



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Lingue, Letterature
e Culture Straniere

Planning and Management of Tourism Systems

Corso di Laurea Magistrale (LM) 49
INTERNAZIONALIZZATO

DATA

23 marzo 2024

SEDE

Via dei Caniana, 2
Bergamo

WHERE WE ARE

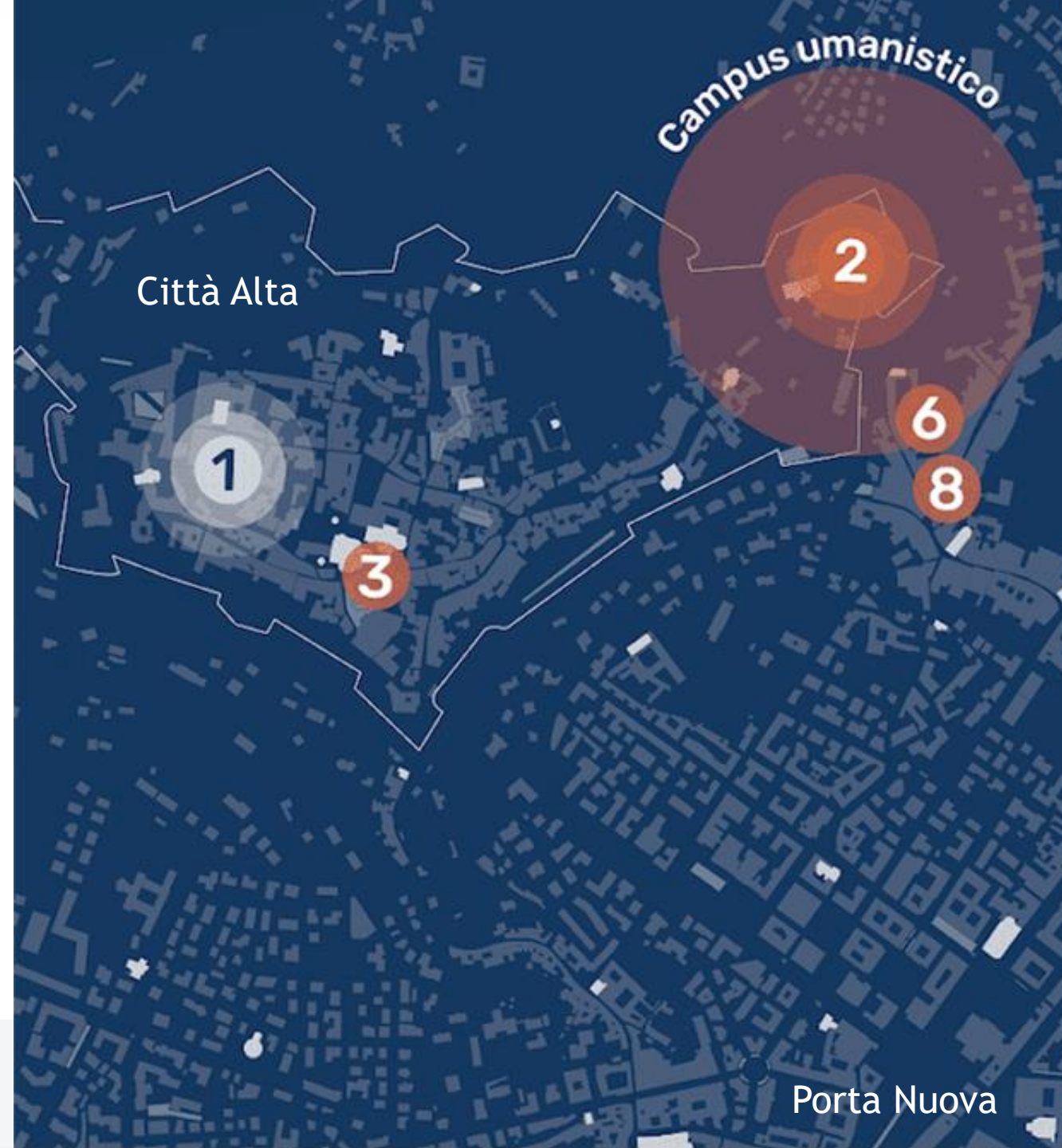
Città Alta

Humanities Campus

1. Via Salvecchio
(Lectures)

2. Sant'Agostino Complex
(Library)

3. Piazza Rosate
(Director, Secretary and Lectures)



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Porta Nuova

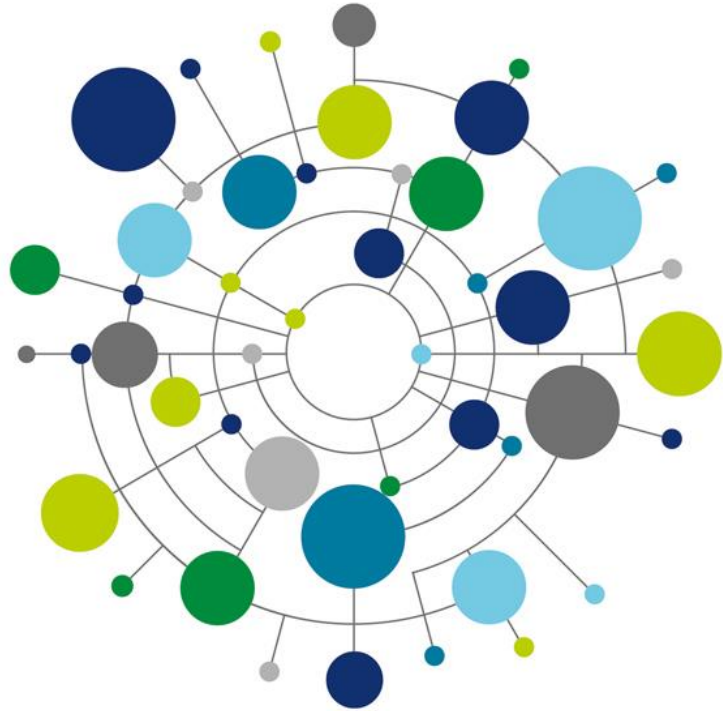
THE COURSE



An **international MA**, based on an **innovative approach to tourism** offered by a team of Italian and foreign teachers, who research tourism phenomena as **global processes** with a strong anchorage of the **local dimension** and a reference to the **use of information systems** for the design and management of tourism systems.



TOURISM IN A SYSTEMIC APPROACH



- **CULTURAL HERITAGE**
- **TERRITORIAL STUDIES**
- **ENVIRONMENTAL STUDIES**
- **SOCIAL ANALYSIS**
- **ECONOMIC ANALYSIS**
- **MANAGEMENT AND MARKETING**
- **COMMUNICATION ISSUES**

Combining

THEORETICAL AND TECHNICAL COMPETENCIES



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THE COURSE OBJECTIVES

THE STUDY PROGRAM GUARANTEES THE ACQUISITION OF HIGH SKILLS:

- **Linguistic and cultural knowledge** to learn and critically understand the development of the tourism phenomenon, its history and its imaginations;
- **Socio-territorial, economic and legal areas** to create or coordinate tourism systems, and to manage their impacts;
- **Design, management and communication** to operate in tourism planning at different scales.



ADMISSION REQUIREMENTS



- ❑ Applicants to the Master's Degree in Planning and Management of Tourism Systems must be in possession of a **three-year university diploma**

- Possession of an **Italian 3 year bachelor degree such as L-1, L-3, L-11, L-12, L-13, L-15 allows a direct admission.**
- **Graduates from Italian Universities** in possession of a degree other than the ones in the degree groups mentioned above are required to have at least **40cfu, gained in disciplinary fields** of relevance to the Master's Degree Program, namely:
 - ✓SECS-P/08, M-GGR/01 and 02, L-ART/04 and 06, SPS/10, L-LIN/4,7,14 (or related)
 - ✓SECS-P/06, L-LIN/10, M-DEA/01, IUS/04 and 14 (or related)

