

Master's Degree Course "Tourism Strategy, Cultural Heritage and Made in Italy"

"THE VALUE OF THE GREAT CONCERTS IN ROME FOR THE TERRITORY AND FOR THE COUNTRY"

3 December 2025 – 4:30 pm-7:30 pm

Auditorium Parco della Musica Ennio Morricone, Viale Pietro de Coubertin, 30 –
00196 Rome

Event Information:

[Check the event details](#)

The event, organized by the Department of Major Events, Sport, Tourism and Fashion of Roma Capitale and The European House – Ambrosetti, will be dedicated to the presentation of the strategic study conducted by The European House – Ambrosetti for Roma Capitale on the economic, tourist, social and employment impact generated by the recent seasons of major concerts in the capital.

The meeting represents an important educational opportunity to understand how major musical events influence the territory, the tourism sector, cultural policies and the local economy.

Keynote speakers

Maxmiliano Bucci – Co-Founder and Artistic Director, Rock in Roma

Claudio Carserà – Chief Executive Officer, *EUR S.p.A.*

Gino Castaldo – Music critic, speaker and journalist, La Repubblica and RaiRadio2

Valerio De Molli – Managing Partner & CEO, The European House – Ambrosetti* and TEHA Group

Roberto Gualtieri – Mayor of Rome

Diego Nepi Molineris – CEO, Sport and Health

Alessandro Onorato – Councillor for Major Events, Sport, Tourism and Fashion, Roma Capitale

Raffaele Ranucci – CEO, Fondazione Musica per Roma

Representatives of other major Italian and European cities, promoters, cultural and tourist operators, institutions, trade associations, experts and the media will also be present.

Student participation and recognition of credits

Students of the Master's Degree Course "Tourism Strategy, Cultural Heritage and Made in Italy" **will be able to obtain the recognition of 2 CFU (extra-activities)** by participating in the event.

To access recognition, you must:

1. Register for the event by indicating:

Name

Surname

University: *Tor Vergata*

Department: *SPFS*

Degree Course: *"Tourism Strategy, Cultural Heritage and Made in Italy"*

2. Register your attendance at the secretariat desk on the day of the event.

For further information or updates, please consult the website periodically.

All interested students are invited to participate.