



Fakultät für Wirtschaftswissenschaften
Facoltà di Economia
Faculty of Economics and Management

Master in Tourism Management

2024/25



At a glance

Degree class: LM-77
ECTS Credits: 120
Duration of the course: 2 years
Courses will be taught in: German,
Italian, and English (trilingual)
Places available: 28 EU + 2 non-EU
Campus: Bruneck-Brunico
Tuition fees: ca. € 1350 per year

Intro

The aim of this master programme is to bring innovations to the tourism industry that provide answers to the challenges posed by the economic, social and environmental upswing at present and in the next decade.

Based on theoretical concepts and through the acquisition of practical skills, you will learn to manage tourism experiences, to use new technologies in a target-oriented way for the management of tourism businesses and destinations, to analyse and use Big Data for the optimisation of tourist flows and the adaptation of services.

As an internationally trained specialist for Smart Tourism and Smart Destinations, you will help shape the future of tourism.

Online Info Session

We offer online information sessions in the coming months during which the master programme will be presented and where interested students can address their questions to professors and students. The Info Sessions take place on the following days:

- Thursday, 22 February 2024, 18:00 (CET): [register here](#)

Structure

In the first year, the focus is on courses that lay the theoretical foundations, including business management and marketing, regional economics and sustainable mobility. In the second year, more practice-oriented courses are offered, such as a laboratory in which you will develop strategies for transforming destinations into smart destinations.

Study plan

1st Year

- 6 CP Managing Tourism Destination
- 6 CP Experiential Tourism Marketing
- 6 CP Research Methods and Experimental Design
- 12 CP Regional Development and Sustainability*
 - 6 CP Regional Economics and Development
 - 6 CP Sustainable Mobility
- 12 CP Regional Development and Digitalisation*
 - 6 CP Regional Economics and Development
 - 6 CP Digital Economics
- 6 CP Leadership and Human Resource Management in Tourism
- 6 CP Technological Trends and AI in Tourism
- 12 CP Free Choice

2nd Year

- 9 CP Smart Tourism Laboratory
- 2 CP Thesis and Report Writing Skills
- 12 CP Revenue Management and Corporate Finance in Tourism
 - 6 CP Revenue Management and Customer Profitability
 - 6 CP Corporate Finance for Tourism Businesses
- 6 CP Data Management and Analytics
 - Complementary subject (one of the following):
 - 6 CP Enogastronomic Tourism
 - 6 CP Economics of Sustainable Tourism
 - Typical subject (one of the following):
 - 6 CP Trends and Issues in Tourism Management
 - 6 CP Managing Family Businesses in Tourism
- 6 CP Commercial Practice and Law in Tourism
- 6 CP Internship
- 13 CP Thesis

*Students have to choose between Regional Development and Sustainability or Regional Development and Digitalisation.

Exchange programmes and internships

Currently we offer exchange programmes with partner universities all over the world and we are part of a large network of collaboration with employers in Italy and abroad where you can undertake your **compulsory internship of a minimum of 150 hours**.

Career opportunities

Graduates will be able to manage tourism companies such as tour operators, hotel chains or trade fairs. They can also apply as professionals for the management and marketing of tourist destinations, especially in public institutions, associations or even tourism consortia.

They also have the necessary skills to pursue a career as consultants for tourism companies and destinations.

Finally, they can continue their studies with an 2nd level master or a doctoral programme.



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Application and Admission

You can find all you need to know in order to apply and gain admission to this study programme by browsing through the information below.

Deadlines and important dates

Early Bird Application

Application: 01/03 - 07/05/2024 (by noon local time)

Language exams: 18/03/2024 (registration: 01 - 10/03/2024) and 17 - 18 - 19 and 22 - 23/04/2024 (registration: 25/03 - 09/04/2024)

Publication of ranking lists: by 28/05/2024

Payment of the 1st instalment of the tuition fees: by 06/06/2024 (by noon local time)

Enrolment: from 12/07 - 15/10/2024 (by noon local time)

Late Application (only for EU citizens)

Application: 29/05 - 18/07/2024 (by noon local time)

Language exams: 24 - 29/06/2024 (registration: 29/05 - 16/06/2024)

Publication of ranking lists: by 07/08/2024

Payment of the 1st instalment of the tuition fees: by 20/08/2024 (by noon local time)

Enrolment: from publication of the ranking list until 15/10/2024 (by noon local time)

Additional Application Session (only for EU citizens)

The Faculty can open additional application sessions for single study programmes in August and in September if there are available spaces. More information on additional sessions will be published in due course.

