unibz

Fakultät für Wirtschaftswissenschaften
Facoltà di Economia
Faculty of Economics and Management

Master in

Tourism Management

2025/26

At a glance

Degree class: LM-77
ECTS Credits: 120
Duration of the course: 2 years
Courses will be taught in: English
Places available: 28 EU + 2 non-EU
Campus: Bruneck-Brunico
Tuition fees: ca. € 1200 per year

Intro

The aim of this master programme is to bring innovations to the tourism industry that provide answers to the challenges posed by the economic, social and environmental upswing at present and in the next decade.

Based on theoretical concepts and through the acquisition of practical skills, you will learn to manage tourism experiences, to use new technologies in a target-oriented way for the management of tourism businesses and destinations, to analyse and use Big Data for the optimisation of tourist flows and the adaptation of services.

As an internationally trained specialist for Smart Tourism and Smart Destinations, you will help shape the future of tourism.

Structure

In the first year, the focus is on courses that lay the theoretical foundations, including business management and marketing, regional economics and sustainable mobility. In the second year, more practice-oriented courses are offered, such as a laboratory in which you will develop strategies for transforming destinations into smart destinations.

Study plan

1st Year

6 CP Destination Management
6 CP Experiential Tourism Marketing
6 CP Research Methods and Experimental Design
12 CP Regional Development and Sustainability*
- 6 CP Regional Economics and Development
- 6 CP Sustainable Mobility

12 CP Regional Development and New Digital Economy*
- 6 CP Regional Economics and Development
- 6 CP Digital Economics

6 CP Leadership and Human Resource Management in Tourism
6 CP Technological Trends and Applications in Tourism
12 CP Free Choice

2nd Year

9 CP Smart Tourism Laboratory
3 CP Thesis and Report Writing Skills
12 CP Revenue Management and Corporate Finance in Tourism
- 6 CP Revenue Management and Customer Profitability
- 6 CP Corporate Finance for Tourism Businesses

6 CP Data Management and Analytics

Complementary subject (one of the following):
- 6 CP International Tourism Management, Sustainability and Perspectives
- 6 CP Economics of Sustainable Tourism

Typical subject (one of the following):
- 6 CP Trends and Issues in Tourism Management
- 6 CP Culture, Heritage and Creative Territory Management

6 CP Commercial Practice and Law in Tourism
6 CP Internship
12 CP Thesis

*Students have to choose between Regional Development and Sustainability or Regional Development and Digitalisation.

Exchange programmes and internships

Currently we offer exchange programmes with partner universities all over the world and we are part of a large network of collaboration with employers in Italy and abroad where you can undertake your **compulsory internship of a minimum of 150 hours**.

Career opportunities

Graduates will be able to manage tourism companies such as tour operators, hotel chains or trade fairs. They can also apply as professionals for the management and marketing of tourist destinations, especially in public institutions, associations or even tourism consortia.

They also have the necessary skills to pursue a career as consultants for tourism companies and destinations.

Finally, they can continue their studies with an 2nd level master or a doctoral programme.

Master in
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Application and Admission

You can find all you need to know in order to apply and gain admission to this study programme by browsing through the information below.

Deadlines and important dates

Early Bird Application
Application: 03/03 - 06/05/2025 (by noon local time)
Language exams (online): 17/03/2025 (registration: 03 – 09/03/2025) and 16 -17 - 22 - 23/04/2025 (registration: 24/03 – 08/04/2025)
Publication of ranking lists: by 27/05/2025
Payment of the 1st instalment of the tuition fees: by 05/06/2025 (by noon local time)
Enrolment: from 11/07 - 14/10/2025 (by noon local time)

Late Application (only for EU citizens)
Application: 28/05 - 17/07/2025 (by noon local time)
Language exams (online): 23 - 27/06/2025 (registration: 28/05 – 15/06/2025)
Publication of ranking lists: by 06/08/2025
Payment of the 1st instalment of the tuition fees: by 19/08/2025 (by noon local time)
Enrolment: from publication of the ranking list until 14/10/2025 (by noon local time)

Additional Application Session (only for EU citizens)
The faculty can open additional application sessions for single study programmes in August and in September if there are available places. More information on additional sessions will be published in due course.