- ❑ Applicants are **also required to have good spoken and written English skills (L-LIN/12), corresponding to a B2 level of European Framework, as attested by the acquisition of at least 9cfu or equivalent certifications (First Certificate in English, Toefl 72, IELTS 5.5 or other equivalents).**



Enrolment

Pre-iscrizione dall'1 aprile al 30 aprile 2024

Colloquio martedì 30 maggio ore 10

Immatricolazione entro il 21 ottobre 2024

Pre-iscrizione dall'1 maggio dal 31 maggio 2024

Colloquio mercoledì 26 giugno ore 10

Immatricolazione entro il 21 ottobre 2024

Pre-iscrizione dall'1 giugno al 30 giugno 2024

Colloquio giovedì 25 luglio ore 11

Immatricolazione entro il 21 ottobre 2024

Pre-iscrizione dall'1 luglio al 30 agosto 2024

Colloquio dal 9 al 13 settembre 2024

Immatricolazione entro il 21 ottobre 2024

Pre-iscrizione dall'1 settembre al 13 settembre 2024

Colloquio dal 26 al 30 settembre 2024

Immatricolazione entro il 21 ottobre 2024

Pre-iscrizione dal 14 settembre al 30 settembre 2024

Colloquio dal 10 al 15 ottobre 2024

Immatricolazione entro il 21 ottobre 2024



2° YEAR TWO TRACKS (CURRICULA)



GLOBAL ISSUES IN TOURISM MANAGEMENT

- SPACE DIVERSITY AND INTERCULTURAL GEOGRAPHY
- Tourism and hospitality economics
- Economics of Tourism Networks and Services
- Global tourism and local development
- Tourism and Legal Studies



ENVIRONMENTAL AND DIGITAL STRATEGIES FOR SUSTAINABLE TOURISM

- MOBILITIES AND INCLUSIVE ACCESSIBILITY FOR HERITAGE
- Green cultures for tourism governance
- Natural Heritage and tourism sustainability
- Information and Communication for Sustainable Tourism
- Geotracking and webmapping for tourism



1° YEAR 2024/2025	2° YEAR 2025/2026
TERRITORIAL AND ENVIRONMENT STUDIES	Optional Track 1 - GLOBAL ISSUES IN TOURISM MANAGEMENT
CULTURAL STUDIES AND TOURISM HERITAGE	Optional Track 2 - ENVIRONMENTAL AND DIGITAL STRATEGIES FOR SUSTAINABLE TOURISM
ENGLISH FOR TOURISM	
MUSEUMS AND MEDIA STUDIES <i>Alternative choice</i>	LANGUAGES or CROSS CULTURAL STUDIES <i>French, Spanish, English advanced, German</i>
ARTS AND MEDIA STUDIES <i>Alternative choice</i>	OPTION 1
ECONOMICS OF TOURISM DESTINATION AND MANAGEMENT	OPTION 2
TOURISM MANAGEMENT AND MARKETING	WORKSHOPS
IT FOR TOURISM SERVICES	TRAINEESHIP
TOURISM THINK TANK	MA DISSERTATION



Study Plan

1° SEMESTER		2° SEMESTER	
ENVIRONMENT AND SUSTAINABLE TOURISM	6	HERITAGE STUDIES AND ICT Or ENVIRONMENTAL HERITAGE FOR TOURISM	6
SPACE DIVERSITY AND INTERCULTURAL GEOGRAPHY or MOBILITIES AND INCLUSIVE ACCESSIBILITY FOR HERITAGE	6	ARTS AND MUSEUM RESOURCES	9
TOURISM CULTURES	6	TOURISM INDUSTRY	6
ENGLISH FOR TOURISM	3	TOURISM AND SOCIAL MEDIA MARKETING	6
FILM STUDIES AND VISUAL COMMUNICATION	9	ENGLISH FOR TOURISM	3
ECONOMICS OF TOURISM DESTINATIONS	6		
IT FOR TOURISM SERVICES	3		
TOURISM THINK TANK	3		

