

***Master's Degree Course in
"Tourism Strategy, Cultural Heritage and Made in Italy" – LM-49
Minutes of the Board on June 24, 2025***

On June 24, 2025, at 6:00 PM, the Council of the Master's Degree Course in "Tourism Strategy, Cultural Heritage and Made in Italy" convened remotely, as per the call sent on June 9, 2025, with the following agenda:

1. Communications
2. Report on activities carried out in favor of master's degree Course students
3. New curriculum of the degree program
4. Quality assurance of the degree program: analysis of implemented actions and planning of future actions
5. Proposal to expand the Review Group
6. Any other business

Present:

Casentini Giulia, Celardo Livia, Confortini Claudia, Corapi Elisabetta, D'Orazio Angela, D'Andrea Antonella, Di Renzo Enzo, Fefelova Natalia, Fidanza Giovan Battista, Hashas Mohammed, Lorenzi Caterina, Maussier Barbara, Mucci Federica, Petrillo Camilla, Sabatini Francesca, Salsano Fernando, Sandri Francesca, Serafinelli Guendalina, Vu Thi Van Ahn, Violetta Li (student representative).

Justified absences:

Cosentino Alessandro, Granese Francesco, Magazzù Giulia, Orecchioni Paola, Poce Antonella, Santoro Barbara, Volterrani Andrea.

Unjustified absences:

Angelaccio Michele, Battaglia Angelo, Cocco Riccardo, Lucrezio Chiara, Mastrangelo Mario, Meneguzzo Marco Giuseppe, Milano Claudio, Occhipinti Carmelo, Pecoraro Scanio Alfonso, Tavolieri Claudia, Testa Silvia, Vantaggiato Luca, Abdi Mohsen (student representative).

Prof. Fernando Salsano acted as Secretary; the meeting was chaired by the Course Coordinator, Prof. Antonella D'Andrea.

1. Communications

The Coordinator informs the Council that the program undergoes an audit by the University Evaluation Unit in preparation for the visit of ANVUR experts, scheduled for February 2026. She also announces that the Course Catalogue for the academic year 2025/2026 is published. She reminds all professors to submit their syllabus by June 30, 2025, following the model and guidelines provided by the University Evaluation Unit. Each professor is also invited to communicate the teaching schedule (in-person or online), if not already submitted, so it can be forwarded to the Classroom Management Office and to the IaD School.

2. Report on Activities for Students

The Coordinator reports on various initiatives carried out in support of the students of the degree Course:

- In collaboration with Mr. Tiziano Gasbarro, administrative officer for English-taught programs, the class timetable was organized for both semesters without scheduling conflicts. It was then published on the website and shared through student representatives and university's communication channels.
- Three roll-up banners with QR codes were created to help disseminate academic and administrative information. These are placed in Building A, near the student office and front desk.
- Using program funds, textbooks for various courses are purchased and made available at the Macroarea Library, which remains open from 9:00 AM to 8:00 PM, facilitating on-campus study and meeting students' needs for accessible study spaces.
- To support final-year students - often struggling to graduate on time due to delays in visa issuance or differences in educational systems - five professors carried out additional tutoring activities between January and May. This intervention helps address one of the critical issues highlighted in the previous year's monitoring report: delayed graduation beyond the regular duration of the program.
- To improve the sustainability of the program (student/faculty ratio and proportion of tenured vs. adjunct faculty), new professors (full, associate, and researchers) are recruited, thanks to the joint efforts of the University, Department, and the Degree Program.
- Two students are hired part-time to assist Mr. Gasbarro in maintaining the website and providing front-office support.

The Coordinator emphasizes the importance and success of the many events, seminars, and workshops organized by faculty and the program. These initiatives offer students opportunities for professional development, enrichment of their academic path, networking with industry professionals, and preparation for the job market.

3. New Course of Study Order

The Coordinator informs the Council that the procedure for the approval of the new order is complete. It includes two curricula (one in Italian and one in English) and introduces a blended learning mode (in-person and online). The program is currently waiting for the Rector's decree.

The professors who will teach online courses starting in the academic year 2025/2026 are encouraged to plan their teaching methods in advance, preparing PowerPoint slides, handouts, forums, and other support tools. A dedicated training session on using the IaD School platform will be organized before the beginning of classes, to support blended learning delivery under the new curriculum.

Regarding course organization, Prof. Angela D'Orazio requests clarification about the absence of prerequisites between first- and second-year courses.

The Coordinator explains that formal prerequisites are not included; however, it is advisable - also through the support of student representatives - to recommend students take exams in an order that ensures foundational knowledge is acquired before tackling more advanced topics.

Prof. D'Orazio also notes that the GOMP information sheet, managed by the University, contains learning objectives only in Italian. Given the international nature of the program, she suggests including an English version to improve accessibility and consistency. The Coordinator assures that she will submit this request to the central University offices.

4. Quality Assurance: Actions Implemented and Future Planning

The Coordinator informs the Council that, at the request of the University Evaluation Unit, an assessment of the achievement of learning objectives is required, including evaluation of their relevance to professional needs. The tool to be used is the Tuning Matrix.

This methodology aims to improve the quality and transparency of academic offerings, supporting comparability and compatibility among different programs and institutions. It focuses on aligning learning outcomes with the competencies required in the labour market. Members of the Review Group will be involved in this task, but contributions from any interested faculty members are welcome.

5. Proposal to Expand the Review Group

The Coordinator proposes expanding the Review Group following the establishment of the new Italian curriculum.

Prof. Caterina Lorenzi volunteers.

The Council unanimously approves the inclusion of Prof. Lorenzi in the Review Group.

6. Any Other Business

Prof. Mohammed Hashas notes the difficulty of knowing in advance the number of students who will attend classes, which would be helpful for planning purposes.

The Coordinator explains that, since enrolment in individual classes is not mandatory, reliable projections cannot be made.

Prof. Livia Celardo raises the issue of non-attending students booking exams at the last minute and often being unprepared, which negatively affects exam administration.

The Coordinator suggests using the Delphi system setting that automatically blocks registration for the next exam session in case of failure.

Prof. Angela D'Orazio highlights the large number of thesis requests.

The Coordinator reassures that, with the increased number of courses and faculty, thesis requests will be better distributed in the coming months, reducing the current overload.

As there are no further matters to discuss, the meeting concludes at 7:50 PM.

Read, approved, and signed.

The Secretary
Prof. Fernando Salsano

The Coordinator
Prof. Antonella D'Andrea