Preparatory courses and Freshers Days
Intensive language courses: 01 - 19/09/2025 (Monday to Friday, 6 h/day)
Preparatory courses (optional): 22/09 - 03/10/2025
Freshers Days: 29 - 30/09/2025

1st semester
Classes: 29/09 - 23/12/2025
Exams (extraordinary session): 11 - 23/12/2025
Holidays: 24/12/2025 - 06/01/2026

Classes: 07/01 - 24/01/2026
Exams: 26/01 - 21/02/2026

2nd semester
Classes: 02/03 - 02/04/2026
Holidays: 03 - 06/04/2026
Classes: 07/04 - 13/06/2026
Exams (extraordinary session): 14 - 23/05/2026
Exams: 15/06 - 11/07/2026

Autumn session
Exams: 24/08 - 26/09/2026

Available places

EU citizens and citizens given parity of treatment
Early Bird Application: 20
Late Application: 8

Non-EU citizens (living abroad)
Early Bird Application: 2

The programme will only be offered if a minimum of 15 newly enrolled students is reached.

Entry requirements

In order to gain admission to this programme you need one of the following qualifications:

1. a bachelor degree (*) in one of the following Italian degree classes or an equivalent qualification gained abroad or in Italy with the previous regulations:

- L-14 Legal services
- L-15 Tourism
- L-16 Administration
- L-18 Economics and Business Administration
- L-33 Economics
- L-36 Political sciences and international relations
- L-41 Statistics

(*) Italian citizen who have obtained their degree abroad must also have a secondary school leaving qualification.

2. a Bachelor in a different degree class to the ones listed above or an equivalent qualification gained abroad. **At least 6 credit points** must have been acquired in one or more of these subject areas: Business Administration, Economics, Statistics.

The subjects contained in the subject areas mentioned above which will be considered as entry requirements for the Master are the following:

- ECON-01/A (ex SECS-P/01) – Economics
- ECON-02/A (ex SECS-P/02) - Economic Policy

- ECON-03/A (ex SECS-P/03) - Public Economics
- STEC-01/A (ex SECS-P/04) - History of Economic Thought
- ECON-05/A (ex SECS-P/05) – Econometrics
- ECON-04/A (ex SECS-P/06) - Applied Economics
- ECON-06/A (ex SECS-P/07) – Business administration, Accounting & Performance Measurement (ex Accounting)
- ECON-07/A (ex SECS-P/08) - Management (ex Strategic Management)
- ECON-09/A (ex SECS-P/09) - Finance (ex Corporate Finance)
- ECON-08/A (ex SECS-P/10) - Organization Studies (ex Business Organization)
- ECON-09/B (ex SECS-P/11) - Financial Markets and Institutions (ex Economics and Management of Financial intermediaries)
- STEC-01/B (ex SECS-P/12) - Economic History
- ECON-10/A (ex SECS-P/13) - Commodity Sciences
- STAT-01/A (ex SECS-S/01) – Statistics
- STAT-01/B (ex SECS-S/02) - Statistics for experimental and technological research
- STAT-02/A (ex SECS-S/03) - Economic statistics
- STAT-03/A (ex SECS-S/04) – Demography
- STAT-03/B (ex SECS-S/05) - Social statistics
- STAT-04/A (ex SECS-S/06) - Mathematical Methods for Economy, Finance and Actuarial Sciences (ex Mathematics for Economics)
- IEGE-01/A (ex ING-IND/35) - Business and management engineering (ex Management Science)

If you have not yet graduated at the time of application: You can apply if you have acquired at least 140 credit points (ECTS). In this case, you will be admitted conditionally, and you need to submit your diploma by the enrolment deadline.

If you graduate after the enrolment deadline: You cannot enrol and you will lose your place, which will be offered to the subsequent applicant in the ranking list. In this case. you should not pay the tuition fees to secure your admission. You will be able to submit a late enrolment request and, only if there still are available places, you can enrol by 12 December 2025.

To be admitted, you must fulfil the language requirements indicated in the section "Language requirements".