1st YEAR students a.y. 2024-2025 STUDY PLAN

1° SEMESTER		2° SEMESTER	
NATURAL HERITAGE AND TOURISM SUSTAINABILITY	3	GREEN CULTURES FOR TOURISM GOVERNANCE	9
TOURISM AND HOSPITALITY ECONOMICS	6	ECONOMICS OF TOURISM NETWORKS AND SERVICES	6
GLOBAL TOURISM AND LOCAL DEVELOPMENT	6	INFORMATION AND COMMUNICATION FOR SUSTAINABLE TOURISM	6
FOREIGN LANGUAGE (FRENCH, GERMAN, ENGLISH, SPANISH)	6	GEOTRACKING AND WEBMAPPING FOR TOURISM	6
FREE CHOICE (possible to put in 2° semester)	6	TOURISM AND LEGAL STUDIES	6
FREE CHOICE (possible to put in 2° semester)	6	TRAINEESHIP + WORKSHOP	9
		FINAL DISSERTATION	6

2nd YEAR students a.y. 2025-2026 STUDY PLAN

Global issues

Environmental and
digital

Common modules

TOURISM THINK TANK – 1st semester – 1st year

Main goal: a group-work activity dedicated to first year students to know each other, create connections, acquiring skills for an interdisciplinary approach to tourism

Organisation:

- Work in groups
- Group meetings are organised in the class at the presence of the tutor and of some professors

Results: each group will produce presentations/reports/infographics in a Christmas event and there will be a process of self-evaluation of the group

Challenge-Based learning

With the collaboration of international, national and local stakeholders



2020-2021 Tourism and the pandemic
2021-2022 Tourism and Events
2022-2023 Italian Capital of Culture
2023-2024 Memory Tourism



2024-2025
Heritage and Tourism for All



PROFESSIONAL OPPORTUNITIES



The Course provides career opportunities in fields and functions that pertain to **tourism, cultural events, local development** within institutions, foundations, public and private companies

- Market analysis, planning and evaluation of tourist projects and local development;
- Design and development of communication and services on and for territory;
- Planning and organization of tourist services with special regard to sustainable and responsible tourism;
- Design and management for the promotion of cultural and environmental heritage;
- Training activities in tourism.



PROFESSIONAL OPPORTUNITIES

SPECIAL TIES WITH TERRITORIES

IMPORTANCE OF THE TERRITORIAL DIMENSION AND
LINKS TO THE RESEARCH PROJECTS OF UNIBG RESEARCH TEAMS:

- Applied research and analysis coordinated by specialized centres;
- Pilot actions shared with schools, companies and institutions of the area, which involve students' engagement in field and project activities;
- Participation in projects of the City and the surrounding area (Bergamo 2035, UNESCO projects, Centrality of territories, Erasms Plus research teams ...)



PROFESSIONAL OPPORTUNITIES



PLANNING AND MANAGEMENT OF TOURISM SYSTEMS **CLASS OF COMPETITION** **FOR TEACHING GEOGRAPHY IN SECONDARY SCHOOLS:**

TECHNICAL INSTITUTES:

- Economics, Finance & Marketing sectors;
- Technological sector.

PROFESSIONAL INSTITUTES



STEERING COMMITTEE PARTNERS

Public institutions

- Comune di Bergamo
- Parco Regionale dei Colli di Bergamo
- Orto Botanico di Bergamo "Lorenzo Rota"

Foundations and associations for the Production of goods and services

- CAI (Club Alpino Italiano) sezione di Bergamo
- VisitBergamo
- SACBO
- Fondazione Bergamo nella storia e Museo delle storie di Bergamo
- Fondazione Bernareggi, Bergamo
- Fondazione Palazzo Moroni, Bergamo
- PromoSerio
- VisitBrembo
- Altobrembo
- Associazione Bossico borgo turistico diffuso
- Expo Valle Brembilla e associazione "Turna a n'domà"
- Terre del Vescovado di Scanzo Rosciate

