

Master's Degree Programme
"Tourism Strategy, Cultural Heritage and Made in Italy" LM-49
14 May 2026

On Thursday, 14 May 2026, at 5:00 p.m. (Rome time), the Council of the Degree Programme in "Tourism Strategy, Cultural Heritage and Made in Italy" (LM-49) duly convened and met synchronously online via the Teams platform.

The meeting was chaired by Professor Antonella D'Andrea, Coordinator of the Degree Programme, who verified the validity of the session and opened the proceedings. Professor Fernando Salsano acted as Recording Secretary.

Present:

Simone Bozzato, Marina Brancaccio, Giulia Casentini, Riccardo Cocco, Elisabetta Corapi, Alessandro Cosentino, Antonella D'Andrea, Angela D'Orazio, Enzo Di Renzo, Claudia Golinelli, Francesco Granese, Mohammed Hashas, Caterina Lorenzi, Mario Mastrangelo, Federica Mucci, Fernando Salsano, Francesca Sandri, Guendalina Serafinelli, Vu Thi Van Ahn.

Excused absences:

Angelo Battaglia, Livia Celardo, Natalia Fefelova, Sofia Lener, Barbara Maussier, Claudio Milano, Paola Orecchioni, Camilla Petrillo, Antonella Poce, Francesca Sabatini, Barbara Santoro, Violetta Li (student representative), Andrea Volterrani.

Absent:

Mohsen Abdi (student representative), Michele Angelaccio, Baiocco, Claudia Confortini, Emilio Corteselli, Giovan Battista Fidanza, Antonio Iossa, Chiara Lucrezio, Marco Giuseppe Meneguzzo, Carmelo Occhipinti, Alfonso Pecoraro Scanio, Antonella Poce, Claudia Tavolieri, Silvia Testa, Alessandro Zucconi.

Agenda:

1. Communications
2. Quality Assurance System
3. Approval of the new Teaching Regulations of the Degree Programme
4. Approval of the guidelines for the organisation of the "Quality" section of the institutional website
5. Internationalisation
6. Stakeholder consultation
7. Teaching activities, coordination and training courses for lecturers
8. Guidance, internships and placement
9. Examination boards, subject experts, criteria for the assignment of teaching responsibilities and organisation of teaching activities
10. Any other business

1. Communications

The Coordinator opened the session by analysing the analytical overview relating to enrolled students and admission applications, the deadline for which is set for 29 May. With regard to currently enrolled students, she recalled that the student population currently amounts to approximately 560 students. With great satisfaction, she further highlighted that 1,500 pre-admission applications from international candidates have already been registered for the next academic cycle. This highly significant quantitative evidence demonstrates the strong consolidation of the Degree Programme's international attractiveness, while at the same time requiring a structured organisational effort for the effective management of student flows.

With regard to initiatives promoting intercultural dialogue, the Coordinator announced the sixth edition of the study day organised on the occasion of the "World Day for Cultural Diversity for Dialogue and Development" promoted by the United Nations. Upon invitation by the Chair, Professor Federica Mucci, organiser of the event, informed the Council that the initiative would take place on 21 May 2026 starting at 10:30 a.m. The event, of considerable importance for the multicultural identity of the Degree Programme, will be held in person in the Academic Senate Hall and streamed live on YouTube in order to maximise international participation. The initiative directly involves Degree Programme students, who contributed to the event schedule through interviews with artists and curators, as well as activities dedicated to the sharing of personal and cultural experiences.

Finally, the Coordinator drew the Council's attention to the use of the new bilingual digital brochure (Italian and English). This tool is intended to enhance the effectiveness of orientation activities by making entry requirements and educational profiles clear and transparent, in full compliance with AVA 3 requirements concerning the dissemination of information.

2. Quality Assurance System

The Coordinator reported on the recent Audit conducted with the University Evaluation Unit and on the progress of the drafting of the Degree Programme Evaluation Report. On the basis of the data extracted from the latest Annual Monitoring Sheet (SMA), and in line with the observations of the Joint Student-Faculty Committee (CPDS), the Coordinator highlighted the need to focus improvement actions on strengthening and safeguarding indicators iC01 (percentage of credits obtained during the first year out of the total expected credits) and iC17 (regularity of students' academic careers). It was noted that these indicators are structurally affected by lengthy bureaucratic procedures and administrative delays in visa issuance by diplomatic authorities for international students.

