

Master Degree in Innovation management for sustainable tourism

Classe LM-77 - Scienze economico-aziendali

1st YEAR

Courses	CFU-ECTS	SSD	TAF	Hours
Economics of sustainable tourism	12	SECS-P/01	B	LEZ:60
Strategic management and governance for tourism companies	12	SECS-P/07	B	LEZ:60
International tourism marketing	6	SECS-P/08	B	LEZ:30
Legal models for sustainable tourism and mobility LAB	12	IUS/04-06	B	LEZ:60
Data analysis and forecasting methods for sustainable tourism	12	SECS-S/01 - S/03	B (SECS-S/01) 9 CFU F (SECS-S/03) 3 CFU	LEZ:60
Electives	6	***		

2nd YEAR

Courses	CFU-ECTS	SSD	TAF	Hours
Natural capital and ecosystem services	6	SECS-P/06	B	LEZ:30
Innovation management and tourism service design	12	SECS-P/08	B	LEZ:60
Equality sustainability and well-being measurement LAB	6	SECS-S/05	C	LEZ:30
Financial instruments laboratory for sustainable tourism	6	SECS-P/09	B	LEZ:30
Two compulsory courses to be chosen between the list of electives	12	***		
Electives	6	***		
Final exam	12			

Electives

Courses	CFU-ECTS	SSD	TAF	Hours
English for business	6	L-LIN/12	C or D	LEZ:10 EXE:50
Tourism entrepreneurship LAB	6	SECS-P/07	C or D	LEZ:30
Destination management and digital marketing LAB	6	SECS-P/08	C or D	LEZ:30
Human resources	6	SECS-P/10	C or D	LEZ:30
Business and market law LAB	6	IUS/04	C or D	LEZ:30
Quality management LAB	6	SECS-P/13	C or D	LEZ:30
Geo-economic context of sustainable tourism development	6	M-GGR/02	C or D	LEZ:30
Ethic tourism	6	SECS-P/08	C or D	LEZ:30
Lab for ETISS	6	SECS-S/05	C or D	LEZ:30
European law Lab	6	IUS/21	C or D	LEZ:30