



**CLASSIS**  
PROJECT

# Tourism / Business / Management

**MASTER'S Degree**

First Edition - June / July / August 2011

New Frontiers of Profitable Growth in Sustainable and Cultural Tourism "Heritage and Cutting-Edge Technologies at Work"

Master  
Certificate



in collaboration  
with



[classis-project.com](http://classis-project.com)



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## Master's Presentation

**Classis** Association, in collaboration with the **Italian Geographic Society** and **British Institutes** di Roma, presents the first edition of the Master's entitled "**New Frontiers of Profitable Growth in Sustainable and Cultural Tourism**"- **Heritage and Cutting-Edge Technologies at Work**; the **programmed courses** will be held in Rome at Palazzo Mattei, office of the Italian Geographic Society inside Villa Celimontana.



14th century building surrounded by Villa Celimontana's magnificent park it is Palazzetto Mattei, the Italian Geographical Society's head office since 1926. Located within walking distance from the Colosseum.



The Master's, unique for its approach and vision of the subject, will be held entirely in English Language by highly qualified professors and teachers; the courses are aimed at university students and graduates, both from Italy and from foreign countries, preferably coming from departments focused on economics and managerial disciplines, with an excellent knowledge of the English Language and basic computer skills.



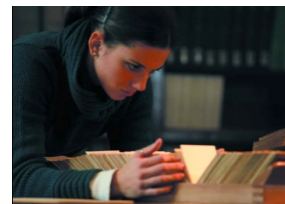


## Master's Presentation

### *Objectives*

The Master's aims at contributing to the high-level education of the senior year students and graduates on the **topics of economics and finance correlated to the conservation and promotion of the environmental and cultural assets of a country.**

Moreover, the Master's intends to create Professionals capable of launching and managing new enterprises in the service of a sustainable and conscious tourism trade in their country of origin.



With approx. 400,000 books and over 2,000 Italian and foreign periodicals, the **Italian Geographical Society's** library is the most important specialised Document collection in Italy and one of the largest in Europe



## Master's Presentation

### *Skills at the end of the course*

**At the end of the training course the students will be able to:**

- **Identify** cultural and environmental assets of a country.
- **Create touristic offers** structured and aimed at the valorization of cultural and environmental assets with a sustainable and conscious approach.
- **Promote culture** and territory through forms of integrated communication.
- **Organize touristic services** connected to particular promotional events.
- Look for and **access international funds** connected to the value of the cultural and environmental assets.





## Master's Presentation

### *Duration and Certification*

The Master's has a total duration of **120 hours** and requires a full time attendance of **6 hours every day**. Over the course of the day direct lessons in classrooms will be alternated with **seminars and lectures**, based on a predetermined calendar. The lessons will be held from Monday to Friday beginning at 9.00 a.m. and ending at 4.00 p.m., with a lunch break of 60 minutes. **Saturday morning can be dedicated to visits to nearby businesses or authorities on the cutting edge of the management of the Touristic and Environmental sector.**

At the end of the training course the students will undergo a **final exam** in order to receive the **Gamma Institute Certification**. The Gamma Institute Certificates are issued in accordance with specific laws in force in European Union and are often necessary for:

- enrolment in the **Court Chancelleries** – experts in their field ;
- **participation in PUBLIC COMPETITIONS** (their recognition occurs from time to time according to expressed indications in the relative announcements of a competitive exam and selection ) ;
- having recognition of the **TRAINING CREDIT** in middle schools and high schools ( for Italy only; art 5 -L 425/1997, art 12 –DPR 323/1998).





# Master's Presentation

## *Programme*

**The disciplines which characterize the Master's are:**

- **Economics** of sustainable tourism
- **Management and Marketing** of cultural and environmental assets
- **Geography** and Land-use planning.

## **Modules**

### **1) The Economics of Tourism**

This module introduces to the economics of the tourism industry with particular attention paid to the relationship between tourism on one side and environmental and cultural heritage on the other.

#### **Topics covered:**

- 1) Economic analysis of tourism industry;
- 2) Economic analysis of demand;
- 3) Tourism Product and Attractions;
- 4) Forecast and statistical data;
- 5) Economic and Environmental Impacts on destinations.





