



Academic year 2024-2025

Master in International Tourism (MT)

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Minor in eTourism

Study plan

1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Consumer Behavior in Tourism	Laesser		3
Cultural History of Tourism	Visentin		4.5
Digital Transformation in Tourism	Cantoni, Sabatini		4.5
E-Tourism Technology Lab	Marchiori		3
Intercultural Communication in Tourism	Drzewiecka		3
Tourism Economics	Scagnolari		3
Communicating Heritage in Tourism	De Ascaniis, Ruoss		6

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Advanced Data Analysis in Tourism	Scagnolari		3
Destination Management	Beritelli		3
Tourism and Food Experience	Garzia		3
Tourism Growth and Economic Development	Antonioli Mantegazzini, Scagnolari		3
Tourism Stories (Hub)	Visentin		6
Tourism Planning	Ndivo, Quaglieri		3
Human Resources Management (Tourism)	Solari		3
Sustainable Tourism Experience Design	Cantoni		3
International Relations and Tourism	Frediani		3

Elective (6 ECTS)	Lecturers	Tags	ECTS
Usability and Digital Analytics	Marchiori	eTourism	3
Augmented and Virtual Reality	Schmeil	eTourism	1.5
e-Commerce and Cyber Security	Mele, Vignati	eTourism	1.5
Economics of Well-being	Odermatt	Sustainability	3
Sustainable Management	Hoffmann	Sustainability	3

3rd semester (SA 2025-2026)

Core (18 ECTS)	Lecturers	Tags	ECTS
Event Management	Davidson		3
Tourism and Transport	Scagnolari		3
International Tourism Marketing	Gibbert		3
Crisis Communication	Ingenhoff		3
Tourism Career Lab	Garbani-Nerini		3
Tourism Service Management	Laesser		3

Elective (6 ECTS)	Lecturers	Tags	ECTS
Digital Challenges in Marketing and Big Data	Silchenko	eTourism	3
Online Communication Design	Picco	eTourism	3
Negotiation	Mehta	Sustainability	3
Project Management	Gonçalves	Sustainability	3

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4th semester (SP 2026)

Core (6 ECTS)	Lecturers	Tags	ECTS
The Grand MTour	Cantoni		6

Elective (3 ECTS)	Lecturers	Tags	ECTS
Thesis writing Lab	Garbani-Nerini	Corso a supporto Tesi	0
Responsible use of AI in Communication	van der Plas	eTourism	3

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Thesis			15

Students have the possibility to obtain a major/minor **Minor in eTourism** upon completion of **12 ECTS** of "eTourism" tagged courses or activities.

Minor in Sustainability

Study plan

1st semester (SA 2024-2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Accounting	Seistrajkova		3
Consumer Behavior in Tourism	Laesser		3
Cultural History of Tourism	Visentin		4.5
Digital Transformation in Tourism	Cantoni, Sabatini		4.5
E-Tourism Technology Lab	Marchiori		3
Intercultural Communication in Tourism	Drzewiecka		3
Tourism Economics	Scagnolari		3
Communicating Heritage in Tourism	De Ascaniis, Ruoss		6

2nd semester (SP 2025)

Core (30 ECTS)	Lecturers	Tags	ECTS
Advanced Data Analysis in Tourism	Scagnolari		3
Destination Management	Beritelli		3
Tourism and Food Experience	Garzia		3
Tourism Growth and Economic Development	Antonoli Mantegazzini, Scagnolari		3
Tourism Stories (Hub)	Visentin		6
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Human Resources Management (Tourism)	Solari		3
Sustainable Tourism Experience Design	Cantoni		3
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Sustainable Management	Hoffmann	Sustainability	3

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Digital Challenges in Marketing and Big Data	Silchenko	eTourism	3
Online Communication Design	Picco	eTourism	3
Negotiation	Mehta	Sustainability	3
Project Management	Gonçalves	Sustainability	3

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4th semester (SP 2026)

Core (6 ECTS)	Lecturers	Tags	ECTS
The Grand MTour	Cantoni		6

Elective (3 ECTS)	Lecturers	Tags	ECTS
Thesis writing Lab	Garbani-Nerini	Corso a supporto Tesi	0
Responsible use of AI in Communication	van der Plas	eTourism	3

Internship 9

Thesis 15

Students have the possibility to obtain a major/minor **Minor in Sustainability** upon completion of **12 ECTS** of **"Sustainability"** tagged courses or activities.

Free Electives Courses

Study plan

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2nd semester (SP 2025)

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Online Communication Design	Picco	eTourism	3
Negotiation	Mehta	Sustainability	3
Project Management	Gonçalves	Sustainability	3

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4th semester (SP 2026)

Core (6 ECTS)	Lecturers	Tags	ECTS
The Grand MTour	Cantoni		6

Elective (3 ECTS)	Lecturers	Tags	ECTS
Thesis writing Lab	Garbani-Nerini	Corso a supporto Tesi	0
Responsible use of AI in Communication	van der Plas	eTourism	3

Internship 9

Thesis 15

Students must acquire **12 ECTS** of "eTourism" or "Free Elective Course" or "Sustainability" tagged courses or activities from the **1st, 2nd, 3rd semesters**.