS&lt;sup&gt;2&lt;/sup&gt;</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective courses&lt;sup&gt;3&lt;/sup&gt;</td>
<td>---</td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

#### FURTHER EDUCATION ACTIVITIES

**For Italian students:**
- Stage (9 CFU) | 9 | 225

**For international students:**
- Stage (6 CFU) | 6 | 150
- Lingua a cultura italiana per il turismo<sup>4</sup> (lab) | L-LIN/02 | 3 | 30
- Final dissertation | --- | **12** |

| **Tot. SEMESTER** | **36** |
| **Total 2nd YEAR** | **60** |
| **TOTAL** | **120** |
Elective courses

The educational activities autonomously chosen by the student, providing that they are coherent with the academic pathway, are intended as an opportunity to deepen and customise the educational pathway itself. For the degree course in International tourism and destination management (LM-49) students can opt for:

• didactic activities which belong to degree courses of the same academic level of the university of Macerata;
• activities accredited in advance by the teaching council;
• "alternative" courses and activities that are activated every academic year for ongoing students and included in the study plan as «Elective courses». 
Elective courses

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. 2022/23, 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.

<table>
<thead>
<tr>
<th>Elective courses (Labs and seminars)</th>
<th>SDS</th>
<th>ECTS/CFU</th>
<th>HOURS</th>
<th>SEM</th>
</tr>
</thead>
<tbody>
<tr>
<td>For laboratories and seminars: minimum 70% attendance</td>
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<td></td>
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<td></td>
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<tr>
<td>Digital Resources for Tourism: Quality, Co-Creation and Collaboration (lab)</td>
<td>M-STO/08</td>
<td>3</td>
<td>30</td>
<td>2</td>
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<tr>
<td>Heritage Interpretation Techniques for Cultural Tourism (lab)</td>
<td>M-PED/01</td>
<td>2</td>
<td>20</td>
<td>1</td>
</tr>
<tr>
<td>Heritage Marketing (sem)</td>
<td>SECS-P/08</td>
<td>2</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>Art, Fashion, Tourism and Law</td>
<td>IUS/01</td>
<td>6</td>
<td>36</td>
<td>1</td>
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<tr>
<td>Lingua spagnola avanzata per la comunicazione del patrimonio (lab)</td>
<td>L-LIN/06</td>
<td>3</td>
<td>30</td>
<td>2</td>
</tr>
<tr>
<td>Research methods – metodologie della ricerca (lab)</td>
<td>M-STO/08</td>
<td>2</td>
<td>20</td>
<td>1</td>
</tr>
<tr>
<td>Information system for tourism management</td>
<td>ING-INF/05</td>
<td>6</td>
<td>36</td>
<td>2</td>
</tr>
</tbody>
</table>
Academic calendar a.y. 2022/23

• The didactic activities will be held in two semesters:
  I SEMESTER: from the end of September 2022 to mid-December 2022
  II SEMESTER: from the end of February 2023 to mid-May 2023

• For exams is guaranteed a total of 8 dates during the academic year divided into 3 sessions:
  - winter (3 dates) in January and February
  - summer (3 dates) in June and July
  - fall (2 dates) in September

1 extra session is reserved for:
  – Students who, on the booking date, have renewed their enrolment for a.y. 2022/23, as out of course students;
  – Students who have not renewed their enrolment for the a.y. 2022/23 so that they are enrolled in the last year or they are off-course for the previous a.y. 2021/22
Contacts and websites

Unimc website: unimc.it
Department website: sfbct.unimc.it
Services for students: adoss.unimc.it
ITourDeM website: http://sfbct.unimc.it/en/courses/degree-courses/itourdem

The main information for students is available on DIDATTICA at the website sfbct.unimc.it:
- Academic Calendar
- Study plan
- Exam dates and sign in
- Internships
- Elective Courses
- Final examination
ITourDeM website:
http://sfbct.unimc.it/en/courses/degree-courses/itourdem