Preparatory courses and Freshers Days

Intensive language courses: 02 - 20/09/2024 (Monday to Friday, 6 h/day)

Mathematics pre-course: 23/09 - 04/10/2024

Freshers Days: 30/09 - 01/10/2024

1st semester

Classes: 30/09 - 23/12/2024

Exams (extraordinary session): 12 - 23/12/2024

Holidays: 24/12/2024 - 06/01/2025

Classes: 07/01 - 25/01/2025

Exams: 27/01 - 15/02/2025

2nd semester

Classes: 03/03 - 17/04/2025

Holidays: 18- 21/04/2025

Classes: 22/04 - 14/06/2025

Exams (extraordinary session): 15 - 24/05/2025

Exams: 16/06 - 12/07/2025

Autumn session

Exams: 25/08 - 27/09/2025

Available places

EU citizens and citizens given parity of treatment

Early Bird Application: 20

Late Application: 8

Non-EU citizens (living abroad)

Early Bird Application: 2

The programme will only be offered if a minimum of 15 newly enrolled students is reached.

Entry requirements

In order to gain admission to this programme you need one of the following qualifications:

1. a bachelor degree (*) in one of the following Italian degree classes or an equivalent qualification gained abroad or in Italy with the previous regulations:

- L-14 Legal services
- L-15 Tourism
- L-16 Administration
- L-18 Economics and Business Administration
- L-33 Economics
- L-36 Political sciences and international relations
- L-41 Statistics

(*) Italian citizen who have obtained their degree abroad must also have a secondary school leaving qualification.

2. a Bachelor in a different degree class to the ones listed above or an equivalent qualification gained abroad. **At least 6 credit points** must have been acquired in one or more of these subject areas: Business Administration, Economics, Statistics.

The subjects contained in the subject areas mentioned above which will be considered as entry requirements for the Master are the following:

SECS-P/01 - Economics

SECS-P/02 - Economic Policy

SECS-P/03 - Public Economics
SECS-P/04 - History of Economic Thought
SECS-P/05 - Econometrics
SECS-P/06 - Applied Economics
SECS-P/07 - Accounting
SECS-P/08 - Strategic Management
SECS-P/09 - Corporate Finance
SECS-P/10 - Business Organization
SECS-P/11 - Economics and Management of Financial intermediaries
SECS-P/12 - Economic History
SECS-P/13 - Commodity sciences
SECS-S/01 - Statistics
SECS-S/02 - Statistics for Experimental and Technological Research
SECS-S/03 - Economic Statistics
SECS-S/04 - Demography
SECS-S/05 - Social Statistics
SECS-S/06 - Mathematics for Economics
ING-IND/35 - Management Science

If you have not yet graduated at the time of application: You can apply if you have acquired at least 140 credit points (ECTS). In this case, you will be admitted conditionally, and you need to submit your diploma by the enrolment deadline.

If you graduate after the enrolment deadline: You cannot enrol and you will lose your place, which will be offered to the subsequent applicant in the ranking list. In this case, you should not pay the tuition fees to secure your admission. You will be able to submit a late enrolment request and, only if there still are available places, you can enrol by 13 December 2024.

To be admitted, you must fulfil the language requirements indicated in the section "Language requirements".

According to national regulations, simultaneous enrolment in a maximum of 2 programmes is possible (however, the two programmes must not belong to the same class, e.g., LM-77/LM-77 and must differ for at least 2/3 of the course contents).

Language requirements

The official teaching languages are German, Italian and English. Therefore, the following language requirements apply, otherwise you will be excluded from the admission procedure:

Entry level (to gain admission)

1st language: C1

2nd language: B2

3rd language: no level required

A B1 level in the third language is the minimum requirement for taking curricular examinations in that specific language.

Exit level (to graduate)

1st language: C1

2nd language: C1

3rd language: B1

The levels of the Common European Framework of Reference apply.

Your first language is the language in which you have the highest level of proficiency (C1). Your third language is instead the language in which you are weaker (or in which you are an absolute beginner).

You can demonstrate your language proficiency in the application portal (in the section “upload language certificates” and/or “enrol for language exams”) after you have created an application in the section “create/manage applications”. The certification is mandatory for the first and second language, for the third language it is recommended (from B1 onwards).

- In case your final certificate has been awarded by an **Italian** public institution, you need to submit a self-declaration.
- In case your final certificate has been awarded by a **foreign** public institution, you need to upload diploma scanned copy of the original.

