Università della Svizzera italiana

Academic year 2025-2026

Master in International Tourism (MT)

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Minor in eTourism

Study Plan

1st semester (SA 2025-2026)

Core courses (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	Garbani-Nerini, 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 2026)

Core courses (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 courses (6 ECTS)	Lecturers	Tags	ECTS
Usability and Digital Analytics	Marchiori	eTourism	3
Responsible use of AI in Communication	van der Plas	eTourism	3
Economics of Well-being	Odermatt	Sustainability	3
Sustainable Management	Hoffmann	Sustainability	3

3rd semester (SA 2026-2027)

Core courses (18 ECTS)	Lecturers	Tags	ECTS
Event Management	Borovcanin		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 courses (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	Bassi	Sustainability	3
Thesis writing Lab	Garbani-Nerini	corso a supporto della tesi	(0)*

Double Degree in Food Management with the UNISG of Pollenzo		Course in University of Gastronomic Sciences (UNISG) of Pollenzo (Italy)	30

4th semester (SP 2027)

Core courses (6 ECTS)	Lecturers	Tags	ECTS
The Grand MTour	Cantoni, De Ascaniis		6

Internship			9
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.

*The ECTS of yearly courses are calculated in the spring semester.

Minor in Sustainability

Study Plan

1st semester (SA 2025-2026)

Core courses (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	Garbani-Nerini, 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 2026)

Core courses (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 courses (6 ECTS)	Lecturers	Tags	ECTS
Usability and Digital Analytics	Marchiori	eTourism	3
Responsible use of AI in Communication	van der Plas	eTourism	3
Economics of Well-being	Odermatt	Sustainability	3
Sustainable Management	Hoffmann	Sustainability	3

3rd semester (SA 2026-2027)

Core courses (18 ECTS)	Lecturers	Tags	ECTS
Event Management	Borovcanin		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 courses (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	Bassi	Sustainability	3
Thesis writing Lab	Garbani-Nerini	corso a supporto della tesi	(0)*

Double Degree in Food Management with the UNISG of Pollenzo		Course in University of Gastronomic Sciences (UNISG) of Pollenzo (Italy)	30

4th semester (SP 2027)

Core courses (6 ECTS)	**Lecturers**	**Tags**	**ECTS**
The Grand MTour	Cantoni, De Ascaniis		6

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.

*The ECTS of yearly courses are calculated in the spring semester.

Free Electives Courses

Study Plan

1st semester (SA 2025-2026)

Core courses (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	Garbani-Nerini, 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 2026)

Core courses (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 courses (6 ECTS)	Lecturers	Tags	ECTS
Usability and Digital Analytics	Marchiori	eTourism	3
Responsible use of AI in Communication	van der Plas	eTourism	3
Economics of Well-being	Odermatt	Sustainability	3
Sustainable Management	Hoffmann	Sustainability	3

3rd semester (SA 2026-2027)

Core courses (18 ECTS)	Lecturers	Tags	ECTS
Event Management	Borovcanin		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 courses (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	Bassi	Sustainability	3
Thesis writing Lab	Garbani-Nerini	corso a supporto della tesi	(0)*

Double Degree in Food Management with the UNISG of Pollenzo		Course in University of Gastronomic Sciences (UNISG) of Pollenzo (Italy)	30

4th semester (SP 2027)

Core courses (6 ECTS)	**Lecturers**	**Tags**	**ECTS**
The Grand MTour	Cantoni, De Ascaniis		6

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**.

*The ECTS of yearly courses are calculated in the spring semester.

Double Degree in Food Management with the University of Gastronomic Sciences (UNISG) of Pollenzo (Italy) - Optional

Study Plan

1st semester (SA 2025-2026)

Core courses (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	Garbani-Nerini, 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 2026)

Core courses (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 courses (6 ECTS)	Lecturers	Tags	ECTS
Usability and Digital Analytics	Marchiori	eTourism	3
Responsible use of AI in Communication	van der Plas	eTourism	3
Economics of Well-being	Odermatt	Sustainability	3
Sustainable Management	Hoffmann	Sustainability	3

3rd semester (SA 2026-2027)

Core courses (18 ECTS)	Lecturers	Tags	ECTS

Event Management	Borovcanin		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 courses (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	Bassi	Sustainability	3
Thesis writing Lab	Garbani-Nerini	corso a supporto della tesi	(0)*

Double Degree in Food Management with the UNISG of Pollenzo		Course in University of Gastronomic Sciences (UNISG) of Pollenzo (Italy)	30

4th semester (SP 2027)

Core courses (6 ECTS)	**Lecturers**	**Tags**	**ECTS**
The Grand MTour	Cantoni, De Ascaniis		6

Internship			9
Thesis			15

Students might choose **"Course in University of Gastronomic Sciences (UNISG) of Pollenzo (Italy)"** tagged Extra-curricular courses or activities (which are not included in the graduation requirements).

*The ECTS of yearly courses are calculated in the spring semester.