

<b>Students whose home university is KU have to complete the following modules at UniMC:</b>	<b>Equivalent courses at KU</b>
LANDSCAPE AND ENVIRONMENT GEOGRAPHY (9 ECTS)	THEORY AND STRATEGY IN DESTINATION MANAGEMENT AND MARKETING (5 ECTS)
	TOURISM AND SUSTAINABLE REGIONAL DEVELOPMENT IN THE GLOBAL SOUTH (5 ECTS)
CREATIVE PROCESSES FOR TOURISM <i>or</i> EDUCATIONAL TOURISM (6 ECTS) <i>or</i> CULTURAL DIFFERENCES (6 ECTS)	INNOVATION AND PRODUCT DEVELOPMENT IN TOURISM (5 ECTS)
ENVIRONMENTAL LAW AND TOURISM (6 ECTS)	SUSTAINABLE TOURISM – URBAN AND RURAL DYNAMICS IN CRITICAL PERSPECTIVE (5 ECTS)
DIGITAL RESOURCES FOR TOURISM: CHANNELS, QUALITY, CO-CREATION AND COLLABORATION (2 ECTS) <i>or</i> HERITAGE MARKETING (2 ECTS)	INTERNATIONAL RESEARCH SEMINAR: GLOBAL AND REGIONAL TOURISTIC DESTINATIONS (10 ECTS)
LINGUA E CULTURA ITALIANA PER IL TURISMO (3 ECTS)	
FIELD TRIPS (4 ECTS)	
<b>Students whose home university is UniMC have to complete the following modules at KU:</b>	<b>Equivalent courses at UniMC</b>
ENTREPRENEURIAL MANAGEMENT AND TOURISM (5 ECTS)	PLANNING AND CONTROL SYSTEMS IN TOURISM BUSINESSES (9 ECTS)
SUSTAINABLE ENTREPRENEURSHIP (5 ECTS)	
REGIONAL AND URBAN ECONOMICS (5 ECTS)	EUROPEAN ART HISTORY (6 ECTS)
3 ELECTIVE MODULES OUT OF 5 (15 ECTS) <ul style="list-style-type: none"> <li>• MANAGEMENT SIMULATION IN TOURISM (5 ECTS)</li> <li>• MORE DATA, MORE INSIGHTS? AN IN-DEPTH LOOK AT MODERN DATA SCIENCE METHODS FROM A TRANSDISCIPLINARY PERSPECTIVE (5 ECTS)</li> <li>• ECONOMICS OF SUSTAINABLE CONSUMPTION (5 ECTS)</li> <li>• FREE CHOICE OF LANGUAGE COURSE – EXCEPT FOR ENGLISH (5 ECTS)</li> <li>• CONFLICT THEORIES (5 ECTS)</li> </ul>	ELECTIVE COURSES (15 ECTS)

**Curricula of double degree study program Tourism and Sustainable Regional Development - Management and Geography at Catholic University Eichstaett-Ingolstadt and International Tourism and Destination Management at University of Macerata and detailed module descriptions.**

Study year	Semester	Study plan for students whose home university is KU		Study year	Semester	Study plan for students whose home university is UniMC	
		Module	ECTS points			Module	ECTS points
1	1	ENTREPRENEURIAL MANAGEMENT AND TOURISM	5	1	1	ENGLISH - LANGUAGE AND CULTURE	9
1	1	TOURISM AND SOCIETY	5	1	1	TOURISM AND HERITAGE MANAGEMENT	6
1	1	ECONOMIC GEOGRAPHY: SUSTAINABLE DEVELOPMENT AND REGIONAL PLANNING	5	1	1	GEOGRAPHY OF SUSTAINABLE DESTINATIONS	9
1	1	SOCIAL AND CULTURAL PERSPECTIVES IN TOURISM GEOGRAPHY	5	1	1	URBAN HISTORY	9
1	1	BASICS IN TOURISM MANAGEMENT; ECONOMICS AND SUSTAINABLE DEVELOPMENT	5	1	2	CULTURAL DIFFERENCES	6
1	1	MARKETS AND STRATEGIES IN NATIONAL AND INTERNATIONAL TOURISM / SUSTAINABLE ENTREPRENEURSHIP	5	1	2	LANDSCAPE AND ENVIRONMENT GEOGRAPHY	9
1	2	TOURISM AND SUSTAINABLE REGIONAL DEVELOPMENT IN THE GLOBAL SOUTH	5	1	2	CREATIVE PROCESSES FOR TOURISM <i>or</i> EDUCATIONAL TOURISM	6
1	2	THEORY AND STRATEGY IN DESTINATION MANAGEMENT AND MARKETING	5	1	2	ENVIRONMENTAL LAW AND TOURISM	6
1	2	INNOVATION AND PRODUCT DEVELOPMENT IN TOURISM	5	2	1	EUROPEAN ART HISTORY	6
1	2	SUSTAINABLE TOURISM – URBAN AND RURAL DYNAMICS IN CRITICAL PERSPECTIVE	5	2	1	PLANNING AND CONTROL SYSTEMS IN TOURISM BUSINESSES	9
1	2	INTERNATIONAL RESEARCH SEMINAR: GLOBAL AND REGIONAL TOURISTIC DESTINATIONS (INTERNATIONAL FIELD TRIP)	10	2	2	FRENCH LANGUAGE AND CULTURE <i>or</i> HISPANIC LANGUAGE AND CULTURE	9
2	1	PLANNING CONSULTING PROJECT	5	2	---	ELECTIVE COURSES	15
2	1	ADVANCED RESEARCH METHODS AND RESEARCH PROJECT	10				
2	1	REGIONAL AND URBAN ECONOMICS	5				
2	1	INTERNSHIP	5	2	---	STAGE	9
2	1	MANAGEMENT SIMULATION IN TOURISM / FURTHER MODULE FROM	5				

		THE OFFERED STUDY PROGRAMME					
2	2	MASTER THESIS   TH1 ( <i>in English</i> )	25	2	---	FINAL DISSERTATION	12
2	2	SEMINAR FOR THESIS	5				

