

TEACHING REGULATIONS
MASTER'S DEGREE COURSE
HOSPITALITY FOR SUSTAINABLE TOURISM DEVELOPMENT
(LM-49)

Course locations: Como
academic year 2025/26

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Art. 1 - General characteristics and organization

The Department of Law, Economics, and Culture at the University of Insubria offers a Master's Degree in "**Hospitality for Sustainable Tourism Development**," which belongs to the class of master's degrees in Tourism System Design and Management LM-49. The program is organized into two curricula and taught in English:

1. Sustainable Hospitality Management (SHM)
2. Heritage and Cultural Tourism Management (HCTM)

Course description

This master's degree aims to train future managers in the hospitality business at a national and international level.

Organizations that host and offer services to tourists understand the importance of knowing how to manage territories and develop innovative strategies with a multidisciplinary and problem-solving approach. These include accommodation, intermediation, incoming, transport, culture, and event organization companies, as well as public administration.

The skills acquired provide graduates with the tools necessary to design and market goods and services in the tourism sector, to devise and manage events promoting the territory in terms of tourism and cultural enhancement, with particular attention to environmental sustainability.

Career opportunities for graduates include:

- Manager for the design and management of sustainable tourism development
- Hospitality business managers
- Destination managers
- Regional communication experts
- Marketing and event organization expert.

Graduates will also be able to provide consulting services to local authorities and hospitality businesses mentioned above.

The master's degree is taught in English and is structured over two years, offering two specializations: Sustainable Hospitality Management (SHM) and Heritage and Cultural Tourism Management (HCTM).

Course Presentation

<https://www.youtube.com/watch?v=oZO-gNLplQg>

Sustainable Hospitality Management (SHM)

This track aims to train qualified hospitality management experts who are able to represent and subsequently develop in the professional world the concept of hospitality in a broad and integrated sense that characterizes the success of a tourist destination.

Heritage and Cultural Tourism Management (HCTM)

This course aims to train young people with a solid professional foundation to become managers and cultural operators who work in various capacities in museums, public tourism and cultural promotion agencies, and publishing companies.

Course structure

The master's degree course lasts two years and requires students to acquire 120 credits.

The Department of Law, Economics, and Culture (DiDEC) is responsible for the course structure.

The course coordinator is Prof. Roberta Minazzi

<https://uninsubria.unifind.cineca.it/get/person/006385>

The academic office can be contacted by appointment at Via S. Abbondio, 12 - 22100 Como and responds to emails received via INFOSTUDENTI.

Art. 2 - Academic calendar for the degree program

Teaching activities take place in the classrooms in Como.

The calendar of lessons and exam sessions is published on the page:

<https://www.uninsubria.it/formazione/offerta-formativa/corsi-di-laurea/hospitality-sustainable-tourism-development>

and is divided into semesters

- First semester - from October 6, 2025, to December 19, 2025
- Second semester – from February 23, 2026, to May 22, 2026

Exam periods:

- from January 12, 2026, to February 20, 2026 (*3 exam sessions*)
- from May 25, 2026, to July 31, 2026 (*4 exam sessions*)
- from 09/01/2026 to 09/11/2026 (*1 exam session*)

There will be at least 8 exam sessions for each course.

The web address for the course is <https://www.uninsubria.it/formazione/offerta-formativa/corsi-di-laurea/hospitality-sustainable-tourism-development>

Art. 3 - Guidance Activities

The Guidance and Placement Office *provides* the following services:

- orientation for new students and within the university
- activation of extracurricular internships (after graduation)
- career guidance, placement.

The Guidance and Placement Office is open by appointment:

- for initial or intra-university guidance via the "appointment calendar" function of the InfoStudenti service, selecting the Guidance and Placement Office
- Further information can be found on the website:
<https://www.uninsubria.it/formazione/consigli-e-risorse-utili/orientamento-e-placement>

Orientation for new students

- New student orientation activities are carried out on the basis of an annual plan approved by the governing bodies on the recommendation of the University Orientation Committee. Through orientation meetings in schools or universities and participation in orientation fairs, general information is provided on courses and admission procedures. This initial contact with students is followed up with several Open University Days (Open Day Master's Degrees). Interested students can also request an individual orientation interview, which is managed, based on the user's needs, by the Orientation and Placement Office, by the teaching department responsible for the course in the case of more specific requests relating to a single course, or by the Psychological Counseling Service in the case of requests for psychological support in making a choice. In-depth study days, seminars, and internships are organized to allow students to learn about topics, issues, and procedures characteristic of different fields of knowledge.
- A specific section of the University website, Prepare for University, collects materials (including videos) and information related to skills enhancement courses in the following areas: management, statistics, law, and languages (German, Spanish, Italian).

Ongoing guidance and tutoring

- The University is committed to providing transparent and responsible support to students with disabilities or specific learning disorders (SLD). For students with disabilities and/or specific learning disorders, an individualized training plan is defined, indicating the dispensatory measures and compensatory tools (additional time, equivalent tests, etc.) for attending classes and taking assessments. The Service Charter describes in detail all the services available to students to ensure their full inclusion. The main services provided are as follows:
 - ✓ Admission services
 - ✓ Information support, including on the accessibility of university facilities, reception, and pedagogical support
 - ✓ Support services during the course of study
 - ✓ Technical and IT equipment assistive technology library (purchase and loan of assistive and IT technologies) digital texts conversion of documents into accessible formats - Sensus Access: SensusAccess© is a self-service specifically designed for people with disabilities that allows web pages and documents to be converted into alternative accessible formats, both text and audio
 - ✓ Measures to support attendance
 - ✓ Transport service for students with motor and/or visual disabilities
 - ✓ Tutoring
 - ✓ Support for taking exams, assistance during exams, additional time, equivalent tests, compensatory tools and/or dispensatory measures, use of assisted technologies with equipped workstations
 - ✓ Outgoing services
 - ✓ End-of-course interview and post-graduate guidance, support for job placement/internships.
 - ✓ Particular attention is given to the accessibility and usability of buildings and to the monitoring

of students with certified disabilities and/or specific learning disorders

- A **university psychological counseling** service is available to all students. It aims to offer professional support to those experiencing personal difficulties that hinder the normal achievement of academic goals, providing information, self-awareness tools, and ways to improve interpersonal skills.
- A tutoring service is available to all students, consisting of a series of activities and services aimed at:
 - ✓ guiding and assisting students throughout their studies, particularly in their first year encouraging students to actively participate in their educational path and related choices
 - ✓ advise on study methods, attendance opportunities, and solutions to specific problems
 - ✓ removing obstacles to successful course attendance, including through initiatives tailored to the needs, aptitudes, and requirements of individuals
 - ✓ supporting students in carrying out laboratory activities
 - ✓ support foreign students arriving at the University as part of international mobility programs
 - ✓ support, assist, and accompany students with disabilities and/or SLDs

The degree program guarantees/provides guidance activities during the fundamental stages of the student's career.

Enter the specific activities of the degree programs, as also reported in SUA-CdS (B)

The Tutoring Service (<https://www.uninsubria.it/servizi/tutti-i-servizi/tutorato>) consists of a series of activities aimed at guiding, assisting, advising, and informing students. In addition to the university service (informative), the study program annually identifies subject tutors, etc. Each study program describes the activities of student tutors and teacher tutors.

As part of the right to study, it is possible to apply for student collaborations and the tutoring service, <https://www.uninsubria.it/servizi/tutti-i-servizi/tutorato>

Art. 4 - Specific educational objectives, expected learning outcomes, and career opportunities

ECONOMICS AND BUSINESS AREA

Knowledge and understanding

The disciplines in this area allow students to acquire specialist knowledge in the functioning of economic systems, markets, and public policies for market development, as well as business management with particular reference to the various public and private entities that characterize the tourism sector. In particular, the courses in this area allow students to understand the particular competitive conditions of the tourism sector by recognizing the dynamics of companies in the sector designed in an integrated logic with local entities. Business, marketing, and communication skills are also applicable to the design of local tourism offerings. These skills are present in both tracks, with specific applications in according to the context.

