Master in Economics and Management of Tourist and Cultural 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 perceived 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 of Rome, is proposing an innovative educational offer that integrates both skills and experience from different tourism sectors.

MISSION
The Master in Economics and Management of Tourist and Cultural Activities (MEMATIC) aims to form professional figures to operate both in public and private organizations – including religious ones – 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.

COSTS AND SCHOLARSHIP
The total fee is 5,000.00 €. Partial or total merit-based tuitions are available for candidates with an outstanding profile or for those with financial need.

PLACEMENT
The Master offers the possibility to build a network of significant relationships thanks to the interaction with entrepreneurs, managers and field experts; internships in (public, private, profit and non-profit) organisations allow the participants to improve their technical skills.

PROGRAMME
The Master is a one-year programme, organized in two days per week, with 9 months devoted to teaching and 3 months in which students undertake a field project or an internship.

In particular, the Master’s Degree is an accredited Master which offers 60 ECTS credits. The teaching activities are organized as follows:

- 423 hours of lectures and practical sessions, together with seminars emphasising discussion and problem solving;
- § 727 hours of self-study;
- § 350 hours of internship or a field project and thesis preparation.

CONTENT
The programme of the Master includes the following topics: General management of tourism; Management of destination and tourist company; Tourism law; Marketing of tourist, cultural and religious attractions; Management and organization of resources for tourism and cultural activities; Cultural tourism, innovation and development strategies; Management of creative and artistic businesses; Business English for tourism.

THE AMMISSION PROCESS
The application must be made exclusively online. Applications are then examined by the Board. Attendance must be equal to at least 70% of the scheduled hours. It is also possible to apply for single classes.

INFORMATION AND CONTACTS
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PARTNER

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