The Council agreed on the need to continue structuring internal organisational and teaching responses aimed at mitigating this exogenous critical issue from the very first semester of enrolment through rigorous planning of teaching workloads and academic calendars.

3. Approval of the New Teaching Regulations of the Degree Programme

The Coordinator submitted to the Council for approval the proposed amendments to the Teaching Regulations of the Degree Programme. It was explained that the intervention had become necessary in order to regulate in an organic, detailed and transparent manner the teaching activities delivered in blended mode. The new regulatory framework clearly defines the percentages of online delivery, synchronous and asynchronous interaction methods, and criteria for access to digital learning materials. This reorganisation is expressly aimed at supporting the regularity of international students' academic careers (thus safeguarding indicators iC01 and iC17), by enabling them to begin their educational activities remotely pending the completion of consular visa procedures.

Following an extensive discussion, the Council unanimously approved the new Teaching Regulations of the Degree Programme.

4. Approval of the Guidelines for the Organisation of the “Quality” Section of the Institutional Website

In compliance with the transparency requirements established by the AVA 3 system and in order to ensure full accessibility of information for all stakeholders involved in the Quality Assurance system, the Coordinator presented the new guidelines for the organisation of the “Quality” section of the institutional website. The guidelines provide for the mandatory publication and constant updating, within the dedicated “Administration and Quality” section of the portal, of the following official documents: SUA-CdS, Annual Monitoring Sheet (SMA), Cyclical Review Report, annual reports of the Joint Student–Faculty Committee (CPDS), minutes of the Degree Programme Council and Review Group meetings, documentation and reports, and aggregated results of student opinion surveys (OPIS questionnaires).

Furthermore, strict protocols concerning the redaction and anonymisation of personal identifying data must be established in order to safeguard users' privacy in full compliance with the GDPR. At the same time, in order to strengthen orientation activities and facilitate students' access to logistical information, the introduction of an assistance Chatbot integrated into the portal by the University Computing Centre was submitted for approval.

The Council unanimously approved both the guidelines for the Quality section and the adoption of the assistance Chatbot for students.

5. Internationalisation

The Council proceeded to examine strategies aimed at strengthening international mobility, with particular reference to outgoing student flows. With regard to the Erasmus+ Programme, a steady growth trend in student participation was highlighted:

Academic Year 2024–2025: 19 outgoing students;

Academic Year 2025–2026: 16 outgoing students;

Academic Year 2026–2027: 29 outgoing students (current call).

The Degree Programme currently benefits from a network of 20 active international agreements, in addition to those established at Departmental and University level:

19 Erasmus+ agreements with European universities;
1 Overseas agreement with West Virginia University (USA).

The network covers nine countries and includes leading universities in Spain, Portugal, France, Greece, Malta, Poland, Romania, Sweden and the Netherlands.

N°	Università	Città / Paese	Borse	Durata	Req. linguistico
1	Breda University of Applied Sciences	Breda, NL	6	6 mesi	B2 Inglese
2	University of Malta	Malta	4	6 mesi	B2 Inglese
3	University of the Aegean	Atene, GR	2	6 mesi	B2 Inglese
4	Universidad de Almería	Almería, ES	2	6 mesi	B1 Spagnolo
5	Universidad de Córdoba	Córdoba, ES	2	9 mesi	B1 Spagnolo
6	Univ. Carlos III de Madrid	Madrid, ES	2	10 mesi	B1 Spagnolo
7	Univ. Rey Juan Carlos	Madrid, ES	2	9 mesi	B1/B2 Inglese
8	Universidad de Málaga	Málaga, ES	4	6 mesi	B1 Spagnolo
9	Universidad de Oviedo	Oviedo, ES	2	6 mesi	B2 Spagnolo
10	Université Savoie Mont Blanc	Chambéry, FR	3	5 mesi	B2 FR / B1 EN
11	Univ. Paris 1 Panthéon-Sorbonne	Parigi, FR	2	10 mesi	B1 Francese
12	Universidade de Aveiro	Aveiro, PT	2	6 mesi	B1 Portoghese
13	Universidade de Coimbra	Coimbra, PT	2	9 mesi	B2 EN + B1 PT
14	Univ. Católica Portuguesa	Lisbona, PT	5	6 mesi	B2 Portoghese
15	Universidade Lusófona	Lisbona, PT	2	6 mesi	B1 Inglese
16	Uniwersytet Gdański	Danzica, PL	2	5 mesi	B1 EN / Polacco