Ability to apply knowledge and understanding

Graduates will be able to apply the knowledge they have learned to the diverse local tourism context, identifying the main operating mechanisms of the companies that are part of it and analyzing issues critically. The skills acquired through a mixed teaching methodology consisting of lectures, exercises, group work, case studies, seminars, educational workshops, conferences, and workshops will enable graduates to develop problem-solving skills supported by effective communication of possible solutions. Graduates will also be able to understand the role of public bodies in promoting local areas and tourism development. In particular, the course develops skills aimed at enhancing and marketing the tourism offering of a company and/or a local area, as well as collaborating with public and private entities to improve the local tourism offering in environmental terms.

LEGAL AREA

Knowledge and understanding

The subjects in the legal area allow graduates to develop a clear picture of the legal aspects and regulations governing relations between public and private entities in the tourism sector in the design, planning, and management of tourism systems. In addition, the curriculum includes subjects aimed at understanding the rules governing contracts, also considering the latest developments in the virtual world (e-commerce), as well as the rules governing the conservation of cultural heritage and the environment. Finally, graduates will be able to explore the rules governing different cultures in tourism practice.

Ability to apply knowledge and understanding

Understanding current regulations and industry dynamics allows students to develop a critical approach to problem solving. Studying the relationships between the various public and private entities in the tourism sector allows students to understand how to encourage collaborative policies and mitigate conflictual situations. Understanding the roles that various entities play in the design of tourism offerings also allows students to develop a collaborative approach to integrated tourism offerings. Finally, knowledge of the regulations that the various entities involved in tourism planning must comply with, including in virtual contexts, is essential for their better management. Specifically, students on the various courses, by being able to explore issues related to cultural and environmental law, will be able to guide local businesses towards innovative management dynamics. Furthermore, knowledge of the rules governing the various cultures in tourism practice allows for the development of specialist skills in welcoming international tourism and new market niches.

The teaching methods used to develop these skills are: lectures, seminars, conferences, and workshops.

CULTURE AND TERRITORY AREA

Knowledge and understanding

Subjects related to culture and territory are present in both curricula. A group of subjects, common to both, aims to provide specialist skills relating to the importance of the role of the territory, the environment, and sustainability in the context of promoting and communicating the territory. Specifically, the HCTM course will be more oriented towards knowledge of historical and artistic aspects, as well as the study of places linked to the promotion of the culture of the territory.

Ability to apply knowledge and understanding

Thanks to their awareness of the role of the territory, the environment, and sustainability, graduates will be able to apply what they have learned to define innovative ways of managing businesses and specific strategies for developing the territory according to a sustainable approach, from the point of view of its

various dimensions (economic, environmental, and social). These skills, together with those acquired in other areas, enable the development of integrated tourism planning that involves all stakeholders in the territory. Furthermore, awareness of the intangible heritage linked to the culture of a territory allows for the development of more appropriate and innovative strategies for tourism development and promotion. The teaching methods used to develop these skills are: lectures, group work, seminars, conferences, and workshops.

LANGUAGE AREA

Knowledge and understanding

Knowledge of foreign languages is crucial in the tourism sector at all levels. This training course is delivered in English and aims to develop specialist skills applicable to the specific tourism and hospitality sector for the two languages covered. In addition to language skills related to oral and written comprehension and production, the language courses will address topics related to the specificities of different cultures, with particular reference to the specific language, with the aim of developing the knowledge necessary to welcome tourists from different cultures.

At the end of the course, students are expected to reach level C1 of the above-mentioned CEFR in all languages, also demonstrating an understanding of the cultural models associated with the specific language studied.

Ability to apply knowledge and understanding

Graduates will be able to understand and produce written texts at a specialist level using specific vocabulary related to their field of study, and communicate orally in a correct and effective manner using the specific vocabulary learned during their studies. They will be able to adapt to the cultural context of the language studied when welcoming tourists of that nationality and when writing texts for communication about the local area. Specialist language skills are pursued through the complete delivery of the course in English, the presence of an advanced and specialist English language course for tourism and hospitality business in the first year, and a second language (chosen from German and Spanish) in the second year, again at an advanced and specialist level on the subject of tourism. The choice of languages offered is intended to allow students who have attended the three-year degree course in Tourism Sciences at the same location to complete their studies in a natural way.

The teaching methods used to develop these skills are: lectures and exercises.

Art. 5 - Admission to the degree program

Admission to the degree program is open to all, and the admission requirements are as follows:

- possession of a bachelor's degree or university diploma of three years' duration, or other qualification obtained abroad and recognised as suitable, provided that it is consistent with the disciplines that characterise the master's degree course. The following degree classes are eligible:
 - ✓ L-11 Modern Languages and Cultures;
 - ✓ L-12 Mediation Sciences;
 - ✓ L-15 Tourism Sciences;
 - ✓ L-16 Administration and Organization Sciences;
 - ✓ L-18 Economics and Business Management Sciences;
 - ✓ L-20 Communication Sciences;

- ✓ L-33 Economics;
- ✓ L-36 Political Science and International Relations;
- ✓ L-14 Legal Services Sciences

In order to be admitted, students must also meet the following requirements:

- have earned at least 10 credits in economics and business subjects during their three-year degree program.
- have achieved level B2 in English and in their chosen second language.

The recognized second languages are: German, Spanish, French, Russian, and Chinese. Foreign students may choose Italian as their second language.

Students from other degree programs may also be admitted, in which case the admissions committee will assess their personal preparation in accordance with the procedures set out in the program's teaching regulations.

For foreign students, the University organizes an annual Italian language course aimed at providing them with adequate language skills to enable them to obtain their degree.

The above admission requirements will be verified through an interview conducted by a special committee.

In the case of students from other degree programs or who do not meet the requirements, they may still be admitted following verification of their personal preparation and, if necessary, the identification by the Commission of a specific personalized recovery program of up to 75 hours consisting of monitored self-study, to be carried out remotely or at the University Laboratories before enrollment. Support from teachers and student tutors is provided for these activities.

For the purposes of enrolling in the degree program and earning credits, students may be credited for both educational activities and previous work experience, in accordance with current regulations and the decisions of the Department Council. In the event of transfer from another master's degree program of a different class from Insubria itself or from another university, including foreign universities, the Department will verify the admission requirements and initial preparation as indicated above (admission requirements section). For the purposes of recognizing credits, interviews or tests may be conducted to assess the actual level of knowledge possessed.

Art. 7 - Simultaneous enrollment in two degree programs

Starting from the 2022-2023 academic year, students are allowed to enroll in two degree programs simultaneously, in accordance with Law No. 33 of April 12, 2022 (Provisions on simultaneous enrollment in two higher education courses) and subsequent ministerial decrees (DM 930/2022 and DM 933/2022). Requests for double enrollment will be evaluated by a special commission of the degree program, subject to verification of admission requirements.

Art. 8 - The educational path

CFU/hour correspondence for each type of activity (lectures, exercises, laboratories, internships and work placements, seminars)

University credits (CFU) are a measure of the volume of learning work, including individual study, required of a student with adequate initial preparation to acquire the knowledge and skills in the educational activities provided for in the teaching regulations of the degree programs, as indicated in Art. 5 of Ministerial Decree 270/04.

Any educational activity (teaching, laboratory, internship, thesis, etc.) of the study programs corresponds to a specific number of credits (CFU).

Each CFU corresponds to 25 hours of student commitment, including hours of educational activity in the presence of the teacher and hours of independent study and personal review necessary to complete the student's education.

The CFU corresponding to each educational activity are acquired by the student upon passing the exam or other form of assessment established in the course regulations.

Educational activities/CFU: see Annex 1.

Additional training activities (additional knowledge, internships, etc.): 8 credits

Thesis: 6 credits

Subjects chosen by the student letter d) (8 credits)

As part of their independent educational choices, students may choose between:

- courses offered in the Master's Degree Program in Hospitality for Sustainable Tourism Development, if not already chosen, or in other degree programs offered by the Department or the University, provided they are consistent with their educational path and taught in English.

Courses offered by University degree programs "planned" at national level.

Elective exams must be indicated by submitting an individual study plan in accordance with the procedures and deadlines set by the Student Secretariat.

II Language for tourism and hospitality (letter f 4 credits, second year)

The second languages offered are:

- German
- Spanish
- Italian (only for foreign students)
- French
- Russian
- Chinese

The following languages will be taught: German, Spanish, and Italian.