## Module Descriptions of exchange modules Catholic University Eichstaett-Ingolstadt

Module description	Entrepreneurial Management und Tourismus
Module description in English	Entrepreneurial Management and Tourism
Level of qualification/degree program hosting the module	Master Tourism and Sustainable Regional Development
Module number	88-021-UF08-H-0812
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Harald Pechlaner
Credit points (ECTS credits)	5 ECTS credits
Skills	<p>Participants of the lecture and the seminar will</p> <ul style="list-style-type: none"> <li>▪ be sensitized to responsible entrepreneurial thinking and action.</li> <li>▪ be able to use the terms management, leadership and entrepreneurship in a differentiated way.</li> <li>▪ gain an insight into responsible entrepreneurial action in the context of start-ups and established companies.</li> <li>▪ constructively apply the concepts they have learned about entrepreneurial thinking and action in strategic management using case studies.</li> <li>▪ come into contact with entrepreneurs in order to be able to discuss current issues of entrepreneurial management for future-oriented action.</li> <li>▪ understand tourism and destinations as networks with opportunities and challenges in the context of management, entrepreneurship and leadership.</li> </ul>
Content/topics	<p>As part of the module, different leadership theories and theories of entrepreneurship are examined. Entrepreneurially oriented leadership using the example of established and young companies is made tangible and examples of good sustainability practice are presented. In dialog-oriented formats between lecturers and students, the difference between management, leadership and entrepreneurship is worked out and made understandable using case studies. The module includes the following topics:</p> <ul style="list-style-type: none"> <li>▪ Definitions of terms: Management, Leadership, Entrepreneurship</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Theoretical framework concepts of entrepreneurship and leadership</li> <li>▪ Entrepreneurially oriented leadership in established and young companies</li> <li>▪ Discussion of a contemporary links to sustainability issues</li> </ul>
Formal requirements for participation	Completed Bachelor's degree
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Lecture and Seminar (4 hours per week)</li> </ul>
ECTS awarding criteria	<ul style="list-style-type: none"> <li>▪ Grade of assessment at least 'sufficient': 70% written seminar paper and 30% presentation</li> <li>▪ Preparatory work, corresponding independent study, presentation, written seminar paper (corresponds to approx. 22,500 characters without spaces)</li> </ul>
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	22,5 h = face-to-face lecture 10 h = independent study 22,5 h = face-to-face seminar 35 h = Presentation 60 h = Preparation of assessment 150 h = Total workload
Module grade	Portfolio (100%)
Course rotation	Winter semester

Module description	Sustainable Entrepreneurship
Module description in English	Sustainable Entrepreneurship
Level of qualification/degree program hosting the module	Master Business administration
Module number	88-021-ETH23-H-0408
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Andre Habisch
Credit points (ECTS credits)	5 ECTS credits

Skills	<p>Participants of the course:</p> <ul style="list-style-type: none"> <li>▪ gain an overview of the dimensions of sustainability, aspects of sustainable corporate management and sustainability communication, social conditions of sustainability.</li> <li>▪ develop an understanding of the specific contribution of companies and entrepreneurs to the realisation of social sustainability goals (including their own role in this process).</li> <li>▪ learn to perceive different dimensions of sustainability (personal and organisational aspects, environment - social - governance, demographic development) in their interrelationships and to present them as case studies.</li> <li>▪ become familiar with the application of various methods of strategic and operational sustainability management.</li> <li>▪ learn to develop case studies of sustainability management and to link them to scientific journal publications in the relevant specialist literature.</li> <li>▪ On completion of the course, students have knowledge of applied sustainability research and (operational and strategic) sustainability management.</li> </ul>
Content/topics	<ul style="list-style-type: none"> <li>▪ Clarification of the basic terms: Sustainability, UN sustainability goals, ESG risks, etc.</li> <li>▪ Social framework conditions for sustainable business</li> <li>▪ Group work: core aspects of internal sustainability management in companies of various sizes using practical case studies</li> <li>▪ Development and implementation of a concept for a case study of applied sustainability management</li> </ul>
Formal requirements for participation	None
Recommended requirements	Attendance of a business and corporate ethics course during the course of study (BA or MA)
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Lectures and presentations by scientists and practitioners</li> <li>▪ Group discussions</li> <li>▪ Internet research</li> <li>▪ Reading specialized scientific literature</li> <li>▪ Collaboration with company representatives from various divisions</li> <li>▪ Group work (creation of a scient. concept for a case</li> </ul>

	study and teaching notes)
ECTS awarding criteria	<ul style="list-style-type: none"> <li>The group performance is first presented and discussed as a draft concept and then developed step by step. To this end, the groups are in constant contact with the course management and with experts from the field</li> </ul>
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	28 h = face-to-face lecture 12 h = attendance time group discussions 40 h = preparation of group presentation 40 h = study of literature 30 h = writing relevant passages of the essay 150 h = Total workload
Module grade	Group presentation (concept design) (25%) Written paper (fully formulated concept) (75%)
Course rotation	Winter semester

Module description	Regional and Urban Economics
Module description in English	Regional and Urban Economics
Level of qualification/degree program hosting the module	Master Business administration
Module number	88-021-WLF07-H-0922
Responsible faculty	WFI – Ingolstadt School of Management
Module coordinator	Prof. Reinhard Weber
Credit points (ECTS credits)	5 ECTS credits
Skills	Students acquire skills in the following areas, among others: <ul style="list-style-type: none"> <li>Understanding of theoretical analyses of regional and urban economic problems</li> <li>Understanding the importance of regional and urban economics in a globalized economy</li> <li>Creating empirical studies with the help of urban and regional economic methods (e.g. shift-share analysis, cluster and factor analysis)</li> </ul>
Content/topics	<ul style="list-style-type: none"> <li>The choice of location for companies</li> <li>Agglomeration and cluster formation</li> <li>Spatial economic models</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Input-output analysis</li> <li>▪ Regional economic growth</li> <li>▪ Regional labor markets</li> <li>▪ Methods of empirical regional analysis</li> </ul>
Formal requirements for participation	None, basic knowledge of economics is helpful
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Lecture and self-guided learning</li> </ul>
ECTS awarding criteria	<ul style="list-style-type: none"> <li>▪ Written exam</li> <li>▪ The written exam will test: Contents of the lecture (75 %), Self-study part (25 %)</li> </ul>
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0: Written exam 90 min
Workload/Allocation of ECTS credits	40 h = Face-to-face lecture 40 h = Preparation and follow-up of lecture 70 h = Preparation of assessment 150 h = Total workload
Module grade	Proof of performance
Course rotation	Winter semester