You can demonstrate language proficiency through:

1. **the main teaching language in your final high school year** if German, Italian or English (recognised as C1) (Latin upper secondary schools: recognised as B2 in German and Italian). **Foreign qualifications:** If the main teaching language is not clearly stated on your high school diploma, please also upload a letter/document issued by your high school stating the medium of instruction.
2. **a bachelor or master degree** in Italian, German or English (recognised as C1). unibz graduates must upload the language certificates obtained and/or declare that they have passed language exams at the unibz Language Centre (B2, B2+ or C1) **Foreign qualifications:** If the teaching language is not clearly stated on your University degree, please also upload a letter/document issued by your University stating the medium of instruction during your studies.
3. **a recognised language certificate** (see the list of recognised certificates) If you cannot upload the certificates, you can send them by e-mail as PDF files or deliver them in person to the Language Centre by the application deadline (see “Deadlines” section).
4. **language exams organised by the unibz Language Centre.** You can register for these exams online through the application portal (in the section “enrol for language exams”) after you have filled out your application in the section “create/manage applications”. The registration periods are indicated in the “Deadlines” section. If you start your application outside a language exams registration period, you must return to the portal during one of the periods indicated above in order to register for an exam. Information regarding the structure of the language proficiency exams, their duration, their administration, and typical processing time for the publication of the results can be found on the following webpage.

Please note that you can only register for **C1 and B2 level exams** and only for one level per language (e.g. in the same exam session you can register for a C1 German and a B2 Italian exam, but not for a C1 and a B2 German exam).

For information on studying in three languages also visit the following page.

Secondary schools in a foreign country/Bi- or multilingual schools

If the foreign language proficiency levels (for German, Italian, or English) are explicitly indicated on the diploma of graduation according to the Common European Framework of Reference (i.e., B1, B2 or C1), and if all four language abilities (reading, listening, speaking, writing) have been assessed, then the indicated levels will be accepted as a proof of proficiency for the second and/or third language.

Please upload your school-leaving certificate to the application portal in the section “upload language certificates” under the respective language. The Language Centre will decide on its recognition.

Third language/Intensive language courses in September

If you have already acquired a language certificate in the third teaching language, please upload it to the portal. If you are not able to certify your language competence in the third language and you are admitted to unibz, you will have to take a placement test. You will receive further information about the test by e-mail. Based on the result of the placement test, you will be assigned to a certain learning path so that you will be able to reach level B1 as soon as possible.

If you are an absolute beginner in the third language, or if you have a level below B1, you may attend a three-week intensive language course during the pre-semester session in September in order to start the learning path.

The dates of the extensive courses are indicated in the “Deadlines” section. Beginner courses (A1) will be offered exclusively during the pre-semester intensive course session in September will no longer be offered during the academic year. Therefore, absolute beginners should start their learning path for the third language by attending the intensive courses in September.

There will be extensive courses (4 hours per week) during the semesters and intensive courses (8 hours per week) during the time between semesters.

The language courses offered by the Language Centre are **free of charge** and aim to help the students reach the level B1 in the third language after the first study year.

Online application

Your application must be submitted online through the Application Portal. The deadlines are indicated in the “Deadlines” section.

- You need to create an account and upload a valid ID card or passport (front/back). Please note: if your document is invalid, incomplete or unreadable, you will be excluded from the admission procedure;
- Fill in the online form and upload the attachments listed under “Admission procedure”;
- If you gained your qualification abroad, you must also upload the diploma of your qualification: if you are not yet in possession of the diploma, you’ll need to upload it upon enrolment;
- Complete and submit the online application by the deadline. Once the application has been sent, it cannot be modified. Filled-in forms which have not been sent correctly will not be taken into consideration.

Please note: Mendacious declarations will be criminally prosecuted and will result in the

automatic exclusion from the ranking list.

EU-Citizens and equivalent

You might apply for more than one study programme. If you are excluded in the first session, you might apply again in the second one.

Considered as equivalent are:

1. Citizens from Norway, Iceland, Liechtenstein, Switzerland, San Marino and the Vatican City State;
2. Non-EU citizens with a valid permit to stay in Italy (see article 39, paragraph 5 of decree no. 286 of 25.07.1998: "**permesso di soggiorno**" (residence permit) for work, family reasons, political or humanitarian asylum, religious reasons). In this case, you apply directly to the University as described above and must submit a copy of your valid permit to stay. A permit to stay for study reasons or a visa for tourism is **not**. If the permit has expired, you must attach a renewal request. **Please note** that if you do not upload the permit in the application portal, you will be automatically considered a non-EU citizen living abroad and therefore subject to the admission procedure through the Italian authorities in your country of origin.