Private actors of the tourism sector

- Gruppo Gattinoni
- Associazione bed and breakfast della Provincia di Bergamo

Foreign institutions for tourism promotion and territorial development

- Institute of Technology Carlow (Ireland)
- Unidad De Planificación y Desarrollo, El Rodadero, Santa Marta (Colombia)



TEACHING STAFF AND STUDENTS

AN INTERNATIONAL EXPERIENCE

- An International Master Course **completely taught in English;**
- An **International Team of Professors** in an International **Atmosphere of Italian and Foreign Students.**



The world in class

15 VISITING PROFESSORS – a.a. 2024/2025

USA

George Mason University

University of Nevada Las Vegas

Fairleigh Dickinson University

New Zealand

University of Canterbury

Great Britain

Goldsmiths University of London

University College of London

UCL

Netherlands

Tilburg University

Belgium

University of Antwerp

Germany

Stralsund University

France

Université Paris Diderot, Paris 7

PARIS DIDEROT

University of Antwerp

Switzerland

UNIL Université de Lausanne

Spain

Universidad de Cantabria Santander

UC UNIVERSIDAD DE CANTABRIA

France

NEW CALEDONIA (FRANCE)

FIJI

PACIFIC OCEAN

AUSTRALIA

Switzerland

UniBg-PMTS

Croatia

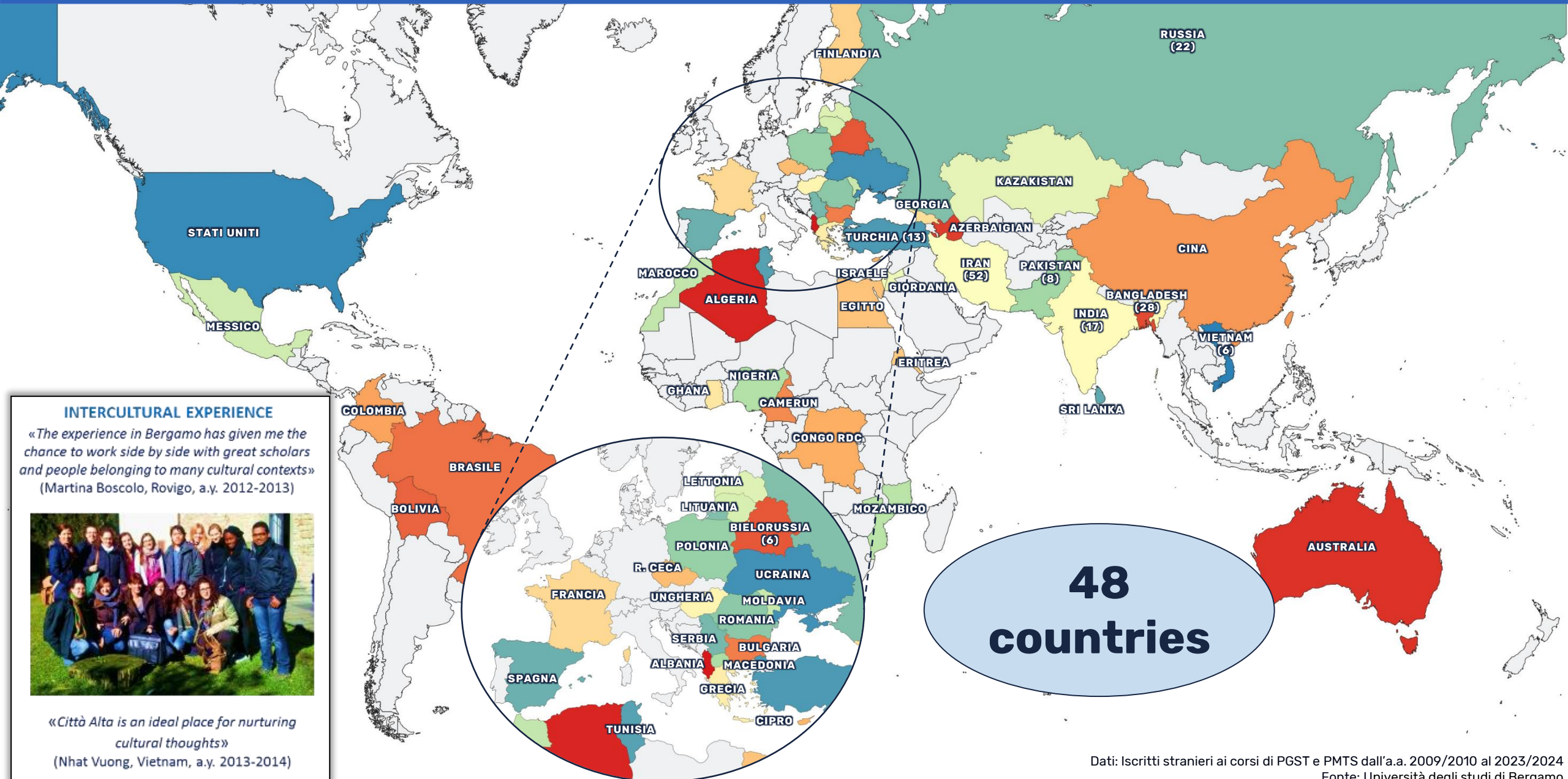
Serbia

Institute for Philosophy and Social Theory

University of Belgrade

Study Tourism in Bergamo: an intercultural experience

2009-2023



INTERCULTURAL EXPERIENCE

«The experience in Bergamo has given me the chance to work side by side with great scholars and people belonging to many cultural contexts»
(Martina Boscolo, Rovigo, a.y. 2012-2013)



«Città Alta is an ideal place for nurturing cultural thoughts»
(Nhat Vuong, Vietnam, a.y. 2013-2014)

INTERNATIONAL MOBILITY FOR STUDENTS