According to national regulations, simultaneous enrolment in a maximum of 2 programmes is possible (however, the two programmes must not belong to the same class, e.g., LM-77/LM-77 and must differ for at least 2/3 of the course contents).

Language requirements

The official teaching language is English. Therefore, the following language requirements apply, otherwise you will be excluded from the admission procedure:

Entry level (to gain admission)
English: B2

The levels of the Common European Framework of Reference apply.

You can demonstrate your language proficiency in the application portal (in the section "upload

language certificates" and/or "enrol for language exams") after you have created an application in the section "create/manage applications".

- In case your final certificate has been awarded by an **Italian** public institution, you need to submit a self-declaration.
- In case your final certificate has been awarded by a **foreign** public institution, you need to upload diploma scanned copy of the original.

You can demonstrate language proficiency through:

1. **the main teaching language in your final high school year**, if English (recognised as C1) **Foreign qualifications**: If the main teaching language is not clearly stated on your hign school diploma, please also upload a letter/document issued by your high school stating the medium of instruction.
2. **a bachelor or master degree** in English (recognised as C1). unibz graduates must upload the language certificates obtained and/or declare that they have passed language exams at the unibz Language Centre (B2, B2+ or C1). **Foreign qualifications**: If the teaching language is not clearly stated on your University degree, please also upload a letter/document issued by your University stating the medium of instruction during your studies.
3. **a recognised language certificate** (see the list of recognised certificates) If you cannot upload the certificates, you can send them by e-mail as PDF files or deliver them in person to the Language Centre by the application deadline (see "Deadlines" section).
4. **language exams organised by the unibz Language Centre**. You can register for these exams online through the application portal (in the section "enrol for language exams") after you have filled out your application in the section "create/manage applications". The registration periods are indicated in the "Deadlines" section. If you start your application outside a language exams registration period, you must return to the portal during one of the periods indicated above in order to register for an exam. Information regarding the structure of the language proficiency exams, their duration, their administration, and typical processing time for the publication of the results can be found on the following webpage.

For information on studying in three languages also visit the following page.

Online application

Your application must be submitted online through the Application Portal. The deadlines are indicated in the "Deadlines" section.

- You need to create an account and upload a valid ID card or passport (front/back). Please note: if your document is invalid, incomplete or unreadable, you will be excluded from the admission procedure;
- Fill in the online form and upload the attachments listed under "Admission procedure";
- If you gained your qualification abroad, you must also upload the diploma of your qualification: if you are not yet in possession of the diploma, you'll need to upload it upon enrolment;
- Complete and submit the online application by the deadline. Once the application has been sent, it cannot be modified. Filled-in forms which have not been sent correctly will not be

taken into consideration.

Please note: Mendacious declarations will be criminally prosecuted and will result in the automatic exclusion from the ranking list.

EU-Citizens and equivalent
You might apply for more than one study programme. If you are excluded in the first session, you might apply again in the second one.

Considered as equivalent are:

1. Citizens from Norway, Iceland, Liechtenstein, Switzerland, San Marino and the Vatican City State;
2. Non-EU citizens with a valid permit to stay in Italy (see article 39, paragraph 5 of decree no. 286 of 25.07.1998: "**permesso di soggiorno**" (residence permit) for work, family reasons, political or humanitarian asylum, religious reasons). In this case, you apply directly to the University as described above and must submit a copy of your valid permit to stay. A permit to stay for study reasons or a visa for tourism is **not valid.** If the permit has expired, you must attach a renewal request. **Please note** that if you do not upload the permit in the application portal, you will be automatically considered a non-EU citizen living abroad and therefore subject to the admission procedure through the Italian authorities in your country of origin.

Non-EU-Citizens (living outside of Italy)
Only one application period is offered. After the deadline it is not possible to apply anymore. Application fee: € 50.

Once the ranking list has been published, if you have gained admission, secure it by paying the first instalment and then start your visa application on the Universitaly portal. The application on Universitaly is mandatory, otherwise you will not be allowed to enrol. On Universitaly you can apply for one study programme only.

Admission procedure

The selection procedure involves the following evaluation criteria:

a) Average marks (max. 80 points)

- University degree: the final university grade expressed in thirtieths.
- University degree not obtained: the average university grade expressed in thirtieths.