Module description	Conflict Theories
Module description in English	Conflict Theories
Level of qualification/degree program hosting the module	Master Conflict, Memory and Peace
Module number	88-148-CMP103-H-1022
Responsible faculty	Faculty of History and Social Sciences
Module coordinator	Prof. Thomas Fischer
Credit points (ECTS credits)	5 ECTS credits

Skills	<ul style="list-style-type: none"> <li>▪ Students will be able to analyse real (global) conflicts with regard to their emergence, escalation or de-escalation and termination on the basis of complex social science theories.</li> <li>▪ Critically analyse social science conflict theories from the fields of international relations</li> <li>▪ fields of international relations, sociology and social psychology</li> <li>▪ Ability to analyse (global) conflicts taking into account learned theories</li> <li>▪ Differentiate between different forms of conflict</li> <li>▪ Recognising complex conflict contexts and their interplay with the reduction or escalation of violence</li> </ul>
Content/topics	With recourse to the various sub-disciplines, the module teaches social science conflict theories. The complex relationship between conflict and violence is also analysed.
Formal requirements for participation	None
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Lecture (2 hours per week) or Seminar (2 hours per week)</li> <li>▪ Reading course (1 hour per week) or excursion (1 hour per week)</li> </ul>
ECTS awarding criteria	Presentation (ungraded) and written exam or written term paper
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with grade 4,0
Workload/Allocation of ECTS credits	<p>5 ECTS credits = 150 hours; one ECTS credit corresponds to 30 hours</p> <p>Seminar or lecture: Contact/self-study in the course: 1 ECTS point</p> <p>Preparation and follow-up work: 1 ECTS credit point</p> <p>Preparation for assessment: 2 ECTS credits</p> <p>Reading course or excursion: Contact / self-study: 1 ECTS point</p>
Module grade	Proof of performance
Course rotation	Winter semester

Module description	Management Simulation im Tourismus
Module description in English	Management Simulation in Tourism
Level of qualification/degree program hosting	Studium.Pro

the module	
Module number	88-000-SPDis101-H-0921
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Harald Pechlaner
Credit points (ECTS credits)	5 ECTS credits
Skills	<p>Students in all roles will:</p> <ul style="list-style-type: none"> <li>▪ Improve their entrepreneurial and intercultural skills</li> </ul> <p>When participating as a member of a competitive team:</p> <ul style="list-style-type: none"> <li>▪ Using theoretical approaches, develop a strategy for a tourism establishment in a competitive business environment</li> <li>▪ analyze a product portfolio</li> <li>▪ coordinate in a team and define functions within the team improve their entrepreneurial and intercultural skills</li> <li>▪ apply operational and financial planning and information systems</li> <li>▪ break down strategy into operational decisions and activities - including purchasing and sales activities, recruitment and management of staff, investment in renovations and services and marketing</li> <li>▪ Learn crisis communication</li> <li>▪ Develop marketing tools (product logo, claim, advertising presence)</li> <li>▪ present their ideas to customers and competitors at a trade fair</li> <li>▪ Analyze competitors on the market</li> </ul> <p>If participating as a student coach:</p> <ul style="list-style-type: none"> <li>▪ participation in the organization of the Winter School</li> <li>▪ design the supporting program</li> <li>▪ advise the student teams</li> <li>▪ supervise guest students and guest lecturers</li> <li>▪ observe and evaluate the marketing and other activities of the competing student teams</li> <li>▪ Present tasks and evaluations to the entire group of Winter School participants</li> <li>▪ document the course of the Winter School from planning to implementation and follow-up</li> <li>▪ reflect on their own role and what they have learned.</li> </ul> <p>If participating as a member of the media team:</p> <ul style="list-style-type: none"> <li>▪ document the Winter School with the help of media</li> </ul>

	<p>(film and photography)</p> <ul style="list-style-type: none"> <li>▪ Conduct and film interviews with participating students and lecturers</li> <li>▪ participate in the organization of the Winter School</li> <li>▪ advise the competing student teams on the development and implementation of their marketing strategy</li> <li>▪ observe and evaluate the marketing and other activities of the competing student teams</li> <li>▪ create a film about the project week as a team, which will be shown at the closing event</li> </ul>
Content/topics	<p>The basis is a management simulation in tourism, which has to be managed as a real company with real KPIs by teams of students competing against each other. The teaching units will focus on both theoretical and practical concepts and include the following units:</p> <ol style="list-style-type: none"> <li>1. introduction and preparation session</li> <li>2. opening ceremony of the simulation</li> <li>3. trade fair</li> <li>4. round 1 (year 1)</li> <li>5. round 2 (year 2)</li> <li>6. round 3 (year 3)</li> <li>7. round 4 (year 4)</li> <li>8. “3 minute pitch”</li> <li>9. summarizing reflection.</li> </ol> <p>Students can participate in different roles:</p> <ul style="list-style-type: none"> <li>▪ as a member of a competing team</li> <li>▪ as a student coach (especially for students who have already participated as a member of a competing team in a previous round)</li> <li>▪ as a member of the media team</li> </ul>
Formal requirements for participation	None
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Interactive seminar consisting of (1) simulation game with group work under the guidance of lecturers and (2) self-directed learning</li> </ul>
Requirements for the awarding of ECTS:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	<p>Contact/self-study (seminar): 30 h (1 ECTS)</p> <p>Preparation/follow-up work: 45 h (1.5 ECTS)</p> <p>Preparation of performance record: 75 h (2.5 ECTS)</p>

Module grade	Portfolio (100%)
Course rotation	Winter semester

Module description	More Data, more Insights? Ein vertiefter Einblick in moderne Data-Science-Methoden aus transdisziplinärer Perspektive
Module description in English	More Data, more Insights? An in-depth Look at modern Data Science Methods from a transdisciplinary Perspective
Level of qualification/degree program hosting the module	Studium.Pro
Module number	88-000-SPDis102-DS-H-0423
Responsible faculty	Faculty of Mathematics and Geography
Module coordinator	Jun.-Prof. Dominik Stöger
Credit points (ECTS credits)	5 ECTS credits
Skills	<ul style="list-style-type: none"> <li>▪ Students will gain an in-depth insight into modern data science methods that are currently used in various disciplines (e.g. journalism, mathematics, psychology, linguistics, economics) to analyze large amounts of data.</li> <li>▪ Students will be able to identify suitable and unsuitable use cases for the presented data science methods, critically reflect on them and select suitable methods for different tasks.</li> <li>▪ Students are able to derive recommendations for action from data on the basis of data science methods and derive recommendations for action from data and evaluate them based on criteria.</li> <li>▪ Students develop an overarching understanding of the possibilities and limitations of and limits of modern methods for analyzing large amounts of data and know the different perspectives of the specialist disciplines presented and can relate them to their own field of study.</li> <li>▪ As part of the accompanying seminar, students acquire the following skills using a programming language (e.g. Python or R) to acquire basic programming skills.</li> <li>▪ Students will be able to carry out programming tasks using a programming language (e.g. Python or R) that they learn in the accompanying seminar.</li> </ul>
Content/topics	<p>Selected examples will be used to provide an in-depth insight into modern data science methods of various disciplines in dealing with large amounts of data. Among other things, reference will be made to different types of data (e.g. economic data, text as data, behavioral data, eye-tracking data), their modeling and</p>