# Master's Presentation

## Programme

### 2) Tourism Marketing: *Cultural and Environmental Products and Markets*

This module gives a basic knowledge of marketing principles and includes the operational techniques of cultural tourism marketing.

It approaches sustainability of alternative promotional tools.

The students learn to formulate marketing and promotional plans for cultural and sustainable tourism goals.

#### Topics covered:

- 1) Study of Types and Forms of Tourism (parks, performance, cultural heritage, books, music, film, museums, etc);
- 2) Presentation of key concepts in service marketing related to sustainable and cultural tourism: the market, segmentation, targeting and positioning;
- 3) SWOT analysis in specific background;
- 4) Branding, pricing and distribution strategies, direct marketing, public relations strategies;
- 5) The development of marketing mix in tourism as a fundamental element for communication.







# Master's Presentation

## *Programme*

### **3) Strategic and operational management for cultural and eco-friendly Businesses**

The module addresses economics and management issues of local markets and cultural institutions, focusing on the complex relations between heritage and economy. Issues relating to markets and cultural institutions are faced with three different perspectives: the module starts with the analysis of the relationship with the market, then moves on to organizational issues and institutional arrangements, and finally ends with the analysis of the prospects of economic development related to cultural activities and productions.

#### **Topics covered:**

- 1) The economy and markets of culture and environment;
- 2) The management of culture: actors and roles Culture and Economic Development;
- 3) Land-use planning, cultural networks and externalities;
- 4) Culture and territory: the cultural districts and cities;
- 5) Policies for Culture: public-private partnerships in the arts and cultural sector;
- 6) Economy and Culture: an international perspective.





# Master's Presentation

## *Programme*

### 4) Tourism geography and territorial planning

The purpose of the module is to identify and describe the influence of tourism on a geographical area. The students learn land-use planning tools that allow the development of a sustainable tourism and related cultural activities.

#### Topics covered:

- 1) Social space and social geography
- 2) Resources and wealth in the geographic space;
- 3) Power and Politics in the geographic space;
- 4) Organization of space;
- 5) Urban Tourism;
- 6) Pressures on the environment.





# Master's Presentation

## *Programme*

### 5) Finance and Taxation in Culture and Green Economies

The purpose of this module is to identify and formalize financial performance factors for a company in the sustainable and cultural tourism industry and exploit private and public financial resources in a national and international context to support a company in sustainable and cultural tourism sectors.

#### Topics covered:

- 1) Main factors influencing economic performance;
- 2) International economics and import/export issue;
- 3) Public grants and loans;
- 4) Fund raising and project financing techniques;
- 5) Analysis of principal tax provisions concerning the tourism sector:
  - Corporate gains taxation;
  - Specific Purpose Tax and Stay Tax;
  - Taxation issues related to the movement of people and goods.





# Master's Presentation

## *Programme*



### **6) Project Management for Cultural and Artistic Activities**

The purpose of the module is to describe the development of projects and events in all domains of arts and culture. It focuses on the use of conceptual project management tools to oversee project development and ensure its continuity in the appropriate way; the module focuses also on transversal ICT cutting-edge technology applications consolidate on the company's communication and promotion process.

*Concepts illustrated by case studies*

#### **Topics covered:**

- 1) Main types of live performance and cultural activities: theatre, music, dance, opera, publishing, music recording, exhibitions.
- 2) Project management of single events: music festivals, theatre tours, art exhibitions.
- 3) Media Industry: the particular economic model for the distribution of information.
- 4) Particular aspects of media management from a planning perspective: programming, audience, convergence of media modes.
- 5) Project management and development of media-based products.
- 6) Cultural and Environmental Heritage and Web Legislation.
- 7) Quality Principles for Tourism oriented Web Sites (Cad Elements, Graphic Design, Web Design, Digital Cataloguing, Art Photography, Virtual Restoration).