In the case of a degree awarded with top marks and **"cum laude"**, an **additional 2 points** will be awarded.

b) Additional language skills

You will receive **3 points** if you demonstrate at least a C1 level in the official language of the course (English).

Certificates recognised by the Language Centre as well as language exams taken at the Language Centre of the Free University of Bozen-Bolzano will be assessed.

c) Disciplinary skills

Candidates are awarded **up to a maximum of 15 points** if they have obtained, or are in the process of obtaining, a degree in one of the following classes or hold another qualification obtained abroad that is recognised as suitable:

ex D.M. 270/04: degree in the following classes

- L-18 Economics and Business Management Sciences
- L-33 Economics
- L-15 Tourism Sciences

ex D.M. 509/99: degree in the following classes

- n° 17 Economics and Business Management Sciences
- n° 28 Economics
- n° 39 Tourism Sciences

ex D.M. 270/04: degree in the following classes

- LM-77 Economics and Business Sciences
- LM-56 Economics
- LM-49 Design and Management of Tourism Systems

ex D.M. 509/99: specialist degree in the following classes

- 84/S Economic and business sciences
- 64/S Economics
- 55/S Planning and management of tourism systems

or **if in possession of the following requirements:**

University degree or diploma obtained in accordance with the regulations in force prior to Ministerial Decree 509/99 and deemed equivalent to one of the degree classes listed above.

In the event of a tied score, as provided for in art. 26 paragraph 2, letter b) of the admission regulations in force, priority will be given to candidates who have obtained a higher partial score in the preponderant evaluation criterion in determining the overall ranking score.

In the event of a further tie, priority will be given to the youngest candidate.

Courses included in the Master of Science in Tourism and Management course syllabus are not valid for the acquisition of the 6 CFU required as a curricular requisite for admission to the Master of Science course.

Courses considered valid for the acquisition of the aforementioned 6 CFUs may not be used to shorten one's career.

In the application portal, you shall upload:

1. Qualification:

- **if graduated in Italy:** diploma supplement or self-declaration (following the Italian D.P.R. no. 445/2000) of the degree awarded with the exams passed (if graduated) or with the

exams passed (if not graduated yet);
- **if graduated abroad:** diploma supplement or final degree certificate with exams passed (if graduated) or transcript of records (if not graduated yet) in Italian, German or English. The above must contain the following information: final grade, exams passed with grade and date of passing, credit points, scientific fields (the latter only for Italian titles).

For qualifications obtained abroad, also: scale of grades awarded by the university of provenance (with a minimum final grade to obtain the qualification and a maximum final grade achievable).

The Faculty reserves the right to request a description of the contents of the courses and/or teaching hours where necessary.

2. Excel file: If you have not graduated yet, you must confirm that you have acquired at least 140 credit points (ECTS) in your course of origin. Please use the excel file available in the application portal.

3. Optional language certificates (see above under letter b) Further language knowledge).

Please note that mendacious declarations will be sanctioned by criminal law and will result in your automatic exclusion.

Ranking lists
The Admission Committee will only evaluate the documents uploaded in the portal by the application deadline. The ranking lists will be published here and are only valid for the respective academic year.

Secure your admission and enrolment

If you have been admitted to more than one study programme, you can secure your admission for a maximum of 2 programmes by paying the designated rate twice. By confirming your place, you renounce admission to the other programmes.

1. Choose the study programme and pay the fees (to secure your admission) in the application portal.

The deadlines are indicated in the "Deadlines" section.

If you do not meet this deadline, you will automatically be excluded and the next applicant in the ranking list will be admitted.

For EU citizens and citizens given parity of treatment only: any remaining places of the early bird application, will be offered in the late application.

Please note: Paying university fees does not confer student status, which is only obtained by enrolling. If you pay but do not enrol, you are not entitled to a refund, except for non-EU applicants living abroad who do not obtain the necessary documents for enrolment from the Italian authorities in their country.

2. Enrol online in the application portal.

The deadlines are indicated in the "Deadlines" section.

Enrolment is recommended as early as possible, so you have the possibility to upload incomplete documents before the deadline.