	the goals of data analysis. As part of the accompanying seminar, students learn the basics of data processing and programming using a sample programming language.
Formal requirements for participation	None
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>Lecture and Seminar (3 hours per week)</li> </ul>
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	<p>Regular participation or self-study: 1.5 ECTS credits/45h</p> <p>Preparation and follow-up of the contents of the course(s): 2 ECTS credits/60h</p> <p>Preparation and completion of the assessment: 1.5 ECTS credits/45h</p>
Module grade	Portfolio or exam
Course rotation	Winter semester

Module description	Economics of Sustainable Consumption
Module description in English	Economics of Sustainable Consumption
Level of qualification/degree program hosting the module	Master Business and Psychology
Module number	88-021-WM02-H-0724
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Alexander Danzer
Credit points (ECTS credits)	5 ECTS credits

Skills	<ul style="list-style-type: none"> <li>▪ Students of the course deepen their knowledge and understanding about advanced microeconomic theories of sustainable consumption.</li> <li>▪ Students develop detailed and reflected views on potential biases in consumption choices and consumer research.</li> <li>▪ They are able to understand the challenge of scientifically test consumer theories taking into account scientific considerations.</li> <li>▪ Students acquire knowledge of experimental studies and their technical implementation in the field of sustainable consumer research.</li> </ul>
Content/topics	<p>Students learn about different methods to study consumer behavior. They also work on different topics related to sustainable consumption decisions.</p> <p>Experimental approaches</p> <ul style="list-style-type: none"> <li>▪ Experiments as gold-standard</li> <li>▪ Lab vs. field experiments</li> <li>▪ Treatment</li> </ul> <p>Advanced topics in sustainable consumption</p> <ul style="list-style-type: none"> <li>▪ Inter-temporal consumption: Time discounting</li> <li>▪ Decisions under uncertainty: Nudging, cognitive load</li> <li>▪ Ethical consumer behavior</li> <li>▪ Regulation of consumer behavior through different instruments: carbon taxes, certificates and nudges</li> </ul>
Formal requirements for participation	None
Recommended requirements for participation	Microeconomics, Statistics
Teaching and examination language	English
Teaching and learning methods/course types	Seminar
ECTS awarding criteria	The students present their research at an intermediary stage at mid-term. They finally submit their term paper.
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	<p>45 h = attendance time for seminar or self-study</p> <p>45 h = preparation and follow-up research seminar</p> <p>60 h = term paper</p>

	150 h = total workload
Module grade	Term Paper (100%)
Course rotation	Winter semester

## Module Descriptions of exchange modules University of Macerata

Module description	<b>Landscape and Environment Geography</b>
Module description in English	Landscape and Environment Geography
Level of qualification/degree program hosting the module	Master International Tourism and Destination Management (LM-49 R)
Module number	M28R-002
Responsible faculty	Dipartimento di Scienze della formazione, dei beni culturali e del turismo
Module coordinator	Prof. Simone Betti
Credit points (ECTS credits)	9 ECTS credits
Skills	<p>The course aims to provide Geography's fundamental theoretical tools and to use them as keys for understanding the reality of macro-regions, individual States, and other regional entities and their exploitation for tourism purposes.</p> <p>Particular attention will be given to the "construction", the exploitation and promotion of the landscapes.</p>
Content/topics	<ul style="list-style-type: none"> <li>▪ Basic concepts of Environment and Landscape;</li> <li>▪ Territorial frameworks and territorialization processes;</li> <li>▪ Environmental degradation and protection;</li> <li>▪ The changing relationship between man, humankind and nature;</li> <li>▪ Regional landscapes: Marche, Italy, Europe and North America;</li> <li>▪ Tourist Regions as complex and integrated territories;</li> <li>▪ The representation of tourist spaces and places.</li> </ul>
Formal requirements for participation	None
Recommended requirements	<ul style="list-style-type: none"> <li>▪ Observation and listening skills;</li> <li>▪ Favourable attitude for interdisciplinary study and approach;</li> <li>▪ Availability and use of an atlas and a PC.</li> </ul>
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Dialogued lectures;</li> <li>▪ Training and tutorials in small and medium groups;</li> <li>▪ Analysis of case studies;</li> <li>▪ Field trips;</li> <li>▪ Individual and group simulations, offering the opportunity to deal with real</li> </ul>

	“problem-solving” and designing autonomous solutions.
ECTS awarding criteria	<p>There will be a twofold evaluation mode, including:</p> <ul style="list-style-type: none"> <li>▪ a low structuring level part (oral) that will be evaluated based on the correctness and completeness of the information, knowledge, and mastery of the specific geography language;</li> <li>▪ a semi-structured part: research activities and development projects (previously presented and discussed with the professor). The score assigned to this part, which is not mandatory, depends on the actual performance of research activities and projects and can therefore vary from 0 to 20 points (on the other hand, the oral part can vary from 10 to 30/30).</li> </ul>
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least grade 18/30
Workload/Allocation of ECTS credits	54 h = face-to-face lecture 171 h = individual study
Module grade	Proof of performance
Course rotation	Spring semester

