



unimc
UNIVERSITÀ DI MACERATA

l'umanesimo che innova

DIPARTIMENTO DI
**SCIENZE DELLA FORMAZIONE,
DEI BENI CULTURALI E DEL TURISMO**
/ Sezione Beni Culturali



HR EXCELLENCE IN RESEARCH

Master's degree in **International Tourism and Destination Management** **ITourDeM** Class LM-49

Presentation

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 business 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.

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

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

- **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:** 60 CFU obtained within the basic and peculiar disciplines of the [class L-15 \(Tourism Science\)](#);

Admission and curricular requirements

- Concerning the class L-15 (Tourism Science) or class 39 (Tourism Science) the positive evaluation of the curriculum studiorum is taken for granted.
- The Degree in one of the following classes: L-18 (Economics and Business Management), L-12 (Foreign Languages), L-11 (Modern Languages and Cultures), L-1 (Cultural Heritage) e L-33 (Economics), obtained in any of the Italian University, is considered preferential qualification.
- Preferred curricular requirements are **ECTS/CFU** granted in each of the following subjects (Economy - Law, Geography - History, Psychology - Sociology).
- In case of lack of the curricular requirements above-written, up to a maximum of 30 CFU, the admission to the 2nd level degree programme is subordinated to the evaluation of the Board of Admission through an interview with the candidate.

Admission and curricular requirements

Suitability of the personal knowledge: The oral interview aims to explore the candidate's educational background. A committee will examine skills and competences achieved by the candidate at the Bachelor level.

If the applicant doesn't hold any of the above mentioned degree's certificates, admission to the Master degree in International Tourism and Destination Management has to be submitted to a Board of Admission for approval.

The [Commission Guidance](#), appointed by the Degree Programme Board, will schedule [a calendar for the assessments](#) according to the Academic Rules of ITourDeM Programme, which will be published on the Department website.

The required skills and competencies will be verified through the assessment of the candidate's curriculum and any other submitted documents.

Admission and curricular requirements

Language skill:

All students must satisfy the following requirements:

- adequate English language competences 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 possess a level of English which is lower than B2, or those who does not possess any language certificate, must participate to a interview according to what has been established in the Regulations of the Course of Study.



Admission and curricular requirements

For information, application and any support throughout the enrollment process, applicants can contact directly the UNIMC International Welcome desk (the service is free of charge): <http://adoss.unimc.it/it/iscrizione-carriera/international-students>

a.y. 2019 / 2020	Deadline to submit pre-enrollment documents to the Secretary office of the University of Macerata	Email communication about pre- enrollment and areas to be studied for interview and test	Interview and test dates
1 option	2nd September 2019	date to be defined	16th October 2019 at 4 p.m.
2 option	1st October 2019	date to be defined	13th November 2019 at 4 p.m.
3 option	31st October 2019 (Deadline for pre-enrolment)	date to be defined	11th December 2019 at 4 p.m.



Study plan

1st YEAR

YEAR	COURSE UNITS	SDS	ECTS/CFU	HOURS
1st YEAR	SEMESTER I			
	English - Language and Culture	L-LIN/12	9	54
	Social Psychology of Tourism	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	M-GGR/01	9	54
	Human Resources in Tourism	M-PED/01	6	36
	Transport and Tourism Law	IUS/06	6	36
	Tot.		27	
	Total 1st year		60	



Study Plan

2nd YEAR

2nd YEAR	SEMESTER I			
	Cultural Heritage Management	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> ¹	---	15	
	<i>Final dissertation</i>	---	12	
	Tot.		36	
	Total 2nd year		60	



Academic calendar a.y. 2019/2020

- **Educational activities:**

I SEMESTER: from 23.09.2019 to 20.12.2019

II SEMESTER: from 24.02.2020 to 22.05.2020

- **Exams: There are 3 sessions:**

- *winter session*
- *summer session*
- *autumn session*

1 extra session is reserved to those students who at the date of reservation of the exams have renewed the enrolment, during the A.Y. 2019/2020, as out-of-course.

Contacts and websites

Unimc website: **unimc.it**

Department website: **sfbct.unimc.it**

Services for student: **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

The screenshot shows the website for the Department of Sciences of Education, Cultural Heritage and Tourism. The top navigation bar includes 'DIPARTIMENTO', 'DIDATTICA' (highlighted with a red box and arrow), 'RICERCA', 'UTILITY', and 'NEWS'. Below the navigation bar, the 'Didattica' section is titled. It features two main areas: 'Per chi pensa di iscriversi' (For those who think of enrolling) and 'Per chi è già iscritto' (For those who are already enrolled). Each area contains a grid of buttons linking to various services.

Per chi pensa di iscriversi

Orientamento	Piani di studio e sbocchi occupazionali	Immatricolazioni e iscrizioni	Servizi aggiuntivi e-learning
Requisiti di accesso	Valutazione e riconoscimenti carriera	Senior tutor	Easy unimc tutorial
Progetto ICARE			

Per chi è già iscritto

Calendario didattico	Orari delle lezioni	Attività a scelta dello studente	Tirocini e stage
Corsi di azzeramento	Corsi di sostegno allo studio	Compilazione online del piano di studi	Iscrizioni esami
Esami di laurea e prove finali	Regolamenti didattici dei Corsi di studio		