## Registration

### *Admission Requirements*

**The requirements to be eligible for this programme are:**

- To have completed the first year of a University programme or completed higher education to a level equivalent to a University Bachelor's degree. In case of absence of these qualifications, the selection committee reserves the right to accept candidates on curricular basis.
- To have a good English level to attend courses and submit coursework in English. (Equivalent to B2, according to the Common European Framework). Candidates without any language qualification will make an on-line English test.
- To be familiar with the use of a Personal Computer, specifically: file and folder management, word processing, spreadsheets, database, presentations, e-mail, Internet navigation.

Available positions to attend the Master: 60 positions in total .

(30 students for the session beginning the 13th of June and 30 students for the session beginning the 11th of July).

In the event that the available positions are all assigned before the deadline, the Association reserves the right to make up to a maximum of 10 positions available for more candidates, by the discretion of the didactic direction but compatible with:

- verification of the requirements held by the candidates on the curricular base;
- the total number of requests of admission received.





## Registration *Application*

### To apply for attendance the applicants must forward:

- pre-registration form  
(download the form at [www.classis-project.com](http://www.classis-project.com) website);
- curriculum vitae, with qualifications earned or evidence of enrolment in a University course;
- copy of an ID document internationally valid.

The documentation can be sent using the following ways:

- E-mail: to the address [master@classis-project.com](mailto:master@classis-project.com), specifying in the subject: **Request of admission to the Master – ref 14472/11**
- Fax: at the number +39 06 89281403 , specifying on the cover page: **Request of admission to the Master – ref 14472/11**

### The terms for the presentation of requests of participation for the two sessions are as follows:

- 1stSession: from 6th June 2011 to 8th July 2011  
deadline : **1 May 2011**;
- 2ndSession: from 13th July 2011 to 5th August 2011  
deadline : **15 May 2011**.





## Registration

### *Application Evaluation Process*

The communication regarding acceptance of the application will come in written form, by e-mail or by fax (according to the information made available by the candidate) within five working days from the expiry date.

The candidates will be admitted only if in possession of the requirements mentioned in the paragraph "Admission Requirements". The verification of the documentation sent by the candidates is entrusted to a Selection Committee charged by the Association. The Selection Committee reserves the right to ask for further documentation not specified in the paragraph "Application", if necessary.





## Registration

### *Registration and payment*

**Within seven business days from the date of acceptance of the application the candidates must confirm their participation by means of:**

- filling out in all parts and subscribing of the Registration Form available on the following website [www.classis-project.com](http://www.classis-project.com);
- paying the registration fee of Euro 110.00 and the first tuition installment of Euro 1,850.00 ;
- sending the subscribed Registration Form, accompanied by a copy of the payment carried out, to the following e-mail address: [master@classis-project.com](mailto:master@classis-project.com) or using the following **fax number +39. 06 89281403** specifying in the subject: Master Registration-ref 14472/11 ;
- Payment in full (second tuition installment of Euro 1,850.00) is due by May 23 for the first session and June 30 for the second session.

For further information, **please call: 0039 06 77070407**







## Registration

### *Tuition and Registration fee*

The tuition amounts to **Euro 3,700.00**

#### **The tuition includes:**

- **course** attendance;
- **didactic material** and textbooks;
- a **tutor** for the classroom and planning stages;
- for each student, access to a pc with **internet connection** for particular educational stages (Classroom and Projects);
- **use of didactic structures reserved for the Master** and access to the library of the Italian Geographic Society;
- the final exam and the Gamma **Master certification**

#### **as well as**

- **daily catering service for lunch**; in the office of the Italian Geographic Society on training days and at nearby agreed restaurants on weekends;
- **accommodation in central Rome**, near the office of the Italian Geographic Society, with arrangements in double or triple rooms;
- **transfers** from an to Leonardo da Vinci international airport.

*The following will be organized on request: daily guided visits and/or by night visits of Rome, dinners in typical restaurants, participation in concerts and/or other events of cultural interest, weekends in other Italian cities (Naples, Florence, Venice) and naturalistic excursions. Any payment of extras will be carried out directly on the premises.*

A registration fee of Euro 110.00 is also requested and includes administration and insurance coverage expenses.