Module description	<b>Creative Processes for Tourism</b>
Module description in English	Creative Processes for Tourism
Level of qualification/degree program hosting the module	Master International Tourism and Destination Management (LM-49 R)
Module number	C10660
Responsible faculty	Dipartimento di Scienze della formazione, dei beni culturali e del turismo
Module coordinator	Prof. Flavia Stara
Credit points (ECTS credits)	6 ECTS credits
Skills	<p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>➤ Knowledge and understanding: <ul style="list-style-type: none"> <li>▪ Understand the importance of knowledge and creativity in the function of innovation and sustainable tourism development;</li> <li>▪ Know about the impact and effectiveness of processes and phases of creation and innovation in tourism industry.</li> </ul> </li> <li>➤ Applying knowledge and understanding: <ul style="list-style-type: none"> <li>▪ Achieve originality in developing and applying new strategies in prospective professional contexts;</li> <li>▪ Analyse innovation and creative tourist entrepreneurship in the context of globalization.</li> </ul> </li> <li>➤ Making judgements: Improve capacities to handle complexity and formulate policies even with incomplete data.</li> <li>➤ Communication: Enhance the knowledge-based persuasion and communication with specialist and non-specialist audiences.</li> <li>➤ Learning skills: Develop self-confidence.</li> </ul>
Content/topics	<p>The course focuses on the study of creative and innovative strategies applied to tourism industry products and services.</p> <p>The course will stress:</p> <ul style="list-style-type: none"> <li>▪ Recognition of professional and personal skills needed to be a successful HR in tourism;</li> <li>▪ Assessment of emotional branding and storytelling as competitive tourism marketing strategies;</li> <li>▪ Analysis to identify international resources and trends for tourism development and cultural heritage preservation in different geographic contexts;</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Identification of tourism-targeted consumers for niche tourism;</li> <li>▪ Exploration of sustainable and responsible tourism practices.</li> </ul>
Formal requirements for participation	None
Recommended requirements	None
Teaching and examination language	English
Teaching and learning methods/course types	<p>Course with a theoretical-applicative didactic approach, also based on the analysis of case studies.</p> <ul style="list-style-type: none"> <li>▪ Interactive lectures;</li> <li>▪ Classroom exercises/group work;</li> <li>▪ Field research scholars/experts interventions;</li> <li>▪ Viewing of audiovisual materials;</li> <li>▪ Case study analysis;</li> <li>▪ Self-productions (educational project, presentation of a topic).</li> </ul>
ECTS awarding criteria	<p>The exam will consist of a series of questions aimed at ascertaining:</p> <ul style="list-style-type: none"> <li>▪ knowledge and ability to understand texts: 20% of the total overall assessment;</li> <li>▪ ability to make connections among topics: 20% of the total overall assessment;</li> <li>▪ ability to apply knowledge: 20% of the total overall assessment;</li> <li>▪ independent judgment and critical thinking: 20% of the total overall assessment;</li> <li>▪ transposition of the knowledge acquired in terms of professional usability: 20% of the total overall assessment.</li> </ul> <p>The exam will focus on the topics covered in the course:</p> <ul style="list-style-type: none"> <li>▪ Recognition of professional and personal skills needed to be a successful HR in tourism;</li> <li>▪ Assessment of emotional branding and storytelling as competitive tourism marketing strategies;</li> <li>▪ Analysis to identify international resources and trends for tourism development and cultural heritage preservation in different geographic contexts;</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Identification of tourism-targeted consumers for niche tourism;</li> <li>▪ Exploration of sustainable and responsible tourism practices.</li> </ul> <p>The effectiveness of communication will also be assessed through the oral presentation, which must be performed in grammatical and syntactic correctness, with a good mastery of scientific-disciplinary vocabulary.</p>
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least grade 18/30
Workload/Allocation of ECTS credits	36 h = face-to-face lecture 114 h = individual study
Module grade	Proof of performance
Course rotation	Spring semester

Module description	<b>Educational Tourism</b>
Module description in English	Educational Tourism
Level of qualification/degree program hosting the module	Master International Tourism and Destination Management (LM-49 R)
Module number	C10654
Responsible faculty	Dipartimento di Scienze della formazione, dei beni culturali e del turismo
Module coordinator	Prof. Marta Brunelli
Credit points (ECTS credits)	6 ECTS credits
Skills	<ul style="list-style-type: none"> <li>▪ Knowledge and understanding: students will acquire knowledge and awareness of objectives and aims of educational tourism in the theoretical-methodological framework of lifelong learning;</li> <li>▪ Applying knowledge and understanding: students will be able to compare traditional models of educational tourism segmentation with more recent models and with the evolution of contemporary tourism;</li> <li>▪ Making judgements: students will develop autonomy in designing accessible services and products in the various fields of educational tourism;</li> <li>▪ Communication Skills: students will acquire the interpretative methodologies and communication skills necessary to interact with stakeholders in educational tourism;</li> <li>▪ Learning skills: students will develop the skills necessary to independently manage their own lifelong learning in the field of educational tourism.</li> </ul>
Content/topics	<p>Educational tourism as a point of intersection between post-modern tourism and life-long learning. Traditional and newer models of segmentation of educational tourism. Characteristics, needs and impact of different markets for educational tourism: tourism for schools and students; cultural tourism; eco-tourism; experiential learning-oriented tourism for adults and seniors; social tourism. Making edu-tourism accessible: tools, methods, demands and critical issues of Tourism for all.</p>
Formal requirements for participation	None
Recommended requirements	None
Teaching and examination language	English

Teaching and learning methods/course types	Lectures will be alternated with group exercises aimed at deepening and consolidating the topics covered during the theoretical lectures through the analysis of case studies, portals and websites, online videos and other resources. In order to explore tools and/or apply specific methodologies, some classes may take place at the “Paolo and Ornella Ricca” Museum of School History of the University of Macerata.
ECTS awarding criteria	<p>The final examination will be oral and will be assessed (out of a maximum of 30/30 marks) on the following criteria:</p> <ul style="list-style-type: none"> <li>▪ accuracy and completeness of the knowledge acquired (up to 6 marks);</li> <li>▪ correct application of acquired knowledge (up to 6 marks);</li> <li>▪ independent judgement, critical thinking and problem-solving (up to 6 marks);</li> <li>▪ communication skills (up to 6 marks);</li> <li>▪ ability to understand one’s own training needs and to manage one’s own continuing professional development in educational tourism (up to 6 marks).</li> </ul> <p>At the final examination, attending students will present an educational tourism product created in the group exercises carried out during the course.</p> <p>Non-attending students will be expected to hold a discussion on the contents of the recommended textbooks.</p>
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least grade 18/30
Workload/Allocation of ECTS credits	36 h = face-to-face lecture 114 h = individual study
Module grade	Proof of performance
Course rotation	Spring semester