If you do not meet the enrolment deadline, you will be excluded and the next applicant in the ranking list will be admitted.

Admission with reservation:

If you do not have the required academic qualification, you will be given a conditional offer for a study place and you must submit your qualification upon enrolment. If you achieve your qualification after the enrolment deadline, you cannot enrol, and you will lose your place which will be offered to the subsequent applicant in the ranking list. **Advice**: If you achieve your qualification after the enrolment deadline, you should not pay the tuition fees to confirm the study place. You will be able to submit a late enrolment request and, only if there are study places still available, you can enrol by 12 December 2025.

Students intending to transfer from another Italian University to unibz must submit to the Student Office - at the beginning of the academic year - a copy of the transfer application presented at the university of provenance.

3. If you have a foreign university degree, during enrolment you must upload:

- degree diploma of your Bachelor
- official translation of your degree into Italian (not necessary if the documents have been issued in German or English)
- Diploma supplement, where it must be indicated: that you have achieved at least 180 credit points (ECTS) and that the qualification gives access to a master programme

Depending on the foreign education system your degree belongs to, you must also upload:

a) EU countries, Switzerland, Norway, Iceland, Liechtenstein:

- Statement of **Correspondence** of your Bachelor degree, to be downloaded from the ARDI - Automatic Recognition Database – Italy

b) Non-EU countries that are signatories to the Lisbon Convention:

- Statement of **Correspondence** of your Bachelor degree, to be downloaded from the ARDI - Automatic Recognition Database – Italy
- Statement of **Verification** of your Bachelor degree, issued by the Italian Information Centre on Academic Mobility and Equivalence (CIMEA)

c) Non-EU countries that are not signatories of the Lisbon Convention:

- Statement of **Comparability** of your Bachelor degree, to be downloaded from the ARDI - Automatic Recognition Database – Italy
- Statement of **Verification** of your Bachelor degree, issued by the Italian Information Centre on Academic Mobility and Equivalence (CIMEA)

unibz performs the necessary checks on your foreign qualification and in case of doubt reserves the right to request additional documents.

Please note that if you do not possess a valid admission qualification, you can be excluded with

Rector's decree even after enrolment.

If you are a non-EU citizen living abroad:

If you are eligible for admission (check the ranking lists) and have also applied on Universitaly, the Italian Authorities in your own country will issue you the entry visa for studies/university.

This will allow you to arrive in Italy to enrol for the study programme that you have applied for, after passing the admission procedure.

According to Italian law, within 8 working days of your arrival in Italy, you must have applied for the residence permit: as soon as you arrive, get in touch with the Advisory Service and you will be given the necessary information for starting the procedure.

Once you will obtain your residence permit (permesso di soggiorno), you have to hand it in at the Student Office personally or via e-mail.

Tuition Fees

Fees amount to **€ 1200**

- **1st instalment (€ 600):** includes the revenue stamp of € 16.
- **2nd instalment (€ 600):** must be paid by March of the following year

Delayed payment of the second instalment will result in a fine being levied. If you have not paid the tuition fees, you will be unable to take exams and will not be able to transfer to other universities or other study programmes.

If you drop out of a programme, interrupt your studies or are excluded from studies, you are not entitled to reimbursement of the fees.

Exemption from the tuition fees is granted to:

- Students with a disability recognized under article 3, paragraph 1, of Law No 104/1992, or with a disability up to or exceeding 66%: the disability certificate, issued by the health authorities, must be handed in at the beginning of the academic year.
- Foreign students who have been granted a scholarship from the Italian government.

Students who benefit from a scholarship granted by the Autonomous Province of Bozen-Bolzano are entitled to receive a refund of the tuition fees.

Recognition of credit points from previous studies

Credit points from previous university studies can only be recognised after enrolment if the exams taken at the university of provenance are equivalent in content to those offered at unibz. You can fill out the application after enrolment.

The Advisory Service provides support regarding your choice of study. In many cases a simple call or a short request is enough to get the relevant information (Tel. +39 0471 012100).

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Advisory Service
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Opening Hours
Tuesdays: 10:00-12:00
Thursdays: 14:00-16:00

Alternatively, you may call us throughout the week or book an online appointment

Subject to change.
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