If French, Russian, or Chinese is chosen, a self-study program will be assigned with related tutoring activities for the study of the specific language chosen, which will be evaluated by means of an exam for the acquisition of 4 credits.

Additional training activities (letter f 8 credits) (Art. 10, paragraph 5, letter d)

Additional training activities may consist of:

- internships/work placements (see next paragraph);
- study abroad programs organized by the University of Insubria.
- Credits may also be awarded for study abroad programs organized independently, provided that they have a minimum duration of 60 hours and the training activity is duly documented, except in special cases that will be evaluated by the Department Council. University credits cannot be obtained for study abroad programs completed before enrollment at the university; participation in seminars offered as part of the Master's Degree Program in Hospitality for Sustainable Tourism Development;
- participation in summer schools and/or summer courses organized by the University of Insubria

- courses offered in the Master's Degree Program in Hospitality for Sustainable Tourism Development, where not already chosen, or in other degree programs offered by the Department or the University, provided they are consistent with the student's educational path and are taught in English. Courses offered by the University's degree programs "planned" at the national level cannot be chosen;
- training activities carried out at other universities or outside universities (such as exams, seminars, various courses, etc.) that are duly documented. Only training activities relevant to the Master's Degree Program in Modern Languages for Communication and International Cooperation may be recognized;
- duly documented work activities. Only work activities relevant to the Master's Degree program in Hospitality for Sustainable Tourism Development
- No university credits may be obtained for work activities carried out before enrollment at the university.

Internships

Students are free to choose the institution and/or company where they wish to carry out their internship, or they can refer to the offers published on the pages dedicated to Curricular Internships on the AlmaLaurea portal. The staff of the Academic Office is available to provide students with information on the administrative procedures for activating an internship and to indicate the general objectives to be achieved.

The activation of the internship requires the planning of a Training Project, agreed upon by the student, academic tutor, and company tutor, and the signing of a training and orientation internship agreement by the University and the host organization.

At the end of the internship, a final evaluation questionnaire must be completed, which is the only document that allows credits to be recognized by the Student Office.

Students who have earned at least 40 credits are eligible for the curricular internship.

The curricular internship, which awards 8 credits, lasts no less than 250 hours, which must be spread over no less than five weeks. No more than one internship may be carried out at the same institution.

The extracurricular internship awards one credit for every 50 hours, up to a maximum of 3 credits.

Recognition of professional skills or exams passed in previous careers

For the purposes of enrolling in the degree program and earning credits, students may be credited for both educational activities and previous work experience, in accordance with the provisions of

current regulations, as established by the Department Council and according to the criteria indicated in the paragraph

"Procedures for transfer from other courses of study."

Methods of assessment of educational activities

Exams

The instructor determines the nature and method of the exam, which may be written and/or oral. Credits for each course are awarded upon passing the exam, which is normally expressed as a mark out of thirty.

The assessment and evaluation methods are detailed in the course syllabi.

To view the dates and times of exams, visit the Student Services Web Services at

<https://uninsubria.esse3.cineca.it/ListaAppelliOfferta.do> and select one or more options from the drop-down menu at :

- the scheduled exam date
- the teaching structure, i.e., your Department or School
- the course of study, i.e., your degree program
- the teaching activity, i.e., the title of the course
- the teacher.

To register for exams, students must log in to their personal area of the Student Services Web Services: <https://idp.uninsubria.it/idp/profile/SAML2/Redirect/SSO?execution=e1s3>

i

Any prerequisites and/or restrictions:

Prerequisites

Passing the ACCOUNTING FOR SUSTAINABLE HOSPITALITY course is a prerequisite for the HOTEL MANAGEMENT FOR HOSPITALITY course.

Further prerequisites/requirements are specified in the transparency sheets, to which reference should be made.

Attendance

Attendance at the Master's degree course in Hospitality for Sustainable Tourism Development is not compulsory but is strongly recommended in order to achieve the learning objectives. Depending on the specific course, it may be possible to define a differentiated program for attending and non-attending students.

Art. 9 - Rules for the submission of study plans and individual study plans

The study plan must be submitted according to the deadlines set annually and published:

<https://www.uninsubria.it/formazione/consigli-e-risorse-utili/piano-di-studio/piano-di-studio-didec>

General rules

The study plan must comply with the number of credits to be acquired, the restrictions, and the prerequisite rules established by the study program regulations.

If the study plan is not approved, the student remains bound to comply with the previous study plan or, failing that, the statutory study plan until a new plan is approved.

The student's right to take exams related to educational activities is subject to the presence of the activity itself in the last approved study plan.

Students may not include in their study plan, nor take in another course, exams for courses offered in the

degree program in which they are enrolled.

For students participating in international mobility programs, if the recognized educational activities are not included in the student's last approved study plan, the Student Secretariat will modify it according to the instructions provided by the competent teaching body, at the same time as the recognition procedure. In order to facilitate enrollment in master's degree programs, students enrolled in a bachelor's degree program may include in their study plan no more than two additional courses beyond those required for the degree. Credits and grades obtained for additional courses are not included in the calculation of the grade point average but are recorded in the student's academic record.

Students enrolled in a position outside the standard duration of the program who intend to include an exam for a course activated in academic years subsequent to their enrollment in the program must first modify their study plan to include that course. Approval is delegated to the competent teaching body.

Individual study plans

Study plans that comply with the educational offerings included in the ministerial database are automatically approved, according to the procedure for the submission of study plans set out in the Student Secretariat Regulations.

Upon pre-enrollment, each student must submit their curriculum and chosen second language, and upon enrollment in the second year, they must submit their study plan indicating their chosen subjects. If, in subsequent years, students wish to change their initial choice second language and/or elective subjects in subsequent years, they may do so within the deadlines set for the submission of study plans.

Deadline for submitting study plans for 2025/26

Department of Law, Economics, and Cultures: from November 4, 2025, to December 15, 2025.

Art. 10 - Opportunities offered during the course of study

The degree program promotes a number of initiatives that complement and enrich the academic experience. In particular, students can participate in mobility and internationalization programs:

- Mobility abroad - Erasmus and other mobility programs link to the website <https://www.uninsubria.it/servizi/tutti-i-servizi/erasmus-studio>
- Erasmus with Italian universities :
 1. **University of Sassari:** Department of Economics and Tourism Management:
 - ✓ Partner university course: Innovation Management for Sustainable Tourism;
 - ✓ Duration of study period at another university: 6 months
 - ✓ 2 scholarships
 - ✓ <https://www.uniss.it/it/didattica/offerta-formativa/lauree-magistrali/innovation-management-sustainable-tourism>
 2. **University of Palermo**
 - ✓ Duration of study period at other university: 6 months
 - ✓ 2 scholarships

Information on the selection process or further information on participating in the program can be

found at the following link: <https://www.uninsubria.it/bandi-e-concorsi/bando-erasmus-studio-e-traineeship-aa-2025-2026>.

In addition, the degree program allows students to participate in the following international programs:

- **Summer School University of Applied Sciences Fulda (Germany)**
 - Blended Intensive Programs (BIP) are intensive courses that combine short periods of face-to-face teaching with online learning and collaboration. They are developed by groups of higher education institutions from different countries, allowing students from the University of Insubria to work together with students from other foreign universities .
- **Semester abroad - Niagara University (New York, USA)**
 - The Department of Law, Economics, and Culture at the University of Insubria offers the opportunity to spend a semester abroad at Niagara University, New York, USA. This program is offered to give students the chance to experience an international academic environment, build a global network with students and professors from different cultural backgrounds, and hone their language skills while studying abroad.
- **Maldives Workshop: Sustainable Tourism in Fragile Environments**
 - In collaboration with the University of Milano-Bicocca and the Marine Research and High Education Center (MaRHE), this week-long workshop studies sustainable tourism in fragile environments. It is held annually in the Maldives in January and is designed to highlight the importance of balancing tourism development with the conservation of delicate ecosystems.

The study program, in collaboration with the university offices, supports students in organizing **Internships and work placements**: Curricular internships are included in the study plans and take place during the course period, also for the purposes of completing the thesis.

They are designed to refine the student's learning and training process, alternating between study and work.

They are governed, including in terms of duration, by university regulations, in compliance with the relevant national legislation.