- ERASMUS EXCHANGE NETWORK with European universities offering advanced modules in the field of tourism management;
- MOBILITY PROGRAMS IN NON-EU UNIVERSITIES;
- ERASMUS PLACEMENT INTERNSHIP PROGRAMS with Companies, Museums, Territorial Agencies, DMOs related to Tourism Mobility and Tour Planning, Event Organizing, Interpretation of Cultural and Natural Heritage;
- INTERNATIONAL SPRING SCHOOLS AND EXPERIENCE-ORIENTED SEMINARS, with guided tours and workshops.



3 DOUBLE DEGREES

**Fairleigh Dickinson University
New Jersey, USA**



**FAIRLEIGH
DICKINSON
UNIVERSITY**

**Université Lyon2
France**



**UNIVERSITÉ
LUMIÈRE
LYON 2**



**Fachhochschule Stralsund
Germany**



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PMTS + MS IN HOSPITALITY MANAGEMENT STUDIES

Fairleigh Dickinson University - New Jersey, US.

- **Application at the end of 1 year**
- **Period in the US from 1 semester 2nd year**
- **60 cfu abroad**
- **the cost is around 15.000 euros**
- **2 mobility grants of 8.000 euros from UNIBG**



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PMTS + MASTER EN TOURISME

Université Lyon2 - FRANCE

- **Application at the end of 1 year**
- **Period in Lyon from 1st semester 2nd year**
- **60 cfu abroad**
- **mobility grant from UNIBG**



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PMTS + MASTER in TOURISM DEVELOPMENT STRATEGIES

Fachhochschule Stralsund - GERMANY



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INTERACTIVE TEACHING AND FIELD WORK ACTIVITIES



DIDACTIC EXPERIENCE

excursions to the territory, preparation for the thesis, infographic tools, meetings with professionals and practitioners.



TRAINEESHIPS WORKSHOPS AND LABS



SEMINARS AND FIELD TRIPS on tourism planning.