Module description	<b>Cultural Differences</b>
Module description in English	Cultural Differences
Level of qualification/degree program hosting the module	Master International Tourism and Destination Management (LM-49 R)
Module number	B550
Responsible faculty	Dipartimento di Scienze della formazione, dei beni culturali e del turismo
Module coordinator	Prof. Isabella Crespi
Credit points (ECTS credits)	6 ECTS credits
Skills	<p>This course aims to provide a comprehensive understanding of modern multicultural society, critically discuss the main issues of the contemporary sociology of culture, and develop skills in comparative analysis and assessment of cultural differences. In particular, by introducing students to different cultures and examining the concepts of cultural identity and cultural differences, the course aims to develop students' knowledge of other ways of life and provide a new understanding of their own cultures. Tourism activities and business topics in destination management will be analysed using a cross-cultural and social perspective.</p>
Content/topics	<p>Cultural diversity is important for tourism, business and its international dimension. It is essential to consider the impact of multicultural diversity on people's lives and work relationships. A needed skill in international tourism is the capacity to see human experience from the point of view of others, who encounter and interpret the world in significantly different ways. Further, the course offers a deep and complex understanding of the culture of the country's tourism operators and will deal with managing tourism and business with different people. Knowledge of the cultural differences associated with areas such as business meetings, international relations, and conducting negotiations will be part of the course, as well as tips on increasing chances of success when doing business in/with different cultures.</p> <p>Main topics of the course:</p> <ul style="list-style-type: none"> <li>▪ The concept of culture;</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Cultural differences;</li> <li>▪ Dimensions of national cultures;</li> <li>▪ Cultural identities and society;</li> <li>▪ Cultures and organizations;</li> <li>▪ Cultural differences, marketing and business;</li> <li>▪ European cultural differences and tourism;</li> <li>▪ Intercultural encounters and international tourism;</li> <li>▪ Tourism and cultural differences: case studies.</li> </ul>
Formal requirements for participation	None
Recommended requirements	General knowledge of cultural sociology. For those having no cultural sociology background, the following book is recommended: Wendy Griswold (1994 or later), "Cultures and societies in a changing world", Thousand Oaks, Pine Forge.
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Lessons, group discussion, homework and classwork;</li> <li>▪ Case studies and exercises will be provided during the course;</li> <li>▪ Essay writing, presentations and classroom discussions for attending students.</li> </ul>
ECTS awarding criteria	<p>The overall assessment will be obtained by analysing the following indicators:</p> <ul style="list-style-type: none"> <li>▪ Correctness and propriety in the use of language (up to 10/30);</li> <li>▪ Correctness and completeness of knowledge (up to 10/30);</li> <li>▪ Critical processing of knowledge (up to 10/30).</li> </ul>
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least grade 18/30
Workload/Allocation of ECTS credits	36 h = face-to-face lecture 114 h = individual study
Module grade	Proof of performance
Course rotation	Spring semester

Module description	<b>Environmental Law and Tourism</b>
Module description in English	Environmental Law and Tourism
Level of qualification/degree program hosting the module	Master International Tourism and Destination Management (LM-49 R)
Module number	C11129
Responsible faculty	Dipartimento di Scienze della formazione, dei beni culturali e del turismo
Module coordinator	Prof. Matteo Benozzo
Credit points (ECTS credits)	6 ECTS credits
Skills	<p>The overall goal of this course is to provide students with an understanding of the law in general and to raise awareness and general knowledge in the field of environmental law in Europe and Italy. In particular, the course intends to provide advanced technical and operational skills required for the use and exploitation of natural resources within the limits of environmental protection rules and the criteria of effectiveness, efficiency and economy in the field of tourism. In other words, the course aims to prepare professionals with management capabilities for using limited resources in compliance with the Law and applicable principles.</p>
Content/topics	<p>In the 21st Century, problems such as climate change, ozone depletion, biodiversity, and water and land pollution are a central part of international and national politics and policy. This course will consider in detail the legal and policy dynamics of environmental regulation and critically assess the role that law has to play in regulating the environment. It will begin by considering key concepts such as theoretical perspective and the transposition of such concepts into legal norms, studying the legal definition of environment. It will emphasize the increasingly important role of principles such as sustainable development, prevention, precaution, “whoever pollutes must pay”, and modification and correction of the pollution from the origin, by which the law might be judged and further developed. It will then examine regulatory philosophies and mechanisms, ranging from traditional regulatory approaches such</p>

	<p>as private civil liability through public mechanisms such as fiscal instruments, criminal sanctions and self-regulation. It will continue considering a range of sectoral issues within environmental law, including pollution and development control, biodiversity conservation, risk assessment and management, waste and wastewater regulations, air emissions, biotechnology pollution, as well as issues relevant to environmental litigation such as public participation, access to information, human rights, and environmental citizenship. The basis for the path of the course will be the texts of the relevant treaties, legislative instruments, as well as the most important Italian Supreme Court and European Court of Justice decisions. Moreover, the role played by agricultural activities (as the only eco-sustainable business that creates an environment) and, in general, activities in the field of tourism (which can use and preserve the environment for business purposes) will be studied. Although the course primarily uses Italian environmental regulations and policies as a case study for examining issues of environmental law, the European Community (EC) environmental law is the core of this course. However, it will consider even international environmental law and other jurisdictions. During the course, seminars will be organized with distinguished international and external speakers. Professors and doctors will be invited to share their work and experiences in the environmental field.</p>
Formal requirements for participation	None
Recommended requirements	None
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Lectures;</li> <li>▪ Practice in small and medium groups;</li> <li>▪ Presentation of topics and draft papers.</li> </ul> <p>The modalities of each course's provision, as well as the related teaching methodologies, may vary based on possible specific needs, opportunities, or new case studies or events.</p>

ECTS awarding criteria	The exam is oral. It consists of a series of questions aimed at ascertaining the student's theoretical knowledge and requires the formulation of answers to contextualize the individual arguments within the course content.
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least 18/30
Workload/Allocation of ECTS credits	36 h = face-to-face lecture 114 h = individual study
Module grade	Proof of performance
Course rotation	Spring semester