Administrative management (signing of individual agreements with companies/public bodies and training projects) is the responsibility of the Internship Offices located in the University Departments.

Curricular internships provide for the recognition of training credits necessary for the acquisition of the degree; for this reason, each internship offer will be evaluated by the competent teaching structure in the following aspects: consistency with the student's educational path, validity of the content, consistency of the duration (number of months and total hours) with the number of credits required for curricular internships in the specific course;

Art. 11 - Awarding of the qualification

The procedures for obtaining the qualification are described on the web page:

<https://www.uninsubria.it/servizi/tutti-i-servizi/domanda-di-laurea>

Administrative deadlines:

- 45 days before the graduation session: submit the graduation application online;
- 25 days before the graduation ceremony: deadline by which exams must be completed.

Thesis submission - Withdrawal of graduation application:

- 10/15 days before the graduation session: submit the final thesis by uploading it online in electronic format (the only format accepted is PDF/A-2b).
- The thesis will be approved by the supervisor within 8/10 days before the start of the graduation session for which the student is duly enrolled.
- Failure to obtain approval will result in non-admission to the graduation session.
- 10 days before the graduation session: withdrawal of the graduation application: if the student does not intend to take the final graduation exam in the session for which they have submitted an application, they must formalize their withdrawal using the appropriate form, which must be sent to the Student Secretariat within 10 days of the session via the Infostudenti service. In this case, they must submit a new application for admission to the graduation exam, following the online procedure again.

Final exam requirements

In the second year of the course, students in each curriculum must acquire 6 credits related to passing the final exam. The score is composed as follows: 4 credits for preparation and 2 credits for the discussion.

The master's degree is awarded upon passing a final exam consisting of the presentation and discussion of an original written paper, to be written in English, before an examination board. The paper will focus on a topic related to one of the subjects covered in the curriculum, provided that the topic is consistent with the chosen path. The student is supervised by a supervisor and, if necessary, assisted by a second supervisor.

The program committee encourages thesis projects that, in addition to the necessary theoretical depth, highlight applications to various businesses in the sector through the study of case studies, including those derived from the student's internship/work experience, or through the development of empirical tests.

The final exam is held orally before a Degree Committee composed in accordance with the University's Teaching Regulations (Article 29).

Based on the decision of the Department of Law, Economics, and Culture Council, graduating students, at the time of

the preliminary degree assessment, will be awarded:

- 0.33 points for each distinction achieved in educational activities with a value equal to or greater than 6 CFU;
- one additional point for completing the course of study on time (within the last graduation session scheduled in March of the second year of the relevant course).
- one additional point for those who have completed the Erasmus study program or the Italian Erasmus program.

In addition, the assessment of the thesis defense may lead to an increase in marks, compared to the curriculum average, corresponding to:

- up to two points (sufficient), for papers that merely compile existing literature or simply review the state of the art or related debate;

- up to four points (good), for papers that are methodologically well-structured, organized, and discussed;
- up to six points (very good), for complete papers that are accurate in method and presentation and/or original in some insight or conclusion.

The committee may, however, award higher scores on the basis of a reasoned report prepared by the supervising professor.

For further information and details, please consult the course webpage:

<https://www.uninsubria.it/formazione/offerta-formativa/corsi-di-laurea/hospitality-sustainable-tourism-development>

Upon completion of the degree, a Diploma Supplement will be issued. – brief description of the document

The Diploma Supplement (DS) is a document that supplements the official degree obtained at the end of a course of study at a university or higher education institution. The DS provides a description of the nature, level, context, content, and status of the studies undertaken and completed by the student according to a standard 8-point model developed on the initiative of the European Commission, the Council of Europe, and UNESCO.

Art. 12 - Quality assurance of the study program

With regard to Quality Assurance, reference is made to the procedures, methodological approach, and terms defined by the University Quality Assurance Committee, taking into account the provisions of the MUR and ANVUR, especially with regard to the preparation of material intended for the SUA-CdS.

The collegial body responsible for the degree program is the **Council of the Department of Law, Economics, and Culture**, which normally meets monthly for routine management activities, to review and deliberate, where required, on the preliminary activities carried out by **the Committees of the Heads/AiQua Commissions** set up for each degree program or by **the Commissions delegated** to individual activities of the degree program itself (teaching planning, student procedures, internships and work placements, guidance, agreements and collaborations with other Italian and foreign universities, laboratories, seminars, exam calendars, degrees, and lessons, etc.).

All ordinary management is documented in the minutes of the Department Council.

All routine management is documented in the minutes of the Department Council.

The teaching secretariat can be reached:

- for the Como campus at Via S. Abbondio, 12 - 22100 Como, which can also be contacted through the **INFOSTUDENTI** service <https://www.uninsubria.it/servizi/tutti-i-servizi/infostudenti-servizio-informazioni-gli-studenti>

The Department has a Quality Education Manager Service - DiDEC

The Teaching and Quality Manager (MDQ) is a liaison figure in the organization of training processes, with particular reference to the support provided to students and teachers and the relations between these figures and other administrative operators: through this activity, they participate in the rationalization and simplification of procedures between the offices involved in the management of

teaching and student services.

Unlike the Student Secretariat, which deals with the administrative management of students' careers (and is the point of reference for the administrative resolution of problems), the MDQ is the point of reference for the managerial/organizational resolution of problems.

The service is provided by the Help Desk at the DiDEC Academic Office

<https://www.uninsubria.it/ateneo/tutte-le-sedi/sportello-segreteria-didattica-didec> and is dedicated to:

- Prospective students
- Students
- Graduates

The AiQua Commission of the Hospitality for Sustainable Tourism Development master's degree program is the main protagonist in the self-assessment process of the degree program, playing a fundamental role in the management of the internal quality assurance processes of each degree program (CdS) through planning, implementation, monitoring, and control activities. In addition to the Committee of Managers, it is also composed of students and teaching assistants:

Professors for the three-year period 2025/2028:

- Roberta MINAZZI (Coordinator)
- Daniele GRECHI
- Giuseppe PORRO

Students:

- Denise BOVENZI
- Marta CASATI

Staff:

- Barbara ARCARI
- Monica LAPENNA

The AiQua Commission of the CdS reports directly to the Department Council, which deliberates.

The **Joint Teacher-Student Committee (CPDS)** of the Department of Law, Economics, and Culture is composed of four teachers and four students representing the degree programs affiliated with the Department, namely:

- one teacher and one student representing the Master's Degree Course in Law at the Como campus
- one teacher and one student representing the Master's Degree Course in Law at the Varese campus
- one professor and one student representing the Bachelor's Degree Programs in Tourism Sciences
- one professor and one student representing the Master's Degree Program in Hospitality for Sustainable Tourism Development
- one professor and one student representing the Master's Degree Program in Modern Languages for Communication and International Cooperation.

The **CPDS** meets monthly and, in dialogue with the AIQUA Committees of the individual degree programs, examines issues relating to the quality of teaching in accordance with the deadlines set by the University Quality Assurance Committee and the Department Council, the decision-making body for the degree programs under the Commission's jurisdiction.

The **CPDS** analyzes the educational offering as a whole, paying particular attention to the results of student opinion surveys and the recommendations contained in the Annual Report of the Evaluation Unit, highlighting any critical issues and formulating proposals for improvement to the management bodies of the individual degree programs, which are ultimately responsible for implementing corrective actions.

The **CPDS** discusses and deliberates on the QA documents under its jurisdiction, including, first and foremost, the Annual Report.

In order to make its actions more effective, the preparatory tasks for the drafting of the Commission's Annual Report or the discussion of issues relevant to individual degree programs may be entrusted to subcommittees set up for each degree program in accordance with the principle of equal representation of teachers and students.