Non-EU-Citizens (living outside of Italy)

Only one application period is offered. After the deadline it is not possible to apply anymore. Application fee: € 50.

Once the ranking list has been published, if you have gained admission, secure it by paying the first instalment and then start your visa application on the University portal. The application on University is mandatory, otherwise you will not be allowed to enrol. On University you can apply for one study programme only.

Admission procedure

The selection procedure involves the following evaluation criteria:

a) Average marks (max. 80 points)

- University degree: the final university grade expressed in thirtieths.
- University degree not obtained: the average university grade expressed in thirtieths.

In the case of a degree awarded with top marks and "**cum laude**", an **additional 2 points** will be awarded.

b) Additional language skills

Aspiring students are awarded **3 points** if they certify knowledge of a third language at level B2.

Certificates recognised by the Language Centre as well as language exams taken at the Language Centre of the Free University of Bozen-Bolzano will be assessed.

c) Disciplinary skills

Candidates are awarded **up to a maximum of 15 points** if they have obtained, or are in the

process of obtaining, a degree in one of the following classes or hold another qualification obtained abroad that is recognised as suitable:

ex D.M. 270/04: degree in the following classes

- L-18 Economics and Business Management Sciences
- L-33 Economics
- L-15 Tourism Sciences

ex D.M. 509/99: degree in the following classes

- n° 17 Economics and Business Management Sciences
- n° 28 Economics
- 39 Tourism Sciences

ex D.M. 270/04: degree in the following classes

- LM-77 Economics and Business Sciences
- LM-56 Economics
- LM-49 Design and Management of Tourism Systems

ex D.M. 509/99: specialist degree in the following classes

- 84/S Economic and business sciences
- 64/S Economics
- 55/S Planning and management of tourism systems

or if in possession of the following requirements:

University degree or diploma obtained in accordance with the regulations in force prior to Ministerial Decree 509/99 and deemed equivalent to one of the degree classes listed above.

In the event of a tied score, as provided for in art. 26 paragraph 2, letter b) of the admission regulations in force, priority will be given to candidates who have obtained a higher partial score in the preponderant evaluation criterion in determining the overall ranking score.

In the event of a further tie, priority will be given to the youngest candidate.

Courses included in the Master of Science in Tourism and Management course syllabus are not valid for the acquisition of the 6 CFU required as a curricular requisite for admission to the Master of Science course.

Courses considered valid for the acquisition of the aforementioned 6 CFUs may not be used to shorten one's career.

In the application portal, you shall upload:

1. Qualification:

- **if graduated in Italy:** diploma supplement or self-declaration (following the Italian D.P.R. no. 445/2000) of the degree awarded with the exams passed (if graduated) or with the exams passed (if not graduated yet);
- **if graduated abroad:** diploma supplement or final degree certificate with exams passed (if graduated) or transcript of records (if not graduated yet) in Italian, German or English.

The above must contain the following information: final grade, exams passed with grade and date of passing, credit points, scientific fields (the latter only for Italian titles).

For qualifications obtained abroad, also: scale of grades awarded by the university of provenance (with a minimum final grade to obtain the qualification and a maximum final grade achievable).

The Faculty reserves the right to request a description of the contents of the courses and/or teaching hours where necessary.

2. Excel file: If you have not graduated yet, you must confirm that you have acquired at least 140 credit points (ECTS) in your course of origin. Please use the excel file available in the application portal.

3. Optional language certificates (see above under letter b) Further language knowledge).

Please note that mendacious declarations will be sanctioned by criminal law and will result in your automatic exclusion.

Ranking lists

The Admission Committee will only evaluate the documents uploaded in the portal by the application deadline. The ranking lists will be published here and are only valid for the respective academic year.

Secure your admission and enrolment

If you have been admitted to more than one study programme, you can secure your admission for a maximum of 2 programmes by paying the designated rate twice. By confirming your place, you renounce admission to the other programmes.

1. Choose the study programme and pay the fees (to secure your admission) in the application portal.

The deadlines are indicated in the “Deadlines” section.

If you do not meet this deadline, you will automatically be excluded and the next applicant in the ranking list will be admitted.

For EU citizens and citizens given parity of treatment only: any remaining places of the early bird application, will be offered in the late application.

Please note that you do not gain full student status by only paying the tuition fees. This status will only be acquired upon enrolment. If you have secured your admission, there will be no refund of the tuition fees unless you do not pass your secondary school final exam or, in the event of non-EU applicants living abroad, you do not receive the documents necessary for enrolment from the Italian authorities in your country.

