The Master in Economics and Management of Cultural and Tourist Activities

Scenario
During the last two decades many important changes have affected the tourism industry and its contents as well as in the production procedures, consume, the relational and experimental dynamics, while competitive strategies are more and more conceived under a sustainability perspective.

Among all the opportunities, innovative tourism management methods are emerging in its most relevant diversities: Religious, Cities of Art and Cinematography, to which we associate the development of important sectors, such as MICE (Meetings, Incentives, Congresses & Events), Enogastronomy, Sport and Wellness tourism and the strengthening in an evolutionary key of the traditional ones (sea and mountain).

The Master in Economics and Management of Cultural and Tourist Activities, projected by the Department of Management and Law at Tor Vergata University, is proposing an innovative educational offer that integrates both skills and experience from different tourism sectors.

Mission
The Master in Economics and Management of Cultural and Tourist Activities (MEMATIC) aims to form professional figures to operate both in public and private organizations – including religious one – with competencies in:
- Destination management;
- Tourism businesses management;
- Cultural heritage and religious tourism management.

The Master is oriented both to classroom training and economic research.

Admission requirements
Applicants must be in possession of one of the following qualifications: Bachelor’s degree in Economics, Letters and Philosophy, Science of Communication, Law, Engineering, Architecture, Statistics and Political Science, according to the existing regulations or a four-year degree (Laurea “vecchio ordinamento”).

The suitability of degrees in other disciplines is established by the Master’s Council. The equivalence of other academic qualifications is established by the Department Council after the proposal by the Academic Board of the Master. The qualification must be held at the time of registration, before the start of training activities.

The inscription at the Master is incompatible with the simultaneous enrolment in other University courses.

Registration
Admission procedures can be downloaded from the Master website. The selection of the attendees will be accomplished by the evaluation of the curriculum vitae and an orientation interview. It is also possible to register for singular modules (not less than two); in any case the attendance at the Master courses has to be equal to 70% in order to be admitted to the final examination.

Programme
The Master in Economics and Management of Cultural and Tourist Activities (MEMATIC) is structured in 8 modules divided in two semesters during a period of 12 months, with a teaching period of 9 months (2 weekdays) and an internship period (or a project work) of 3 months.

The training activity is equal to 1500 hours, divided as follows:
- 423 teaching hours, divided into traditional lessons, training on the job, conferences, workshops and seminars;
- 727 hours reserved for individual study;
- 350 hours dedicated to an internship or a project work and to the elaboration of the thesis.

Master tuition fee
The Master has an overall cost of 5.000€.

For the meritorious students or those having an economical inconvenient condition, there could be the possibility to provide scholarships covering partially or completely the registration cost.

Headquarter
Department of Business and Law – Building B – University of Rome Tor Vergata
Tel. (+39) 06.72595817 Email: master_mematic@uniroma2.it