The **CPDS** is currently composed of:

Professors for the three-year period 2025/2028:

- Giuseppe COLANGELO (Chair) - Tourism Sciences Degree Program
- Marta CENINI - Como Law Degree Program
- Andrea MENGALI - Law Degree Program, Varese
- Giulia TIBERI - Modern Languages Degree Program
- Deborah TOSCHI - Hospitality Degree Program

Students:

- Francesco Fortunato MESITI
- Rocco MASTELLONE
- Valentina PARISI
- Alessia IERNA
- Simone MALTAGLIATI

Technical and administrative support:

- Barbara ARCARI
- Eduardo PRENCIS
- Mattia BANDERA

Link to the dedicated web page <https://www.uninsubria.it/ateneo/la-nostra-qualita/opinioni-degli-studenti>

At the end of the internship, students fill out a questionnaire to assess their level of satisfaction with the internship and work experience:

1. For the results of the opinions of undergraduates and graduates, the CdS refers to the surveys conducted by the AlmaLaurea Interuniversity Consortium, which are also available on the

course webpage: opinions of students and graduates

At the end of the internship, students fill out a questionnaire to assess their level of satisfaction with the internship or work experience:

1. Students evaluate teaching through an online questionnaire, which is separate for "attending" and "non-attending" students. The questionnaire is administered to all students, between the 2nd/3rd week and the end of the semester, through the career management system (ESSE3), which students access to register for exams. The system guarantees anonymity to respondents.
2. For the results of the opinions of undergraduates and graduates, the CdS refers to the surveys conducted by the AlmaLaurea Interuniversity Consortium, which are also available on the course website: opinions of students and graduates

Art. 13 - Final and transitional provisions

The University guarantees the completion of degree programs and the awarding of the relevant qualifications, in accordance with the previous teaching regulations, to students already enrolled on the date of entry into force of these teaching regulations.

The Department ensures and regulates the possibility for students referred to in the previous paragraph to opt for enrollment in newly established bachelor's or master's degree programs.

Studies completed to obtain university diplomas based on the previous teaching regulations are evaluated in credits and recognized for the attainment of the degrees provided for in these Regulations.

attachments:

1. Attachment 1 – Study plan
2. Attachment 2 – Summary of course objectives (at least the compulsory courses, both common and specialized)

Attachment 1 – Study Plan

I-II YEAR CURRICULUM - SUSTAINABLE HOSPITALITY MANAGEMENT (SHM)

A N Y O		Name TEACHING	S.S.D. (formerly DM 855/2015)	S.S.D. (Ministeria 1 Decree 639/2024)	DISCIPLINARY AREA/TAF	C F U	C F U tot	O R E	PREREQUISITE S
1		DESTINATION MANAGEMENT AND MARKETING	SECS-P/08	ECON-07/A	Economic disciplines /B		8	50	
1		BUSINESS ENGLISH FOR TOURISM AND HOSPITALITY	L-LIN/12	ANGL-01/C	Foreign Languages /B		10	60	
1		ENVIRONMENTAL AND URBAN SOCIOLOGY	SPS/08	GSPS-06/A	Legal, social, and anthropological-cultural disciplines /B		8	50	
1		PUBLIC LAW FOR SUSTAINABLE CULTURAL TOURISM AND HOSPITALITY	IUS/09	GIUR-05/A	Legal, social, and anthropological-cultural disciplines /B		8	50	
1		ENVIRONMENTAL AND REGIONAL ECONOMICS	SECS-P/02	ECON-02/A	Economics and Management/B		8	50	
1		ACCOUNTING FOR SUSTAINABLE HOSPITALITY	SECS-P/07	ECON-06/A	Economics and Management/B		8	50	
1		SUSTAINABLE TOURISM GEOGRAPHY	M-GGR/01	GEOG-01/A	Geographical-territorial disciplines/B		8	50	
1		LABORATORY "DATA ANALYSIS FOR DESTINATION DEVELOPMENT"	SECS-P/07 SECS-P/08	ECON-06/A ECON-07/A	Additional training activities (Art. 10, paragraph 5, letter d)/F		4	25	
2		ADMINISTRATIVE LAW OF SUSTAINABILITY	IUS/10	GIUR-06/A	Related or complementary training activities /C		8	50	
2		HOTEL MANAGEMENT FOR HOSPITALITY	SECS-P/08	ECON-07/A	Related or complementary training activities /C		8	50	ACCOUNTING FOR SUSTAINABLE HOSPITALITY
2		COMMUNICATION AND NEW MEDIA	L-ART/06	PEMM-01/B	History, arts, and performing arts/B		8	50	

2		A LANGUAGE OF YOUR CHOICE FROM: - BUSINESS GERMAN FOR TOURISM AND HOSPITALITY - BUSINESS SPANISH FOR TOURISM AND HOSPITALITY - BUSINESS ITALIAN FOR TOURISM AND HOSPITALITY <u>(FOR FOREIGN STUDENTS ONLY)</u> - BUSINESS FRENCH FOR TOURISM AND HOSPITALITY * - BUSINESS RUSSIAN FOR TOURISM AND HOSPITALITY* - BUSINESS CHINESE FOR TOURISM AND HOSPITALITY * *SELF-STUDY COURSES	L-LIN/14 L-LIN/07 L-LIN/02 L-LIN/04 L-LIN/21 L-OR/21	GERM-01/C SPAN-01/C GLOT-01/B FRAN-01/B SLAV-01/A ASIA-01/F	Additional language skills/F		4	30	
One course to be chosen from:									
2		CONTRACT LAW FOR TOURISM AND E-COMMERCE	IUS/01 IUS/07	GIUR-01/A GIUR-04/A	Related or complementary training activities /C		8	50	
2		PRIVATE AND COMMERCIAL LAW FOR TOURISM	IUS/05	GIUR-03/A	Related or complementary training activities /C		8	50	

OTHER ACTIVITIES

A N N O	S E M	Name TEACHING	S.S.D. (former Ministerial Decree 855/2015)	S.S.D. (Ministerial Decree 639/2024)	DISCIPLINARY FIELD/TAF	C F U	O R E	PREPARATORY
2		STUDENT'S CHOICE			Training activities chosen by the student/D	8		
2		ADDITIONAL TRAINING ACTIVITIES (additional knowledge, internships, etc.)			Additional training activities - additional knowledge - internships/F	8		
2		PREPARATION OF THESIS			Final exam/E	4		
2		THESIS DISCUSSION			Final exam/E	2		

I-II YEAR CURRICULUM - HERITAGE AND CULTURAL TOURISM MANAGEMENT (HCTM)

A N Y O	Name TEACHING	S.S.D. (former Ministerial Decree 855/2015)	S.S.D. (Ministe rial Decree 639/202 4)	DISCIPLINARY FIELD/TAF	C F U	C F U t o t	O R E	PREREQUI SITES
1	DESTINATION MANAGEMENT AND MARKETING	SECS-P/08	ECON- 07/A	Economics and Management/B		8	50	
1	BUSINESS ENGLISH FOR TOURISM AND HOSPITALITY	L-LIN/12	ANGL- 01/C	Foreign Languages/B		1 0	60	
1	ENVIRONMENTAL AND URBAN SOCIOLOGY	SPS/08	GSPS- 06/A	Legal, social, and anthropological-cultural disciplines /B		8	50	
1	MEDIEVAL ART AND ARCHAEOLOGY OF THE TERRITORY	L-ART/01	ARTE- 01/A	History, arts, and performing arts/B		8	50	
1	ECONOMICS OF ART AND CULTURE	SECS-P/03	ECON- 03/A	Related or complementary training activities/C		8	50	
1	PRIVATE LAW OF ART AND CULTURE	IUS/01	GIUR- 01/A	Legal, social, and anthropological-cultural disciplines /B		8	50	
1	SUSTAINABLE TOURISM GEOGRAPHY	M-GGR/01	GEOG- 01/A	Geographical-territorial disciplines/B		8	50	
1	LABORATORY "AUGMENTED REALITY FOR CULTURAL HERITAGE"	L-ART/06	PEMM- 01/B	Additional training activities (Art. 10, paragraph 5, letter d)/F		4	25	
2	CONTEMPORARY ART HISTORY: TERRITORY, METHODS, CRITICAL INSTRUMENTS	L-ART/03	ARTE- 01/C	History, Arts, and Performing Arts/B		8	50	
2	ONE LANGUAGE TO CHOOSE FROM: - BUSINESS GERMAN FOR TOURISM AND HOSPITALITY - BUSINESS SPANISH FOR TOURISM AND HOSPITALITY - BUSINESS ITALIAN FOR TOURISM AND HOSPITALITY <u>(FOR FOREIGN STUDENTS ONLY)</u> - BUSINESS FRENCH FOR TOURISM AND HOSPITALITY * - BUSINESS RUSSIAN FOR TOURISM AND HOSPITALITY* - BUSINESS CHINESE FOR TOURISM AND HOSPITALITY *	L-LIN/14 L-LIN/07 L-LIN/02 L-LIN/04 L-LIN/21 L-OR/21	GERM- 01/C SPAN- 01/C GLOT- 01/B FRAN- 01/B SLAV- 01/A ASIA- 01/F	Additional language skills/F		4	30	