N°	Università	Città / Paese	Borse	Durata	Req. linguistico
17	Bucharest Univ. Econ. Studies	Bucarest, RO	5	6 mesi	B2 Inglese
18	Universitatea Babeş-Bolyai	Cluj-Napoca, RO	2	6 mesi	B2 Inglese
19	Dalarna University	Falun, SE	2	5 mesi	B2 Inglese
20 (Overseas)	West Virginia University	USA	1	6 mesi	B2 Inglese

The Council expressed great appreciation for the efforts made by the governance of the Degree Programme towards the continuous and structured enhancement of internationalisation processes. In this regard, full satisfaction was expressed concerning the report submitted by the Erasmus and Overseas Coordinator, Professor Guendalina Serafinelli. In particular, it was emphasised that no withdrawals were recorded during the Academic Year 2024/2025, confirming the effectiveness of the orientation activities carried out. With reference to the three withdrawals recorded during the Academic Year 2025/2026, the Council noted, in line with the Delegate's report, that these were exclusively caused by external consular bureaucratic delays related to the renewal of residence permits in the host countries, and not by deficiencies in the Degree Programme's internal support system.

The data relating to the Overseas Outgoing Programme were subsequently analysed, confirming the broad international dimension of the Degree Programme:

Academic Year 2023–2024: 5 students (1 University of New Mexico, 1 West Virginia University, 2 Soka University of Japan, 1 University of Nevada);

Academic Year 2024–2025: 8 students (3 University of Nevada, 3 Soka University of Japan, 2 West Virginia University);

Academic Year 2025–2026: 2 students (Soka University of Japan, mobility currently in progress).

It was further reported that two students are successfully participating in Blended Intensive Programmes (BIPs).

Finally, the Coordinator updated the Council on the ongoing negotiations concerning cooperation agreements with universities in Uzbekistan, initiated through the involvement of a graduate of the Degree Programme who is currently teaching there.

Within this broader framework of strong global dynamism, the Council resolved to further enhance academic exchanges deriving from the network of international relations by promoting mobility pathways capable of offering students innovative professional opportunities within emerging and transnational tourism markets.

6. Stakeholder Consultation

The Coordinator reported on the strengthening of relations with the labour market and business sector. A remarkable increase in active agreements was highlighted, rising from 15 agreements recorded in the Academic Year 2022/2023 to the current 49 agreements specifically related to the Degree Programme (in addition to those of the Department and the University) registered during the latest academic year.

The Council analysed the outcomes of the stakeholder consultation meeting held in January and of the workshop organised in March. Taking into account the formal recommendations expressed by the members of the Advisory Board — who suggested strengthening competences in transport law and transversal skills (soft skills) — the Council resolved to activate, for the following academic year, two strategic shared courses:

804004239 NAVIGATION, TRANSPORT AND TOURISM LAW LM A (Professor Chiara Vagaggini);

804004238 ORGANISATIONAL PSYCHOLOGY LM A (Professor Massimiliano Pellegrini);
to which the following courses are added:

804004298 THE ROMAN WORLD: HISTORY, CULTURE AND MATERIAL REMAINS;

804004219 EXTRA-EUROPEAN MUSICAL CULTURES LM A;

804004240 DATA ANALYSIS AND DIGITAL SYSTEMS FOR TOURISM.

The Council approved the new educational offer and the scheduling of a new consultation session with stakeholders in June, aimed at verifying the adequacy of the educational offer in relation to the professional profiles required by the labour market.

