

# ITALI

## ECONOMICS OF TOURISM, CURRICULUM IN INTERNATIONAL TOURISM AND LEISURE INDUSTRIES (ITALI)

Tourism is a highly changeable and creative industry which requires the continuous development of new products and markets. Business culture, sustainability, creativity and technological innovation are the key words to create new businesses and conquer a highly competitive tourism market. The tourism sector includes small, medium and large private enterprises as well as public private partnerships and public agency all operating with an international perspective.

# ITALI

## FIRST CYCLE DEGREE PROGRAMME/BACHELOR UNIVERSITY OF BOLOGNA

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TUITION FEE: Max amount about € 1.500  
(exemption or reduction according to personal financial situation)



[www.itali.unibo.it](http://www.itali.unibo.it)

Facebook: ITALI - international degree programme

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ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
SCHOOL OF ECONOMICS, MANAGEMENT, AND STATISTICS

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INTER  
NATIONAL  
TOURISM AND  
LEISURE  
INDUSTRIES

FIRST CYCLE  
DEGREE  
PROGRAMME/  
BACHELOR

RIMINI

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## COURSE STRUCTURE

I year	HRS	CFU
Principles of management and organizational behavior I.C.	80	10
Financial accounting and reporting in tourism	60 + 20 (LAB)	10
Mathematics	60 + 20 (LAB)	10
Statistics	60	8
Economics I	60 + 20 (LAB)	10
European cultural routes and tourism systems	45	6
FFrench, German, Spanish and Italian pass		6
II year	HRS	CFU
Creative industry and tourism	60	8
Financial analysis for tourism I.C.	60 + 30 (LAB)	12
Tourism policy and planning	60	8
Principles of Private law in Business	60	8
Strategic Management	60	8
Taxation Policies and Environmental issues	60	8
Internship		8
III year	HRS	CFU
Web communication	45	6
International marketing in tourism	60	8
International trade in services	60	8
Competition in tourism markets	60	8
European Union internal market legislation	45	6
European tourism law	45	6
Electives		14
Final Examination		4

## Context

Tourism is a rapidly expanding and a diversifying industry. International tourism arrivals reached a record 1.24 billions in 2016, distributed among a variety of destinations and typologies of holidays and travels. Tourism is also a highly changeable and creative industry which requires the continuous development of new products and markets. Business culture, Sustainability, Creativity and Technological innovation are now the key words to create new businesses and conquer an ever changing and highly competitive tourist market.

## Learning Outcomes

The curriculum in Tourism Economics, International Tourism and Leisure Industries - ITALI is a three-year degree programme providing students with the cultural and technical profile required to join private and/or public enterprises as a manager or professionals making. ITALI offers excellent preparation in tourism planning and tourism management and develops professional profiles which have a deep knowledge of complex interactions and interdependencies between creative industries, business strategies, governmental policies and tourism.

## Admission Requirements

All candidates shall have:

- official final secondary school leaving certificate, that allows entry to a first cycle degree;
  - qualification obtained after at least 12 years of schooling.
- Admission assessment based on the following documents:
- academic merit (transcript of records from school);
  - curriculum vitae;
  - personal statement (motivation letter);
  - English language certificate B2 level (to be provided before the beginning of second year).

Available places:

- 45 EU citizens
- 25 NON EU citizens (according to ministerial directive - Ministry of Foreign Affairs updated in Spring).

## Career opportunities

Destination manager, tourism planner, hotel and hospitality manager, service manager, marketing manager, conference and event organizer, travel consultant.

## Postgraduate studies

Second cycle degree programmes and first level Masters.