		- *SELF-STUDY COURSES						
2		ADMINISTRATIVE LAW OF SUSTAINABILITY	IUS/10	GIUR-06/A	Related or complementary training activities /C		8	50
2		MUSEUM STUDIES AND HERITAGE: PRESERVATION, COMMUNICATION, DISPLAY	L-ART/04	ART - 01/D	History, arts, and performing arts/B		8	50
One course to be chosen from:								
2		RELIGIOUS TOURISMS: ECONOMIC-LEGAL AND ANTHROPOLOGICAL PROFILE	IUS/11	GIUR-07/A	Related or complementary training activities /C		8	50
2		LEGISLATION FOR TOURISM IN A COMPARATIVE LAW PERSPECTIVE	IUS/21	GIUR-11/B	Related or complementary training activities /C		8	50

OTHER ACTIVITIES

A N N O		Name TEACHING	S.S.D. (former Ministerial Decree 855/2015)	S.S.D. (Ministerial Decree 639/2024)	DISCIPLINARY FIELD/TAF	C F U	O R E	PREPARATO RY
2		STUDENT'S CHOICE			Training activities chosen by the student/D	8		
2		ADDITIONAL TRAINING ACTIVITIES (additional knowledge, internships, etc.)			Additional training activities - additional knowledge - internships/F	8		
2		PREPARATION OF THESIS			Final exam/E	4		
2		THESIS DISCUSSION			Final exam/E	2		

Appendix 2 – Summary of course objectives

Compulsory courses

<i>Course name</i>	<i>Year</i>	<i>Educational objectives – summary taken from the syllabus</i>
FIRST SEMESTER	FIRST YEAR	
DESTINATION MANAGEMENT AND MARKETING		<p>The course addresses the topic of destination management and marketing with particular reference to recent developments and changes in tourism. Considering the strong impact that tourism can have on destinations, the course analyzes the main marketing and management strategies that a territory can develop to compete internationally and improve its performance. A specific part of the course is dedicated to analyzing, from both a theoretical and practical point of view, the role and importance of collaboration between various stakeholders (in the public and private sectors) in achieving these objectives. The main topics of the course include: the role of Destination Management Organizations (DMOs) and the destination in creating and promoting the tourist experience; the importance of management and marketing strategies applied to the destination to increase international competitiveness; the impact of tourism on the destination; tourism product planning and development, positioning and branding strategies; how to use resources, the ability to create networks and partnerships between various stakeholders.</p> <p>At the end of the course, students will be able to:</p> <ol style="list-style-type: none">1. Critically analyze and discuss key marketing concepts applied to destinations and the tourist experience2. Demonstrate an adequate understanding of the latest marketing and management strategies associated with the destination3. Critically analyze the impact of various stakeholder groups in the context of the tourist destination4. Develop problem-solving skills, applying what has been learned to make strategic decisions5. Demonstrate oral and written communication skills and develop critical thinking on issues specific to the professional context6. Work independently and in a team to gather and analyze information in order to solve business problems and make strategic decisions.

BUSINESS ENGLISH FOR TOURISM AND HOSPITALITY		<p>Effective communication requires excellent language skills in the tourism and hospitality sector, where professionals are required to have a particularly accurate and fluent command of written and spoken English on a daily basis. The Business English for Tourism and Hospitality course focuses mainly on the functional use of language and specialized vocabulary. The aim of the course is to:</p> <ul style="list-style-type: none"> • to perfect communication skills in English with a particular focus on style, register, prosody, and rhetoric • to develop the professional skills necessary to work in the tourism and hospitality sector, e.g., promoting tourist destinations and offering advice, handling requests and providing information, managing negotiations, drafting documents and reports, and 'selling' services and destinations • improve linguistic accuracy through an integrated grammatical-function approach • acquire specialized vocabulary for different contexts • activate the language skills acquired in role-plays and ad hoc situational exercises • Perfect and deepen intercultural knowledge and skills.
ENVIRONMENTAL AND URBAN SOCIOLOGY		<p>The objectives of the course include developing an in-depth understanding of modernization processes, both in historical terms and in their sociological meanings; mastering the premises, structuring mechanisms, and implications of the relationships that the paradigm of modernity has established with regard to the environment, nature, and the material dimension of social life; the exploration of the relationship between modernity and tourism in its infrastructural, socio-economic, geopolitical, cultural, and practical dimensions; the study of some of the main works and research that have structured the disciplines of sociology and urban sociology; the appropriation of the lexicon and main categories of these disciplines; the ability to exercise sociological imagination both in relation to the exercises proposed and independently by students.</p>

PUBLIC LAW FOR SUSTAINABLE CULTURAL TOURISM AND HOSPITALITY		<p>The course on "Public Law for Sustainable Cultural Tourism" is part of the "Sustainable Hospitality Management (SHM) Curriculum," a curriculum aimed at preparing qualified experts in hospitality management involving both private and public operators engaged in the development of a tourist destination. The Curriculum provides students with the managerial tools required by companies operating in the hospitality industry, empowering them with advanced knowledge in: destination management and marketing, communication, economics and law, sustainability, project management.</p> <p>Within the SHM Curriculum, the course on "Public Law for Sustainable Cultural Tourism" allows students to develop a clear picture of the legal aspects, competences, and activities of the different public institutions in the tourism sector at international, supranational, and national levels, also taking into consideration regional and municipal legal systems. The study of the relationships between the various public and private subjects in the tourism sector allows students to understand how to encourage collaboration policies and mitigate conflict situations. Understanding the roles that the various parties play in the design of the tourist offer allows for the development of a collaborative approach in the field of integrated tourism offer. Moreover, the course is devoted to exploring the human rights associated with tourism development and tourism businesses. Soft skills will also be boosted through the development of a project work on sustainable tourism developed in groups, to be presented in class.</p>
SECOND SEMESTER	FIRST YEAR	

<p>ENVIRONMENTAL AND REGIONAL ECONOMICS</p>	<p>The course applies the principles of economic analysis to the management of environmental resources (tangible and intangible). It is believed, in fact, that the tourism sector relies on the availability and quality of these resources as a crucial productive factor and that the professionals who lead it are interested in responsible use, enhancement, and conservation of the natural and environmental heritage.</p> <p>The underlying objective of the course is to raise awareness of the impact that economic activity has on the environment and to provide tools for reading and interpreting economic phenomena from a sustainability perspective.</p> <p>For this reason, particular attention is paid to:</p> <ul style="list-style-type: none"> a) methods of environmental impact analysis; in particular, cost-benefit analysis categories are examined in order to develop the ability to assess the full range of costs and benefits (direct and indirect) of economic initiatives involving the use of environmental resources b) economic policy interventions: in particular, from a behavioral economics perspective - and alongside the study of prescriptive and prohibitive measures - the issue of the correct distribution of incentives for the sustainable use of environmental resources is addressed. <p>Depending on the professional profiles to be trained, the course—while not ignoring the global aspects of the relationship between economics and the environment (climate change, global warming)—will focus on local choices and dynamics, with an emphasis on microeconomics.</p> <p>The first part of the course (lecturer: Giuseppe Porro) aims to:</p> <ul style="list-style-type: none"> - Provide students with information on the fundamental concepts and mechanisms of analyzing the relationship between the economy and environmental resources - Provide theoretical (descriptive models) and empirical (methods of analysis) elements for understanding the interactions between the economic system and the environment - Raise awareness of the different approaches available to economic policy to regulate these interactions (prescriptions and prohibitions, incentives) <p>At the end of this first part, students are expected to:</p> <ul style="list-style-type: none"> - Have become familiar with the typical categories of analysis in environmental economics - Be able to set up a cost-benefit analysis for a specific economic initiative - Be able to illustrate the reasons for and content of economic policy measures (prescriptive or regulatory), discussing their appropriateness for the problem under consideration <p>The second part (instructor: Flavia Cortelezzi) aims to:</p> <ul style="list-style-type: none"> - Provide students with information on environmental issues and economic policies implemented at the international level, with a view to increasing globalization, especially in industrialized economies.
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		<p>- Explore the relationships between developing countries and the environment, both from a positive and a regulatory point of view, analyzing the main public policies implemented</p> <p>At the end of this second part, students are expected to:</p> <p>- Be able to understand and analyze complex international environmental issues, as well as the reasons for and content of recently adopted economic policy measures (prescriptive or regulatory), by studying and discussing case studies in depth and in an appropriate manner.</p>
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ACCOUNTING FOR SUSTAINABLE HOSPITALITY		<p>Understanding issues related to financing the sustainability of a business and sustainability reporting</p> <ul style="list-style-type: none"> - Become familiar with the main ESG reporting models - Understand stakeholder expectations in terms of transparency, accountability, data, and rigor - Learn about socially responsible investing (SRI) and ESG investing - Gain an understanding of materiality and stakeholder engagement in relation to ESG factors
SUSTAINABLE TOURISM GEOGRAPHY		Develop a critical awareness of tourism and sustainability issues
FIRST SEMESTER	YEAR II	LEARNING OBJECTIVES
COMMUNICATION AND NEW MEDIA	II	<p>The main objective of the course is to provide a solid understanding of the contemporary media landscape, with particular reference to new media.</p> <p>Expected outcomes:</p> <ol style="list-style-type: none"> 1. Know and understand the main elements that distinguish new media from traditional media (remediation, relocation, participation, digital image, computational image, interface, etc.) 2. Apply the knowledge acquired in the analysis of case studies