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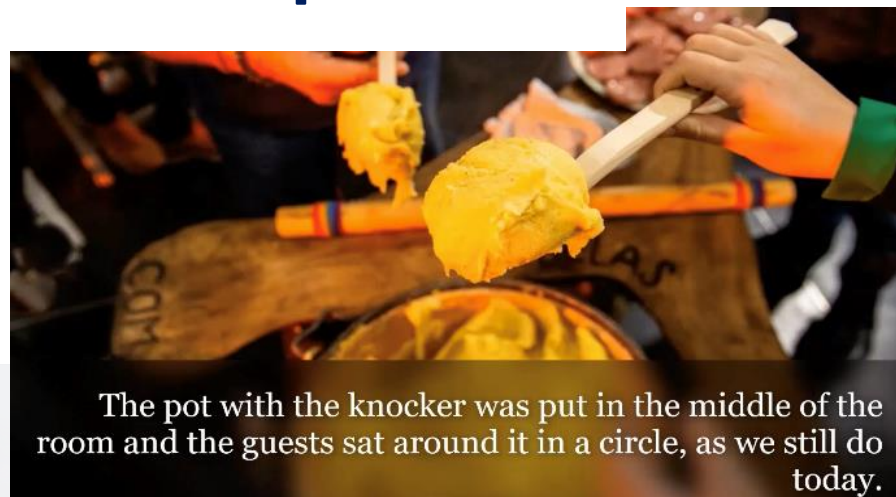
WORKSHOPS AND TOURISM

1. Local Knowledge and Integrated Green Networks

ex. VALLE DI ASTINO – EUROPEAN COMMISSION AWARD FOR LANDSCAPE



2. Storytelling in gastronomic experiences



The pot with the knocker was put in the middle of the room and the guests sat around it in a circle, as we still do today.



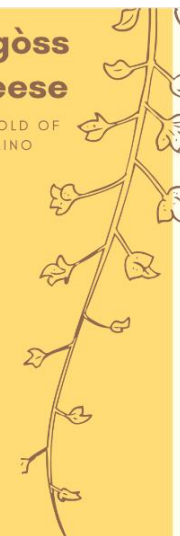
The Bagòss is a typical cheese of Bagolino, a little village in the Alps of Brescia. To tell the truth Bagòss is something more than a cheese: it is a kind of honorary citizen of Bagolino, so connected and important for this territory to deserve the name of its inhabitants, the «Bagòss».

The production of Bagòss has very ancient origins but the first records that we have of a cheese that has the same features of Bagòss are dated back to the 16th century, when Bagolino area was part of the Republic of Venice. In the recipe of Bagòss we actually find a trace of the Venetian past of Bagolino: the addition of saffron. This special ingredient, which was imported by Venetian merchants, give its characteristic yellowish colour to the cheese. It was a way to differentiate Bagòss from the cheeses produced by other the Alpine communities and make it more attractive for the sophisticated customers of the Serenissima, since the colour of Bagòss called to their mind the idea of gold and richness. Bagòss is a hard-matured cheese made with the semi-skimmed milk of Brown Alpine cows. The aging in the cellar last from a minimum of 1 to a maximum of 4 years. Occasionally it can be even longer!

The authentic cheese is produced by only 28 small family-run businesses which still employ artisanal techniques, using wood fires and huge copper pots. During summer the cheesemaker carries out his work in the highlands surrounding Bagolino, where he and his family move with the cattle for the warm season. While in October the cows are moved to the stables in the village for the winter season. Indeed, the unmistakable taste of Bagòss cheese is due to the expertise and passion of the producers and to the forage and flowers that grows on the pastures of Voia, Bruffane, Misa and Maniva, the "malghe" in the mountains around the little town of Bagolino. We must say that our beloved cheese has been put in danger by the economic and social transformation of the 20th century. The main problems were the low profitability of the cheesemaking activities and the reputation of the herdsman as job. Young people of the Bagolino area preferred to be workers in factories and eventually left the little village to move in bigger cities. No girl wanted a herdsman as husbands because they were not considered a great catch and their life in the highlands was too hard and poor in comfort.

