



# Master in Economics and Management of Tourism and Cultural Activities



## Scenario

Tourism is a social and economic phenomenon among the most relevant for sustainable development due to its strong interconnections with the enhancement of the natural and cultural heritage of territories, on a global scale.

Globalization and increasing digitalisation have led to profound changes in tourism demand and supply and in the competitive dynamics between tourism destinations at national and international level. The development of new forms of tourism (cultural, of art cities, rural and religious) and the renewal of the more traditional forms (sea and mountains) are associated with the development of important economic sectors (hotel industry, convention, sports, food and wine, wellness).

**Innovative business models emerge as well as new approaches to governance and management of tourism firm and destinations**, highlighting the virtuous cycle that links the demand and supply of tourism innovation to the sustainable development of the territories.

## Mission

Master MEMATIC aims to develop high managerial and organizational capabilities, with a focus on digital skills, in order to train important professional figures for companies and institutions (public and private), including religious ones, operating at different levels in the four areas of the national and international tourism system: **Territory/Destination, Accommodation, Mobility, and New Technologies**.

## Programme

Master MEMATIC offers an excellence training program, which jointly considers Tourism Management and Cultural Heritage Management, in line with the most advanced international cultural-educational settings. The Master's course consists of **8 modules**, over 12 months, divided into two semesters, with a teaching period of 9 months (two days per week) and a three-month internship or project work.

## Content

General management of tourism; Management of tourist destination and tourism firm; Tourism law; Marketing of tourist, cultural, and religious attractions; Resources management and organization for tourism and cultural activities; Designing and managing the digital transformation in the tourism industry; Management for creative and artistic businesses; Business English for Tourism.

## Fee and Scholarship

The Master fee is € 5,000.00.

The INPS institute can grant scholarships to cover the total enrolment fee for the Master.

For the most deserving people or people in conditions of economic hardship, reductions for the enrolment fee can be foreseen by the Academic Board.

## Placement

Master MEMATIC trains professional figures able to operate in public and private organizations, both profit and non-profit, including religious one, competent in the management of destinations, tourism firms, and cultural and religious tourism.

The Master periodically carries out checks on the placement, which currently stands at 80%.

In most cases, the various job opportunities are a consequence of the internship carried out during the Master.

## Admission process

Admission requirement for the Master is the possession of one of the following titles: Bachelor's Degree, Master's Degree, University Diploma or equivalent qualification.

The admission title must be held at the time of enrolment, before the start of the Master.

Those who do not have a degree, but have proven experience in the tourism-cultural sector, can access the Master as auditors.

## Coordinator & Vice-Coordinator

Professor Paola M. A. Paniccia – **Coordinator**  
Full Professor of General Management

Professor Annalisa Cicerchia – **Vice-Coordinator**  
Lecturer in Management of Creative Firms

## Contacts

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## PARTNERS



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