Compulsory courses to be chosen from:

<i>Course name</i>	<i>Year</i>	<i>Educational objectives – summary</i>
FIRST SEMESTER	YEAR	LEARNING OBJECTIVES
BUSINESS GERMAN FOR TOURISM AND HOSPITALITY	II	<p>The Business Language for Tourism and Hospitality courses aim to enhance specific language knowledge and skills in contexts related to tourism and hospitality. The relevant vocabulary (German, Spanish, Italian, French, Russian, and Chinese) will be developed through exercises and readings dedicated to different types of travel, job opportunities in the sector, correspondence and forms of written communication, as well as social and environmental aspects and issues related to sustainability. The courses promote the acquisition of skills useful for written and oral communication in the tourism sector, including essential vocabulary and grammar, professional glossaries, tourist presentations and proposals, essential historical and social concepts (e.g., Agenda 2030), and insights into art, literature, culture, and the environment.</p>
BUSINESS SPANISH FOR TOURISM AND HOSPITALITY	II	
BUSINESS ITALIAN FOR TOURISM AND HOSPITALITY (FOR FOREIGN STUDENTS ONLY)	II	
BUSINESS FRENCH FOR TOURISM AND HOSPITALITY *	II	
BUSINESS RUSSIAN FOR TOURISM AND HOSPITALITY *	II	
BUSINESS CHINESE FOR TOURISM AND HOSPITALITY	II	

SECOND SEMESTER	YEAR	TRAINING OBJECTIVES
CONTRACT LAW FOR TOURISM AND E-COMMERCE	II	<p>The course aims to address contract law in general and to explore in depth the main contracts that may be of interest to tourists and operators in the tourism sector. In particular, the course will focus on tourism and transport contracts, both in-person and online, and employment contracts.</p> <p>Students will be able to understand and use legal terminology and the main institutions and categories of contract law relating to the world of tourism.</p> <p>Practical applications and case studies will be used to improve the students' understanding and provide them with the knowledge necessary to deal with various legal issues related to the world of contracts that various professionals working in the tourism industry may be called upon to resolve.</p> <p>Students will be able to recognize not only the strictly technical-legal aspects but also the quasi-legal and socio-cultural aspects (sustainability, new technologies, ethics) of the tourism sector.</p>
PRIVATE AND COMMERCIAL LAW FOR TOURISM	II	NOT FOUND

Related courses letter C – Courses chosen by the student

<i>Course name</i>	<i>Year</i>	<i>Educational objectives – summary</i>
LABORATORY "DATA ANALYSIS FOR DESTINATION DEVELOPMENT"	YEAR	Students will apply qualitative/quantitative and statistical tools in order to understand, analyze, and comment on the fundamental characteristics of a tourist destination.

ADMINISTRATIVE LAW OF SUSTAINABILITY	YEAR II	<p>The course "Administrative Law of Sustainability" is part of the "Sustainable Hospitality Management (SHM) Curriculum," a program of study that aims to prepare qualified experts in hospitality management involving public and private operators engaged in the development of a tourist destination.</p> <p>The Curriculum provides students with the managerial tools required by companies operating in the hospitality sector, equipping them with advanced knowledge in: destination management and marketing, communication, economics and law, sustainability, and project management.</p> <p>Within the SHM curriculum, the course "Administrative Law of Sustainability" allows students to develop a clear understanding of the legal aspects and regulations and programs that govern relations between public and private entities. Students will be able to master the most common tools of administrative law, including consensual ones, and to understand and manage environmental protection issues in the territory, both in terms of planning and prevention and in terms of remediation.</p> <p>The overall objective of this course is to provide students with an understanding of law in general and to increase their awareness and general knowledge in the field of environmental law at the supranational and national levels. In particular, the course aims to provide the advanced technical and operational skills necessary for the use and exploitation of natural resources within the limits of environmental protection regulations and criteria of effectiveness, efficiency, and cost-effectiveness.</p> <p>At the end of the course, students are expected to be prepared to understand current environmental regulations and the approach to the dynamics of resolving environmental problems that may arise in relation to the implementation and development of economic activities. The study of the relationships between various public and private entities allows students to understand how to promote collaborative policies and mitigate situations of conflict. Finally, knowledge of the environmental rules and authorization procedures that the various entities involved in land management must comply with is essential for understanding and resolving environmental issues related to economic initiatives. In particular, students will be able to guide local companies towards innovative management dynamics based on sustainability.</p>
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HOTEL MANAGEMENT FOR HOSPITALITY	YEAR II	<p>At the end of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Critically analyze and discuss the organizational structures and key concepts of hotel tourism businesses 2. Demonstrate an adequate understanding of the latest trends in various organizational models in the hotel sector 3. Critically analyze the impact of various stakeholder groups in defining organizational structure 4. Develop problem-solving skills, applying what they have learned to define organizational models in the hotel business 5. Demonstrate oral and written communication skills and develop critical thinking on issues specific to the professional context 6. Work independently and in a team to gather and analyze information in order to solve business problems and present proposals for the development of the organization.
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Curriculum Heritage and Cultural Tourism Management (HCTM)

<i>Course name</i>	<i>Year</i>	<i>Learning objectives – summary taken from the syllabus</i>
FIRST SEMESTER	FIRST YEAR	
DESTINATION MANAGEMENT AND MARKETING		<p>The course addresses the topic of destination management and marketing with particular reference to recent developments and changes in tourism. Considering the strong impact that tourism can have on destinations, the course analyzes the main marketing and management strategies that a territory can develop to compete internationally and improve its performance. A specific part of the course is dedicated to analyzing, from both a theoretical and practical point of view, the role and importance of collaboration between various stakeholders (in the public and private sectors) in achieving these objectives. The main topics of the course include: the role of Destination Management Organizations (DMOs) and the destination in creating and promoting the tourist experience; the importance of management and marketing strategies applied to the destination to increase international competitiveness; the impact of tourism on the destination; tourism product planning and development, positioning and branding strategies; how to use resources, the ability to create networks and partnerships between various stakeholders.</p> <p>At the end of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. Critically analyze and discuss key marketing concepts applied to destinations and the tourist experience 2. Demonstrate an adequate understanding of the latest marketing and management strategies associated with the destination 3. Critically analyze the impact of various stakeholder groups in the context of the tourist destination 4. Develop problem-solving skills, applying what they have learned to make strategic decisions 5. Demonstrate oral and written communication skills and develop critical thinking on topics specific to the professional context 6. Work independently and in groups to gather and analyze information in order to solve business problems and make strategic decisions.