**Bagòss
cheese**

THE GOLD OF
BAGOLINO



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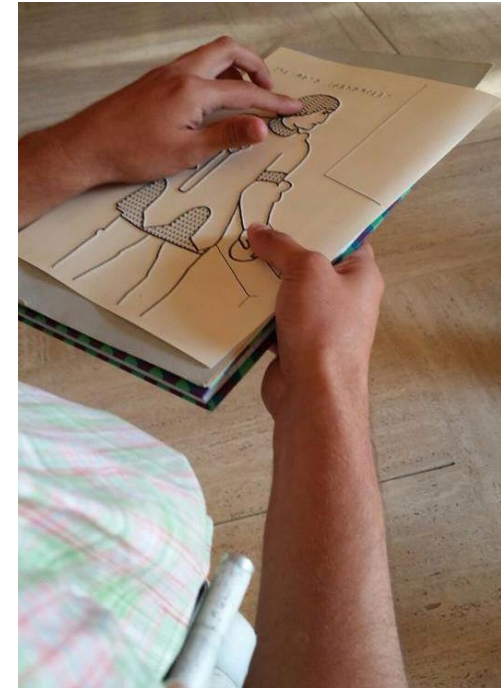
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WORKSHOPS AND TOURISM

3. Multisensory tourist guides for inclusiveness

How to create a multisensory project in a museum: from theory to practice of audio description, tactile exploration, museum guiding and multisensory workshops

- Accessibility and disability
- Cultural, touristic and museum audio description
- Guidance and exploration for blind and partially sighted people in the museum
- Tactile exploration for the visually impaired in the museum
- Multisensory workshops in the museum



WORKSHOPS AND TOURISM

4. SHORT FILMS LAB

Professional know-how to create a short film for tourism



5. DIGITAL TOOLS AND OPEN SOFTWARES FOR INFOGRAPHICS IN TOURISM



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WORKSHOPS AND TOURISM

6. TERRITORY AND TOURIST DEVELOPMENT: CASE STUDY ON SOUTH TYROL



7. ICTS AND REGENERATION STRATEGIES IN THE ALPS



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INTERNSHIPS AND TOURISM

- **DMOs**
- **Museums**
- **Agencies**
- **Public Institutions**
- **Protected Areas**
- **Associations for the promotion of tourism ...**

IN ITALY

AND

ABROAD ...

Visit Bergamo
Un capolavoro italiano

visit brescia



PromoSerio
AGENZIA DI PROMOZIONE TERRITORIALE
VALSERIANA E VAL DI SCALVE



VISITbrembo



Unidad De Planificación Y Desarrollo



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Summer School WaterScapes in Heritage and Environment Croatia



SUMMER SCHOOLS AND OPPORTUNITIES



Crespi d'Adda
Capriate San Gervasio

Bratto
Castione della Presolana
Valle Seriana

**Colere, Azzone, Schilpario,
Vilminore**
Valle di Scalve

Visits and experiences

STUDY OF TERRITORIES
MEETING WITH LOCAL STAKEHOLDERS
KNOWLEDGE OF DESTINATION STRATEGIES DEVELOPMENT

PMTS lectures are held in Città Alta



Students will participate to excursions and visits in the territory of Bergamo and other places of the Lombardy Region



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Contacts

Per informazioni

President: [prof. Federica Burini](#)

Workshops and Traineeships: [prof. Federica Burini](#)

International Collaborations, Double Degrees and Dual

Career: [prof. Cinzia Spinzi](#)

Guidance and orientation: [prof. Cinzia Spinzi](#)

Study Plan and Quality of the Communication between

Teaching Staff and Students: [prof. Elena Bougleux](#)

Disabilities and Specific Learning Disorders: [prof. Marta Pantalone](#)

Communication, website and social media: [prof. Stefano Morosini](#)

Tutor: **Elisa Consolandi** elisa.consolandi@unibg.it

Siti web

www.unibg.it

<https://dllcs.unibg.it>

<https://ls-pmts.unibg.it/en>



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