



**INTERNATIONAL TOURISM AND DESTINATION MANAGEMENT (Classe LM-49)**  
**PIANO DI STUDIO**

For students enrolled in A.Y. 2024/25

Teaching programs: <https://sfbct.unimc.it/it/didattica/corsi-di-laurea/tutti-gli-insegnamenti/>

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

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

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

<sup>1</sup> 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.

<sup>2</sup> 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.

<sup>3</sup> 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.

<sup>4</sup> 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. 2024/25, 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 |
|---------------------------------------------------------------------------------------|-----------|----------|-------|-----|
| <b>For laboratories and seminars: minimum 70% attendance</b>                          |           |          |       |     |
| Digital Resources for Tourism: Channels, Quality, Co-Creation and Collaboration (lab) | M-STO/08  | 2        | 20    | 2   |
| Heritage Interpretation Techniques for Cultural Tourism (lab)                         | M-PED/01  | 2        | 20    | 1   |
| Heritage Marketing (sem)                                                              | SECS-P/08 | 2        | 12    | 2   |
| Art, Fashion, Tourism and Law                                                         | IUS/01    | 6        | 36    | 1   |
| Lingua spagnola avanzata per la comunicazione del patrimonio (lab)                    | L-LIN/06  | 3        | 30    | 2   |
| Research methods – metodologie della ricerca (lab)                                    | M-STO/08  | 3        | 30    | 1   |
| Cultural heritage and Wikipedia                                                       | ---       | 2        | 20    | 1   |
| Film and Tourism                                                                      | L-ART/02  | 3        | 18    | 1   |
| Models of tourism in Spain                                                            | L-ART/02  | 2        | 12    | 2   |
| Graphic culture, childhood and heritage. Argentina 1880-1940                          | L-LIN/06  | 2        | 12    | 2   |
| Diaspora and cultural studies                                                         | M-PED/01  | 2        | 15    | 1   |

**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.