BUSINESS ENGLISH FOR TOURISM AND HOSPITALITY	I	<p>Effective communication requires excellent language skills in the tourism and hospitality sector, where professionals are required to have a particularly accurate and fluent command of written and spoken English on a daily basis. The Business English for Tourism and Hospitality course focuses mainly on the functional use of language and specialized vocabulary. The aim of the course is to:</p> <ul style="list-style-type: none"> • to perfect communication skills in English, with particular attention to style, register, prosody, and rhetoric • to develop the professional skills necessary to work in the tourism and hospitality sector, e.g., promoting tourist destinations and offering advice, handling requests and providing information, managing negotiations, drafting documents and reports, and 'selling' services and destinations • improve linguistic accuracy through an integrated grammatical-functional approach • acquire specialized vocabulary for different contexts • activate the language skills acquired in role-plays and ad hoc situational exercises • Perfect and deepen intercultural knowledge and skills.
ENVIRONMENTAL AND URBAN SOCIOLOGY	I	<p>The objectives of the course include developing an in-depth understanding of modernization processes, both in historical terms and in their sociological meanings; mastering the premises, structuring mechanisms, and implications of the relationships that the paradigm of modernity has established with regard to the environment, nature, and the material dimension of social life; the exploration of the relationship between modernity and tourism in its infrastructural, socio-economic, geopolitical, cultural dimensions and the practices involved; the study of some of the main works and research that have structured the disciplines of sociology and urban sociology; the appropriation of the lexicon and main categories of these disciplines; the ability to exercise sociological imagination both in relation to the exercises proposed and independently by students.</p>
MEDIEVAL ART AND ARCHAEOLOGY OF THE TERRITORY	I	<p>The course aims to provide broad information on aspects of architecture, art, and archaeology relating to the medieval period in the Insubria area. However, the aim of the course is not to train experts in medieval art history and archaeology, but rather to provide the tools for the informed evaluation of individual monumental and archaeological contexts relating to the Western Middle Ages as an example, applicable also to other contexts, for the development of informed tourist itineraries.</p>
SECOND SEMESTER	YEAR I	

ECONOMICS OF ART AND CULTURE	I	<p>The Economics of Art and Culture course is divided into two distinct modules, in order to allow students to learn both the general fundamentals of microeconomic theory and the application of these fundamentals to a broad field such as cultural production and consumption.</p> <p>The first module considers the main artistic and cultural sectors from the perspective of economic theory, focusing in particular on the analysis of the supply and demand of art, culture, and entertainment. For this reason, the first module will introduce students to the main concepts of microeconomics.</p>
PRIVATE LAW OF ART AND CULTURE	I	The course aims to examine the relationship between private law and art, providing an overview of the main private law issues that may be of interest to operators in the sector.
SUSTAINABLE TOURISM GEOGRAPHY	I	Developing a critical awareness of tourism and sustainability issues
FIRST SEMESTER	YEAR	
CONTEMPORARY ART HISTORY: TERRITORY, METHODS, CRITICAL INSTRUMENTS	II	<p>The course aims to provide a comprehensive and systematic knowledge of contemporary art, with particular reference to the main movements that characterized the twentieth century. Students will be provided with the fundamental methodological tools for understanding and analyzing the themes and works of art of the period covered, but above all, they will work towards acquiring autonomy in reading and interpreting contemporary art phenomena. Crucial will be the acquisition of a series of operational skills that will allow students, already during the course, to apply the notions received in class to the knowledge and enhancement of the territorial heritage. In a process of constant sharing and active collaboration with students, the territory will be analyzed as a context of cultural production, characterized and characterizing. The expected learning outcomes therefore include the ability to interpret a work of art independently, to navigate the geographical and temporal guidelines of the main Western artistic phenomena using specific and sector-specific vocabulary, and to construct one's own cognitive path—including bibliographic—of particular artistic phenomena, works of art, and cultural sites.</p>
SECOND SEMESTER	YEAR II	
MUSEUM STUDIES AND HERITAGE: PRESERVATION, COMMUNICATION, DISPLAY	II	The course aims to provide an up-to-date overview of the museological and museographic debate based on the analysis of historical examples, with particular attention to local realities and new technologies for the enhancement of cultural heritage.

Compulsory courses to be chosen from:

<i>Course name</i>	<i>Year</i>	<i>Learning objectives – summary</i>
FIRST SEMESTER	YEAR	
BUSINESS GERMAN FOR TOURISM AND HOSPITALITY	II	The course aims to enhance specific language skills and knowledge in contexts related to tourism and hospitality. German vocabulary related to this field will be developed through exercises and readings dedicated to different types of travel, job opportunities in the sector, correspondence and forms of written communication, as well as social and environmental aspects and issues related to sustainability. The course promotes the acquisition of skills useful for written and oral communication in the tourism sector, including essential vocabulary and grammar, professional glossaries, presentations and tourism proposals, essential historical and social concepts (e.g., Agenda 2030), and insights into art, literature, culture, and the environment.
BUSINESS SPANISH FOR TOURISM AND HOSPITALITY	II	The Business Language for Tourism and Hospitality courses aim to enhance specific language knowledge and skills in contexts related to tourism and hospitality. The relevant vocabulary (German, Spanish, Italian, French, Russian, and Chinese) will be developed through exercises and readings dedicated to different types of travel, job opportunities in the sector, correspondence and forms of written communication, as well as social, environmental, and sustainability-related aspects. The courses promote the acquisition of skills useful for written and oral communication in the tourism sector, including essential vocabulary and grammar, professional glossaries, tourist presentations and proposals, essential historical and social concepts (e.g., Agenda 2030), and insights into art, literature, culture, and the environment.
BUSINESS ITALIAN FOR TOURISM AND HOSPITALITY <u>(FOR FOREIGN STUDENTS ONLY)</u>	II	
BUSINESS FRENCH FOR TOURISM AND HOSPITALITY *	II	
BUSINESS RUSSIAN FOR TOURISM AND HOSPITALITY *	II	
BUSINESS CHINESE FOR TOURISM AND HOSPITALITY	II	
SECOND SEMESTER	YEAR	TRAINING OBJECTIVES
Religious tourism: economic, legal, and anthropological profile	II	Understanding the phenomenology of religious tourism

Related courses letter C – Courses chosen by the student

<i>Course name</i>	<i>Year</i>	<i>Training objectives – summary</i>
LABORATORY “DATA ANALYSIS FOR DESTINATION DEVELOPMENT	YEAR I	Students will apply qualitative/quantitative and statistical tools in order to understand, analyze, and comment on the fundamental characteristics of a tourist destination.

ADMINISTRATIVE LAW OF SUSTAINABILITY	YEAR II	<p>The course "Administrative Law of Sustainability" is part of the "Sustainable Hospitality Management (SHM) Curriculum," a program of study that aims to prepare qualified experts in hospitality management involving public and private operators engaged in the development of a tourist destination.</p> <p>The Curriculum provides students with the managerial tools required by companies operating in the hospitality sector, equipping them with advanced knowledge in: destination management and marketing, communication, economics and law, sustainability, and project management.</p> <p>Within the SHM curriculum, the course "Administrative Law of Sustainability" allows students to develop a clear picture of the legal aspects and regulations and programs that govern relations between public and private entities. Students will be able to master the most common tools of administrative law, including consensual ones, and to understand and manage the environmental protection aspects of the territory, both in terms of planning and prevention and in terms of remediation.</p> <p>The overall objective of this course is to provide students with an understanding of law in general and to increase their awareness and general knowledge in the field of environmental law at the supranational and national levels. In particular, the course aims to provide the advanced technical and operational skills necessary for the use and exploitation of natural resources within the limits of environmental protection regulations and criteria of effectiveness, efficiency, and cost-effectiveness.</p> <p>At the end of the course, students are expected to be prepared to understand current environmental regulations and the approach to the dynamics of resolving environmental problems that may arise in relation to the implementation and development of economic activities. The study of the relationships between the various public and private entities involved in the ' ' (public-private partnership) allows us to understand how to promote collaboration policies and mitigate situations of conflict. Finally, knowledge of the environmental rules and authorization procedures that the various entities involved in land management must comply with is essential for understanding and resolving environmental issues related to economic initiatives. In particular, students will be able to guide local companies towards innovative management dynamics based on sustainability.</p>
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