



Master of Science

Sustainable Tourism and Rural Development

STUDY CURRICULUM

According to the study plan/curriculum of the program, the total workload amounts to 120 ECTS credits, distributed in a balanced way over two academic years, with 30 credits per semester.

Curriculum Structure

The program curriculum is organized in a structured and progressive manner, reflecting a balanced distribution of courses and credits across semesters. The analytical overview of the curriculum and the distribution of credits is presented below:

Year I, Semester I (1)

| No. | Modules | ECTS | Teaching Hours | | | Category (A/B/C/D) |
|-----|---|-----------|----------------|-------------------|------------|-----------------------|
| | | | Total in Class | Independent Study | Total | |
| 1 | Sustainable Rural Development, Community and Tourism | 6 | | | | |
| | Sustainable Rural Development | 3 | 37 | 38 | 75 | B |
| | Rural Community and Tourism | 3 | 37 | 38 | 75 | B |
| 2 | Integrated Planning and Landscape Conservation | 6 | 60 | 90 | 150 | D |
| 3 | Legal Framework and Business Practices in Tourism | 6 | 60 | 90 | 150 | A |
| 4 | International and European Legislation on Tourism | 6 | 60 | 90 | 150 | B |
| 5 | Sustainable Tourism Development | 6 | 60 | 90 | 150 | B |
| | Total | 30 | 314 | 436 | 750 | |

Year I, Semester II (2)

| No. | Modules | ECTS | Teaching Hours | | | Category |
|--------------------------|--|-----------|----------------|-------------------|------------|----------|
| | | | Total in Class | Independent Study | Total | |
| 1 | Digital Marketing and Touristic Destination Management | 6 | | | | |
| | Digital Marketing in Tourism | 3 | 37 | 38 | 75 | B |
| | Management of Touristic Destination | 3 | 37 | 38 | 75 | B |
| 2 | Territory Products | 6 | 60 | 90 | 150 | B |
| 3 | Public Policies and Regional Development for Tourism | 6 | 60 | 90 | 150 | B |
| 4 | Project and Risk Management in Tourism | 6 | | | | |
| | Project Management in Tourism | 3 | 37 | 38 | 75 | B |
| | Risk Management in Tourism Businesses | 3 | 37 | 38 | 75 | B |
| Elective Module I | | | | | | |
| 5.1 | Option A (Advanced Financial Management and Climate Change) | 6 | | | | |
| | Climate Change and Ecosystem Adaptation for Tourism Development | 3 | 37 | 38 | 75 | C |
| | Advanced Financial Management for Tourism Enterprises | 3 | 37 | 38 | 75 | C |
| 5.2 | Option B (Advanced Financial Management and Landscape Planning) | 6 | | | | |
| | GIS in Landscape Planning | 3 | 37 | 38 | 75 | C |
| | Advanced Financial Management for Tourism Enterprises | 3 | 37 | 38 | 75 | C |
| Total | | 30 | 342 | 408 | 750 | |

Year II, Semester I (3)

| No. | Modules | ECTS | Teaching Hours | | | Category (A/B/C/D) |
|-----|---|----------|----------------|-------------------|-------|--------------------|
| | | | Total in Class | Independent Study | Total | |
| 1 | Tourism of Heritage, Culture and Nature | 6 | | | | |
| | Nature based Tourism | 3 | 37 | 38 | 75 | B |
| | Heritage and Cultural Tourism | 3 | 37 | 38 | 75 | B |
| 2 | Foreign Languages, Intercultural Exchange and Research Methodology | 6 | | | | |
| | Foreign Languages and Intercultural Exchange in Tourism | 3 | 37 | 38 | 75 | D |

| | | | | | | |
|----------------------------|--|-----------|------------|------------|------------|---|
| | Research Methodology | 3 | 37 | 38 | 75 | D |
| 3 | Strategic Management in Tourism Businesses | 6 | 60 | 90 | 150 | B |
| 4 | Policy and Planning of Tourism | 6 | 60 | 90 | 150 | B |
| Elective Module II | | | | | | |
| 5.1 | Option A: Circular Economy and Food Processing Technology | 6 | | | | |
| | Circular Economy in Tourist Areas | 3 | 37 | 38 | 75 | C |
| | Food Processing Technology and Artisanal Products | 3 | 37 | 38 | 75 | C |
| 5.2 | Option B: Data Science and Artificial Intelligence in Tourism | 6 | | | | |
| | Data Science in Tourism | 3 | 37 | 38 | 75 | C |
| | Artificial Intelligence in Tourism | 3 | 37 | 38 | 75 | C |
| Elective Module III | | | | | | |
| 6 | Entrepreneurship and Protected Areas | 6 | | | | |
| | Entrepreneurship and Innovation in Tourism | 3 | 37 | 38 | 75 | C |
| | Management of Protected Areas | 3 | 37 | 38 | 75 | C |
| | Totali | 30 | 342 | 408 | 750 | |

Year II, Semester II (4)

| No. | Modules | ECTS | Teaching Hours | | | Category |
|-----|--------------------------------|------------|----------------|---|-------------|----------|
| | | | Total in Class | Independent Study / Professional Internship | Total | |
| 4 | Seminar for Thesis Orientation | 2 | 10 | 40 | 50 | C |
| 5 | Master's Thesis | 28 | 20 | 680 | 700 | E |
| | Total | 30 | 30 | 720 | 750 | |
| | Total (1+2+3+4) | 120 | 1028 | 1972 | 3000 | |