Module description	<b>Digital Resources for Tourism: Channels, Quality, Co-Creation and Collaboration</b>
Module description in English	Digital Resources for Tourism: Channels, Quality, Co-Creation and Collaboration
Level of qualification/degree program hosting the module	Master International Tourism and Destination Management (LM-49 R)
Module number	C10659
Responsible faculty	Dipartimento di Scienze della formazione, dei beni culturali e del turismo
Module coordinator	Prof. Pierluigi Feliciati
Credit points (ECTS credits)	2 ECTS credits
Skills	<p>Upon completion of this laboratory, students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Reflect critically on the impact of digital technologies on tourism, from the perspective of a co-creative and collaborative framework, including tourists' reviews;</li> <li>▪ Discuss co-creative and collaborative e-Tourism concepts, definitions and principles;</li> <li>▪ Evaluate an e-Tourism program, considering its requirements, opportunities, returns and risks;</li> <li>▪ Focusing on the value of collaborative digital resources;</li> <li>▪ Demonstrate good analysis and communication skills.</li> </ul>
Content/topics	<p>Laboratory topics:</p> <ul style="list-style-type: none"> <li>▪ A quality framework for digital resources: theory, requirements, development, sustainability, with a focus on the evaluation methods for a tourism digital service;</li> <li>▪ Digital channels for DMOs;</li> <li>▪ The voice of tourists: quality and use of reviews;</li> <li>▪ Collaborative Web &amp; Tourism: the Wikimedia ecosystem.</li> </ul>
Formal requirements for participation	None

Recommended requirements	<ul style="list-style-type: none"> <li>▪ Good digital skills and experience in web browsing and searching;</li> <li>▪ Basics of Tourism management and place branding;</li> <li>▪ The previous attendance of the ITourDem course “Tourism and Heritage Management” is not mandatory but strongly recommended.</li> </ul>
Teaching and examination language	English
Teaching and learning methods/course types	<p>The laboratory will have a seminar format made of presentations of the topics (with national and international case studies) by the instructor and a following discussion. Active participation in hands-on activities and individual and group assignments will be essential. The instructor will evaluate how much the students participate actively in discussions and hands-on activities.</p>
ECTS awarding criteria	<p>To obtain a positive evaluation and the consequent credits, students have to:</p> <ul style="list-style-type: none"> <li>▪ guarantee a minimum of 70% attendance at the laboratory (5 classes of 3 hours on 7);</li> <li>▪ play an active part in discussions and hands-on activities;</li> <li>▪ write an individual final report (“travel diary”) including all the topics and case studies discussed, according to the template provided by the instructor.</li> </ul>
Requirements for the awarding of ECTS credits:	70% of attendance
Workload/Allocation of ECTS credits	<p>20 h = workshop activity  30 h = individual study and writing of an individual final report</p>
Module grade	Proof of performance
Course rotation	Spring semester

Module description	<b>Heritage Marketing</b>
Module description in English	Heritage Marketing
Level of qualification/degree program hosting the module	Master International Tourism and Destination Management (LM-49 R)
Module number	C938
Responsible faculty	Dipartimento di Scienze della formazione, dei beni culturali e del turismo
Module coordinator	Prof. Marta Maria Montella
Credit points (ECTS credits)	2 ECTS credits
Skills	The course aims to provide a clear understanding of the basic concepts of Heritage Marketing, of the various benefits potentially obtainable through this strategy and of the main tools for implementing it in the best possible way, with particular reference to the corporate museum. Furthermore, the course aims to make students able to connect the concepts learned and identify their actual or potential application.
Content/topics	Part I - Context of reference: <ul style="list-style-type: none"> <li>▪ Postmodern context;</li> <li>▪ Consumer transformation and evolution of marketing approach;</li> <li>▪ Change of notions of culture, cultural heritage and museum.</li> <li>▪ The enterprise as a cultural actor</li> </ul> Part II - Key aspects of heritage marketing: <ul style="list-style-type: none"> <li>▪ Heritage, corporate image and local production systems;</li> <li>▪ Heritage management and relational approach to heritage marketing;</li> <li>▪ Heritage marketing's potential.</li> </ul> Part III - Total relationship heritage marketing and corporate museum.
Formal requirements for participation	None
Recommended requirements	Knowledge of basic elements of marketing and cultural sector. However, the main aspects will be recalled during the course.
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Multidimensional didactic approach: historical, theoretical, applicative and based on case studies.</li> <li>▪ Frontal lessons, supported by ppt presentations, online material and audio-video materials.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Possibility to participate in events organised online and in the local area and to host experts in the field.</li> </ul> <p>Furthermore, students are required to complete a short project work, which will be presented and discussed in class under the teacher's supervision on scheduled dates; those who cannot participate in the lesson dedicated to this activity will have to present their project work for the exam. More instructions on project work (e.g. sources, structure, etc.) will be provided at the beginning of the course.</p>
ECTS awarding criteria	<p>Oral exam in English. The presentation and discussion of the required project work will be assessed to verify:</p> <ul style="list-style-type: none"> <li>▪ the acquisition of knowledge of the topics covered during the course and the ability to link the concepts learned (50% of the total overall assessment);</li> <li>▪ the ability to apply knowledge to a case study and formulate judgments on implementing heritage marketing strategies (50% of the total overall assessment).</li> </ul>
Requirements for the awarding of ECTS credits:	70% of attendance
Workload/Allocation of ECTS credits	<p>12 h = face-to-face lecture 38 h = individual study and preparation of the individual project work</p>
Module grade	Proof of performance
Course rotation	Spring semester

Module description	<b>Lingua e cultura italiana per il turismo</b>
Module description in English	Italian Language and Culture for Tourism
Level of qualification/degree program hosting the module	Master International Tourism and Destination Management (LM-49 R)
Module number	C10880
Responsible faculty	Dipartimento di Scienze della formazione, dei beni culturali e del turismo
Module coordinator	<i>tbd</i>
Credit points (ECTS credits)	3 ECTS credits
Skills	<p>The laboratory is aimed at developing competence in the communication of Italian cultural heritage, with particular attention to the assets present in the territory. This communicative competence is expressed both in a receptive and productive sense. In fact, the activities aim, on the one hand, to improve the ability to understand oral and written texts on tourism topics and, on the other, to develop interaction skills in the Italian language. The work on the texts is also aimed at acquiring cultural coordinates, contents and approaches regarding the Italian and Marche cultural heritage.</p>
Content/topics	<p>The laboratory is developed in 8 thematic paths, preceded by an introductory lesson and followed by a moment of feedback. Each of these paths allows you to observe a thematic area of cultural communication, conveying not only specific contents, but also an approach to the communication of the different themes.</p> <ul style="list-style-type: none"> <li>▪ First path - Traveling in Italy: from accommodation to catering;</li> <li>▪ Second path - Communicating “the” table: food and wine tourism;</li> <li>▪ Third route - The Marche in history;</li> <li>▪ Fourth path - Talking about and listening to art;</li> <li>▪ Fifth route - The Italian landscape: between geography and architecture;</li> <li>▪ Sixth route - Festivals, events and traditions, local and national;</li> <li>▪ Seventh path - The importance of the point of view: creating thematic tourist itineraries;</li> <li>▪ Eighth path - The characteristics of tourist communication.</li> </ul> <p>Each route offers a general overview of the</p>

