Admission requirements

- Bachelor (undergraduate) degree in one of the following graduation classes: L-18 Economy and Management Sciences; L-33 Economic Sciences ex DM 270/04; or, L-17 and L-28 ex DM 509/99.
- Bachelor (undergraduate) degree in classes different from the former, provided that an adequate number of CFUs is earned in the following groups of Scientific disciplinary sectors:
  - 12 CFU in Corporate Sciences area (Scientific Disciplinary Sectors SECS-P/07, SECS-P/08, SECS-P/10);
  - 12 CFU in Economic Sciences area (Scientific Disciplinary Sectors SECS-P/01, SECS-P/02, SECS-P/06);
  - 9 CFU in Mathematics and Statistical Sciences area (Scientific Disciplinary Sectors MAT/05, MAT/06, SECS-S/01, SECS-S/03, SECS-S/05).

English skills at a B1 level are required, gained after curricular university exams or certified by Italian university language centres and credited certification centres.

Program Duration
2 years (120 CFU)

Registration and start of lessons
Online registration to admission test: https://webstudenti.unica.it/esse3/
The admission test will be held in September. Classes will start the last week of September.

University of Cagliari
Faculty of Economics, Law and Political Sciences
Viale Sant'Ignazio, 78
09123 Cagliari
http://facolta.unica.it/segp/

Contacts
E-mail: stmm@unica.it
http://corsi.unica.it/managementmonitoraggioturismoefinanziari/sostenibile/
Program structure

STMM prepares professional managers in monitoring, acquiring, processing and interpreting tourist data to advise and support decisional processes, both in the public and private fields, from the point of view of sustainable development. Moreover, they will be able to carry out managing and directing activities in the following business areas: monitoring and analysing tourist data; managing sustainable tourism projects and processes; managing sustainable economic development and related policies.

First year

- **1st semester “Understanding tourism and sustainability as socio-cultural and scientific categories”**
  The module develops the knowledge necessary to understand sustainability in tourism, considering the main actors and the stakeholders of socio-economic-international, national and local systems. The Program will be entirely in English from the second year to offer the language knowledge functional to its international perspective.

- **2nd semester “Developing plans, policies and projects”**
  The module is based on courses which entail socio-cultural and scientific know-how to analyse the issues connected to the management of sustainable tourism, with reference to policies, business plans and investment projects.

Second year

- **1st semester “Monitoring sustainable tourism”**
  The module offers specialised knowledge which constitutes the core of the whole course. Such knowledge concerns: identifying and monitoring the leading indicators of sustainable tourism;

<table>
<thead>
<tr>
<th>FIRST YEAR</th>
<th>1st semester</th>
<th>2nd semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECS-P/07</td>
<td>Strategic Management for Sustainable Tourism</td>
<td>6</td>
</tr>
<tr>
<td>SECS-P/02</td>
<td>Sustainability and Touristic Development</td>
<td>9</td>
</tr>
<tr>
<td>M-DEA/01</td>
<td>Anthropology of Tourism and Cultural Heritage</td>
<td>6</td>
</tr>
<tr>
<td>L-LIN/12</td>
<td>English</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>SECS-P/08</strong></td>
<td><strong>Environmental and Cultural Policies</strong></td>
</tr>
<tr>
<td></td>
<td><strong>SECS-P/02</strong></td>
<td><strong>Management and Marketing in Touristic Destinations</strong></td>
</tr>
<tr>
<td></td>
<td><strong>ICAR/20</strong></td>
<td><strong>Environmental Planning</strong></td>
</tr>
</tbody>
</table>

**SECOND YEAR**

- **1st semester**
  - INF/01 Information Systems and DBMS 9
  - SECS-P/07 International Standards and Tourism Indicators Monitoring 9
  - SECS-S/01 Spatial Tourism Data Analysis 6

- **2nd semester**
  - IUS/13 International Environmental Law and Policy 6
  - Optional Exams 9
  - Traineeship 9
  - Final test 18

Total CFU: 120

the information systems supporting decisions; and, the computerised management of regional data.

**2nd semester “Final module”**

The module provides a comprehensive overview of the international legal framework regulating environmental protection and policies. The knowledge developed during our Master course can be further deepened through optional courses and traineeship activities. The educational requirements entail a final comprehensive exam.

Careers

The STMM graduate is a manager promoting sustainable development in national and international institutions and in public and/or private organisations such as:

- enterprises and business networks;
- tourist associations;
- tour operators and other enterprises in the sector of tourist services;
- executive bodies of ports and airports;
- public and private partnerships to supply services for local economic and social development;
- protected areas, natural parks and artistic and cultural heritage sites;
- non-governmental organisations;
- Destination Management Organization (DMO);
- Convention Bureaus;
- local, national and international institutions;
- associations.

Program structure

The Program is based on lecture-based classes, practical exercises, workshops and seminars, in support of personal autonomous study.

International exchange programs

STMM entails study experiences and traineeships abroad through the Erasmus, Globus, Erasmus-Placement and Globus-Placement programs.