

**INTERNATIONAL TOURISM AND DESTINATION MANAGEMENT – ITourDeM (Class LM-49)**  
**Year 2016/2017**  
**STUDY PLAN**

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
	Planning and Control Systems in Tourism Businesses	SECS-P/07	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
	Territorial Marketing	AGR/01	6	36
	Human Resources in Tourism <i>as option</i>	M-PED/01		
	Transport and Tourism Law	IUS/06	6	36
	Tot.		27	
	Total 1st year		60	
2nd YEAR	SEMESTER I			
	Cultural Heritage Management	SECS-P/08	6	36
	Place Branding and Rural Development	AGR/01	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>	---	15	
	<i>Final dissertation</i>	---	12	
	Tot.		36	
	Total 2nd year		60	
	Total		120	

**\*Elective courses**

In addition to the ones in option within the study plan (Territorial Marketing **or** Human Resources in Tourism; French Language and Culture **or** Hispanic Language and Culture), for the year 2016/17, the Master of International tourism and destination management activates the following courses:

ELECTIVE COURSES	SDS	ECTS/CFU	SEM	HOURS
Environmental Law	IUS/03	6	2	36