

**LM - 49 Study Plan**  
**Planning and Management of Tourism Systems (PMTS) a.y. 2025-26**

**Track 2 - ENVIRONMENTAL AND DIGITAL STRATEGIES FOR SUSTAINABLE TOURISM**

| TEACHING ACTIVITY                                                    | N. EXAMS         | ACTIVITY CODE | DENOMINATION                          | CFU | TEACHING UNITIES                                                                                                 | SECTORS   | SEMESTERS (1°, 2°)            |
|----------------------------------------------------------------------|------------------|---------------|---------------------------------------|-----|------------------------------------------------------------------------------------------------------------------|-----------|-------------------------------|
|                                                                      |                  |               |                                       |     |                                                                                                                  |           | Sottoperiodi (I, II, III, IV) |
| CARATTERIZZANTE (Discipline del territorio)                          | 1                | 44167-ENG     | MOBILITIES and ENVIRONMENTAL STUDIES  | 12  | Environment and sustainable tourism - cod. 44160-MOD1 (6)                                                        | M-GGR/02  | 1° semester                   |
|                                                                      |                  |               |                                       |     | Mobilities and inclusive accessibility for Heritage (6)                                                          | M-GGR/01  |                               |
| AFFINE                                                               | 2                | 44155-ENG     | CULTURAL STUDIES AND TOURISM HERITAGE | 12  | Tourism Cultures - cod. 44155-MOD1 (6)                                                                           | L-LIN/10  | 1° and 2° semester            |
|                                                                      |                  |               |                                       |     | Seriality and Transmedia Studies - cod. 17726 - ENG (6)                                                          | L-LIN/10  |                               |
|                                                                      |                  | NUOVO         | ENVIRONMENTAL HERITAGE FOR TOURISM    |     | Heritage Studies and ICT - cod. 44155-MOD2 (6)                                                                   | M-STO/04  | 1° and 2° semester            |
|                                                                      |                  |               |                                       |     | Environmental Heritage for Tourism-cod. 44158 - MOD2 (6 cfu)                                                     | M-STO/04  |                               |
| CARATTERIZZANTE (Lingua straniera)                                   | 3                | 44157-ENG     | ENGLISH FOR TOURISM                   | 6   | English for tourism - cod. 44157-ENG (6)                                                                         | L-LIN/12  | 1° semester                   |
| CARATTERIZZANTE (Discipline storiche, delle arti e dello spettacolo) | 4                | 44154-MOD1    | FILM STUDIES AND VISUAL COMMUNICATION | 6   | Film studies and visual communication - cod. 44154-MOD1 (6cfu)                                                   | L-ART/06  | 1° semester                   |
|                                                                      |                  | 44154-MOD2    | ARTS AND MUSEUM RESOURCES             |     | Arts and Museum Resources - cod. 44154 - MOD2                                                                    | L-ART/04  | 2nd semester                  |
| AFFINE (discipline economiche)                                       | 5                | 44156-ENG     | ECONOMICS FOR TOURISM DESTINATION     | 6   | Economics of Tourism Destinations 44156-ENG (6)                                                                  | SECS-P/08 | 1st semester                  |
| CARATTERIZZANTE (Discipline economiche e gestionali)                 | 6                | 44161-ENG     | TOURISM MANAGEMENT AND MARKETING      | 12  | Tourism industry - cod. 44161-MOD1 (6)                                                                           | SECS-P/08 | 2nd semester                  |
|                                                                      |                  |               |                                       |     | Tourism and social media marketing - cod. 44161-MOD2 (6)                                                         | SECS-P/08 |                               |
| IDONEITA'                                                            | /                | 44159-ENG     | IT FOR TOURISM SERVICES               | 3   | IT For Tourism Services - cod. 44159-ENG (3)                                                                     | INF/01    | 1° semester                   |
| AFFINE                                                               | 7                | NUOVO         | AI and Data Science for Tourism       | 3   | AI and Data Science for Tourism                                                                                  | INF/01    | 2nd semester                  |
| Altre conoscenze utili per l'inserimento nel mondo del lavoro        | /                | 44162-ENG     | TOURISM THINK TANK                    | 3   | Students' working groups facilitated by a tutor organised around a topic chosen by the Teaching Staff every year | /         | 1st and 2nd semester          |
|                                                                      | TOTAL CFU I YEAR |               |                                       | 63  |                                                                                                                  |           |                               |

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