2. Enrol online in the application portal.

The deadlines are indicated in the “Deadlines” section.

Enrolment is recommended as early as possible, so you have the possibility to upload incomplete documents before the deadline.

If you do not meet the enrolment deadline, you will be excluded and the next applicant in the ranking list will be admitted.

Admission with reservation:

If you do not have the required academic qualification, you will be given a conditional offer for a study place and you must submit your qualification upon enrolment. If you achieve your qualification after the enrolment deadline, you cannot enrol, and you will lose your place which will be offered to the subsequent applicant in the ranking list. **Advice:** If you achieve your qualification after the enrolment deadline, you should not pay the tuition fees to confirm the study place. You will be able to submit a late enrolment request and, only if there are study places still available, you can enrol by 13 December 2024.

If you have gained your qualification abroad, you must upload:

- the diploma of your qualification
- the official translation of your diploma into Italian (not necessary if the diploma has been issued in German or English)
- the Diploma supplement, where it must be indicated: that you have achieved at least 180 credit points (ECTS) and that the qualification gives access to a master programme

In case the Diploma supplement is missing, you must upload the documents indicated below.

If you have gained your qualification abroad in one of the Countries that are signatory to the Lisbon Convention you must upload:

- the Statement of **Correspondence** of your qualification, to be downloaded from the ARDI - Automatic Recognition Database – Italy

If you have gained your qualification abroad in a country that is not a signatory to the Lisbon Convention, you must upload:

- the Statement of **Comparability** of your qualification, issued by the Italian Information Centre on Academic Mobility and Equivalence (CIMEA)
- the Statement of **Verification** of your qualification, issued by the Italian Information Centre on Academic Mobility and Equivalence (CIMEA)

unibz performs the necessary checks on your foreign qualification and in case of doubt reserves the right to request additional documents.

Please note that if you do not possess a valid admission qualification, you can be excluded with Rector's decree even after enrolment.

If you are a non-EU citizen living abroad:

If you are eligible for admission (check the ranking lists) and have also applied on University, the Italian Authorities in your own country will issue you the entry visa for studies/university.

This will allow you to arrive in Italy to enrol for the study programme that you have applied for, after passing the admission procedure.

According to Italian law, within 8 working days of your arrival in Italy, you must have applied for the residence permit: as soon as you arrive, get in touch with the Advisory Service and you will

be given the necessary information for starting the procedure.

Once you will obtain your residence permit (permesso di soggiorno), you have to hand it in at the Student Secretariat personally or via e-mail.

Students intending to transfer from another Italian University to unibz must submit to the Student Secretariat - at the beginning of the academic year - a copy of the transfer application presented at the university of provenance.

Tuition Fees

Fees amount to **€ 1373**

- **1st instalment (€ 773):** includes the provincial tax for the right to study of € 173 and a revenue stamp of € 16.
- **2nd instalment (€ 600):** must be paid by March of the following year.

Delayed payment of the second instalment will result in a fine being levied. If you have not paid the tuition fees, you will be unable to take exams and will not be able to transfer to other universities or other study programmes.

If you drop out of a programme, interrupt your studies or are excluded from studies, you are not entitled to reimbursement of the fees.

Exemption from the tuition fees (and the provincial tax) is granted to:

- Students with a disability recognized under article 3, paragraph 1, of Law No 104/1992, or with a disability up to or exceeding 66%: the disability certificate, issued by the health authorities, must be handed in at the beginning of the academic year.
- Foreign students who have been granted a scholarship from the Italian government.

Students who benefit from a scholarship granted by the Autonomous Province of Bozen-Bolzano are entitled to receive a refund of the tuition fees.

Recognition of credit points from previous studies

Credit points from previous university studies can only be recognised after enrolment if the exams taken at the university of provenance are equivalent in content to those offered at unibz. You can fill out the application after enrolment.

The Advisory Service provides support regarding your choice of study. In many cases a simple call or a short request is enough to get the relevant information (Tel. +39 0471 012100).

Photography: IDM Südtirol Alto Adige / Manuel Kottersteger

Advisory Service

Universitätsplatz 1 - piazza
Università, 1
Italy - 39100, Bozen-Bolzano
Tel +39 0471 012100
Fax +39 0471 012109
apply@unibz.it

Opening Hours

Tuesdays: 10:00-12:00
Thursdays: 14:00-16:00

Alternatively, you may call us
throughout the week or book an
online appointment