



IEP Italy

## Programme

Foundation Course  
in Management of  
Tourism Systems

Academic  
Year  
**2024/25**

An institution  
of higher education

In partnership with



UnitelmaSapienza  
Università degli Studi di Roma



# Programme

## Foundation Course in Management of Tourism Systems

### Overview

**Duration:** 12 Months  
**Credits:** 30 CFU  
(University Training Credits)  
**Language:** English  
**Locations:** Naples, Rome and Castellabate Borgo Piu Bello d'Italia

### Concept/mission

The Foundation Course in Management of Tourism Systems is designed to develop the next generation of professionals who will lead the tourism industry with a focus on innovation, sustainability, and cultural preservation. This comprehensive programme offers a curriculum that integrates economic theory, statistical analysis, strategic marketing, and legal frameworks with practical, hands-on learning experiences.

Set within the rich cultural context of Italy, this course emphasises the enhancement of cultural tourism resources, particularly within the Mediterranean and Global South regions. Delivered in collaboration with prestigious partners, students will gain a deep understanding of how to manage and market tourism enterprises, develop strategic initiatives, and apply economic policies to foster sustainable tourism.

### Course modules

- **Business Economics of Tourism Enterprises**  
This module provides an in-depth exploration of the economic principles and financial strategies essential for managing tourism enterprises. Students will learn how to analyse market trends, manage financial risks, and optimise the economic performance of tourism businesses.
- **Strategies and Marketing for Tourism Enterprises**  
Focus on the development and implementation of effective marketing strategies specifically tailored for the tourism industry. Students will explore digital marketing, branding, and customer relationship management, with a focus on attracting and retaining global tourists.
- **Statistics Applied to Tourism**  
Equip yourself with the statistical tools and methodologies necessary for analysing tourism data. Through practical applications, students will learn how to interpret data, forecast trends, and make data-driven decisions that enhance business outcomes.
- **Economic Policies in Tourism**  
Gain a comprehensive understanding of the economic policies that shape the tourism industry at both national and international levels. This module covers regulations, incentives, and the impact of global economic shifts on tourism development.
- **Italian Language & Culture Course**  
Cultural immersion is a key component of this programme. Students will engage in intensive Italian language studies and cultural exploration, gaining the skills and insights needed to thrive in Italy's tourism sector.





### Stage & didactic programme

Throughout the programme, students will engage in both group projects and individual research assignments, guided by experienced instructors and industry professionals. The course includes a practical internship component, where students will work directly within the tourism industry, applying their academic knowledge to real-world challenges. This hands-on experience is complemented by workshops and seminars that deepen students' understanding of global tourism trends and best practices.

### Career progression

Graduates of this programme will be well-prepared to pursue a wide range of careers within the tourism sector, including roles in tourism management, marketing, cultural heritage promotion, and territorial development. The skills and knowledge gained through this course will enable graduates to contribute effectively to the growth and sustainability of tourism enterprises worldwide, particularly within the Mediterranean and Global South regions.

### Partners

This programme is delivered in collaboration with Borghi Più Belli d'Italia, Boston Global Forum and La Sapienza Unitelma. Our partnerships also include leading institutions and training centres in Italy and the EU. These collaborations ensure that our students benefit from a rich, multidisciplinary approach to tourism management, grounded in both academic excellence and real-world relevance.



# International Education Partners

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## ADVISORY BOARD International experts involved

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