	<p>topic regarding Italian cultural heritage, with insights relating to the Marche.</p> <p>The work on the different themes will also be an opportunity to come into contact with the different sectorial languages, as well as with the Italian language in general.</p>
Formal requirements for participation	None
Recommended requirements	All lessons are taught in Italian [with the use of English only as a bridge language in case of need]. Therefore, it is advisable that students already have an A2/B1 language level.
Teaching and examination language	Italian/English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Dialogue lessons;</li> <li>▪ Didactics of authentic material;</li> <li>▪ Planned student interventions aimed at reapplying what they have learned;</li> <li>▪ Online activities.</li> </ul>
ECTS awarding criteria	<p>A final test (oral comprehension and written comprehension) is scheduled to evaluate the language learning progress.</p> <p>For the oral production, at the time of return the students will be asked to present an Italian cultural asset of their choice or a tourist/food and wine itinerary, applying the methodologies and approaches observed during the laboratory.</p> <p>This presentation must be made in Italian and constitutes the laboratory exam.</p> <p>The evaluation criteria for the presentations are: richness and accuracy of the contents, ability to present them in Italian (also using sectorial languages) and ability to apply the approaches to tourism communication presented during the course.</p>
Requirements for the awarding of ECTS credits:	70% of attendance
Workload/Allocation of ECTS credits	<p>30 h = workshop activity</p> <p>45 h = individual study and preparation of the individual presentation</p>
Module grade	Proof of performance
Course rotation	Spring semester

Module description	<b>Field Trip - Mod. 1: Exploring a Tourism Destination</b>
Module description in English	Field Trip - Mod. 1: Exploring a Tourism Destination
Level of qualification/degree program hosting the module	Master International Tourism and Destination Management (LM-49 R)
Module number	M28R-003
Responsible faculty	Dipartimento di Scienze della formazione, dei beni culturali e del turismo
Module coordinator	Prof. Katia Giusepponi
Credit points (ECTS credits)	2 ECTS credits
Skills	Through the Module and the preparation of the related report, students will develop skills in analyzing tourism destinations' strengths and weaknesses and defining coherent improvement strategies.
Content/topics	<p>The Module includes:</p> <ul style="list-style-type: none"> <li>▪ a one-day field trip to a tourism destination, with visits and debates regarding both cultural heritage and tourism enterprises (12 hours);</li> <li>▪ a preparatory lesson aimed at acquiring knowledge and investigative tools needed during the trip (4 hours);</li> <li>▪ an analysis lesson to critically discuss the experience developed during the trip (4 hours).</li> </ul>
Formal requirements for participation	None
Recommended requirements	None
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Field Trip;</li> <li>▪ Lectures;</li> <li>▪ Case studies;</li> <li>▪ Class discussions conducted by the teacher;</li> <li>▪ Role playing.</li> </ul>
ECTS awarding criteria	The students will produce a report analyzing the strengths and weaknesses of one of the organizations visited during the trip and making proposals for improvement.

	The final evaluation will be based 40% on participation and involvement during lessons and the trip and 60% on the completeness, originality, and incisiveness of the report produced.
Requirements for the awarding of ECTS credits:	70% of attendance
Workload/Allocation of ECTS credits	20 h = workshop and field activity 30 h = individual study and preparation of an individual report
Module grade	Proof of performance
Course rotation	Spring semester

Module description	<b>Field Trip – Mod. 2: Virtual Field Trip Design</b>
Module description in English	<b>Field Trip – Mod. 2: Virtual Field Trip Design</b>
Level of qualification/degree program hosting the module	Master International Tourism and Destination Management (LM-49 R)
Module number	M28R-003
Responsible faculty	Dipartimento di Scienze della formazione, dei beni culturali e del turismo
Module coordinator	Prof. Silvia Ceccacci
Credit points (ECTS credits)	2 ECTS credits
Skills	Students will acquire knowledge and skills in designing and developing virtual field trips using virtual tour concepts to promote tourism destinations.
Content/topics	<p>The Module includes:</p> <ul style="list-style-type: none"> <li>▪ an introductory lesson (4 hours) focused on the methods and tools for designing virtual field trips based on virtual tour principles;</li> <li>▪ a field trip (8 hours): a visit to a tourism destination, where students will collect information and materials essential for creating a virtual tour;</li> <li>▪ hands-on lessons (8 hours): group activities focused on conceptualizing and prototyping virtual field trips, using the materials gathered during the field trip.</li> </ul>
Formal requirements for participation	None

Recommended requirements	<ul style="list-style-type: none"> <li>▪ Basic Digital Skills: familiarity with using computers, online tools, and multimedia software;</li> <li>▪ Teamwork and Communication Skills – The ability to collaborate effectively in group projects and share ideas;</li> <li>▪ Basic Research Skills – Understanding how to gather, analyze, and organize information from various sources;</li> <li>▪ Fundamental Knowledge of Design or Media Tools: experience with basic graphic design, photography, video editing, or VR tools (e.g., Canva, Photoshop, DaVinci Resolve, or similar) is beneficial but not mandatory.</li> </ul>
Teaching and examination language	English
Teaching and learning methods/course types	<ul style="list-style-type: none"> <li>▪ Lectures and tutorials;</li> <li>▪ Field trip;</li> <li>▪ Group discussions;</li> <li>▪ Internet research;</li> <li>▪ Group work (creation of a virtual field trip using the concept of virtual tour).</li> </ul>
ECTS awarding criteria	<p>The students will develop a group project (a virtual tour) aimed at promoting a tourist itinerary of the visited destination, highlighting its unique features.</p> <p>The final evaluation will be based 40% on participation and involvement during lessons and the trip and 60% on the quality of the virtual tour produced as a group work.</p>
Requirements for the awarding of ECTS credits:	70% of attendance
Workload/Allocation of ECTS credits	<p>20 h = workshop and field activity</p> <p>30 h = individual study and preparation of group project</p>
Module grade	Proof of performance
Course rotation	Spring semester