7. Teaching Activities, Coordination and Training Courses for Lecturers

In order to promote methodological innovation, the Council analysed professional development opportunities available to academic staff.

The renewal of the agreement with the GoFluent platform through the University Language Centre (CLA) for self-directed language learning was announced. Registrations for the 2026/2027 cycle opened on Monday 4 May and will close on 17 May 2026.

The status of the ALMA Project was also presented. The project is aimed at establishing a University Digital Education Hub in partnership with the Distance Learning School (Scuola IaD). Particular emphasis was placed on the importance for the Degree Programme of the MOOC on “Hybrid Participation Processes Supporting Innovation”, coordinated by Professor Andrea Volterrani, lecturer within the Degree Programme, together with further reflections concerning the impact of Artificial Intelligence on educational processes.

The Coordinator also reminded all lecturers of the importance of promptly updating course syllabi for publication on the Degree Programme website. This constitutes a fundamental tool enabling students, especially incoming international students, to properly plan their study paths.

8. Guidance, Internships and Placement

The Coordinator presented data relating to curricular internships and professional placement activities, which constitute key elements in assessing the external effectiveness of the Degree Programme. During the current academic year, 77 training projects relating to internships and traineeships were activated. Of these, 85% received an “excellent” evaluation in the feedback questionnaires completed by host institutions and companies. Particularly significant is the placement data, showing four immediate post-internship recruitments during the Academic Year 2024/2025.

As further evidence of the sustainability and effectiveness of career management policies and support for students transitioning towards the final examination (objectives monitored through the review process), the Council noted that the total number of graduates rose to 195 during the Academic Year 2024/2025, marking an exceptional increase compared to 76 graduates in 2023/2024 and 42 graduates in 2022/2023.

A strong component of working students was also highlighted: the Degree Programme managed and approved more than 100 applications for the recognition of academic credits related to previous or ongoing professional activities carried out under employment contracts consistent with the educational objectives of the Degree Programme.

In light of the outstanding results achieved, the Council formally expressed its gratitude to the Internship Office of the Macroarea of Humanities and Philosophy and to the Degree Programme contact person, Professor Fernando Salsano, for their constant and fruitful commitment. The Council also formally acknowledged the updating of the network of partner institutions.

9. Examination Boards, Subject Experts and Organisation of Teaching Activities

With reference to the agenda item concerning subject experts, the Chair submitted to the Council the proposals for the conferral of the title of “subject expert” for the purpose of participation in the examination boards of the Degree Programme.

In particular, the following candidates were presented:

- Dr Francesca Sangiorgi, proposed by Professor Caterina Lorenzi as subject expert for the course within the curriculum “Applied Ecology to Nature Conservation and Tourism (LM A)”;
- Dr Luca Contardi, proposed by Professor Antonella Poce as subject expert for the course within the curriculum “Experimentalism, Storytelling, Museum” of the “E-tourism, Heritage and Made in Italy” track.

Having examined the curricula and verified the consistency of the scientific and professional profiles with the courses and educational activities of the Degree Programme, the Council unanimously approved the conferral of the title of subject expert upon the above-mentioned candidates for participation in examination boards, in accordance with current legislation and with the regulations of the Department of History, Cultural Heritage, Education and Society.

As evidence of the scientific and ethnomusicological excellence fostered within the Degree Programme's final dissertations, the Coordinator proudly announced that a graduate of the Degree Programme had been awarded the prestigious Mc Giaime Prize for the Academic Year 2024/2025, granted to the best dissertation focusing on the sociomusicology of rap and the musical expressions of the African diaspora.

The Council expressed its appreciation, emphasising that such recognition confirms the methodological openness and interdisciplinarity of the research paths promoted by the academic staff.

10. Any Other Business

There being no further matters to discuss, the meeting was adjourned at 6:10 p.m.

Read, approved and signed.

The Recording Secretary

Prof. Fernando Salsano



The Coordinator of the Degree Programme

Prof.ssa Antonella D'Andrea

