



TOR VERGATA
UNIVERSITÀ DEGLI STUDI DI ROMA

MASTER'S DEGREE PROGRAMME

**TOURISM STRATEGY, CULTURAL HERITAGE
AND MADE IN ITALY**

DEGREE CLASS
LM-49

CFU
120

YEARS
2

TWO CURRICULA
EN - IT

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Programme identity



Why choose this programme



Educational objectives



Professional profiles and career opportunities



Structure and organisation of teaching



Curricula



Admission



Contacts and information





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The Master's Degree Programme in Tourism Strategy, Cultural Heritage and Made in Italy (LM-49) is offered by the Tor Vergata University of Rome and is hosted by the Department of History, Humanities and Society.

The Programme is characterised by an interdisciplinary approach aimed at training professionals capable of operating within complex tourism systems, with particular attention to the enhancement of cultural heritage and to the production processes related to Made in Italy.



<https://www-2023.tourismstrategy.lettere.uniroma2.it/>



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The Programme responds to the profound transformations of the contemporary tourism sector by training graduates capable of understanding, designing and managing strategies for sustainable and culturally oriented tourism development.

The educational offer integrates humanities-based, economic, legal and managerial skills, placing cultural heritage at the centre as a strategic resource for the competitiveness of territories and enterprises.

Particular attention is devoted to innovation, sustainability and the international dimension of tourism markets.



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The Programme aims to provide advanced knowledge of tourism and cultural systems, fostering critical analytical skills and operational competences in the design, management and evaluation of tourism policies.

Graduates acquire tools to work in the fields of cultural heritage enhancement, territorial marketing, management of tourism and cultural enterprises, as well as strategic planning at local, national and international levels.



<https://www-2023.tourismstrategy.lettere.uniroma2.it/training-project/>



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The Programme trains professional profiles such as:

- experts in the design and management of tourism systems;
- cultural tourism managers;
- specialists in heritage enhancement and territorial marketing;
- consultants for Made in Italy enterprises and public institutions.

Career opportunities include public bodies, local administrations, tourism and cultural enterprises, museums, foundations, consultancy firms, and national and international organisations.



<https://www-2023.tourismstrategy.lettere.uniroma2.it/sbocchi-professionali/>



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The Programme has a two-year duration (120 ECTS credits) and provides a teaching structure combining on-campus and distance learning activities, workshops, seminars with experts, internships and a final thesis.

The organisation of teaching activities is oriented towards the integration of theoretical and applied training, fostering the development of skills that are readily transferable to the labour market.



<https://www-2023.tourismstrategy.lettere.uniroma2.it/piani-di-studio/>





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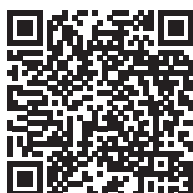
The Programme is structured into two curricula:

- E-Tourism, Heritage and Made in Italy, taught in English;
- Tourism Planning and Management, taught in Italian.

Both tracks share a solid common foundation and allow for a coherent and flexible educational pathway, also tailored to individual needs.



<https://www-2023.tourismstrategy.lettere.uniroma2.it/e-tourism-curriculum/>



<https://www-2023.tourismstrategy.lettere.uniroma2.it/progest-curriculum/>





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Admission to the Master's Degree Programme is subject to the possession of specific curricular requirements and to the assessment of the applicant's competences. The Programme is open to Italian and international students and promotes an educational experience oriented towards the global context of tourism systems.



<https://www-2023.tourismstrategy.lettere.uniroma2.it/admission-requirements/>





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Lettere e Filosofia

Dipartimento di Storia, Patrimonio culturale,
Formazione e Società

Via Columbia 1, 00133 Roma

info@tourismstrategy.lettere.uniroma2.it



<https://www-2023.tourismstrategy.lettere.uniroma2.it/contacts/>

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