

Welcome Day Lauree Magistrali

6 maggio 2025

Università degli Studi di Palermo



**Università
degli Studi
di Palermo**



Tourism Systems and Hospitality Management

Università degli Studi di Palermo

Coordinatore del Corso di Studio
Prof. Giovanni Ruggieri



MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



Why Tourism and Hospitality..?

- ❖ Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world.
- ❖ Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.
- ❖ Hospitality is not just one of the world's biggest industries; it is also one of the most dynamic, exciting and fast-growing. With every new development in technology or guest experience, even more diverse and specialized job opportunities open up.



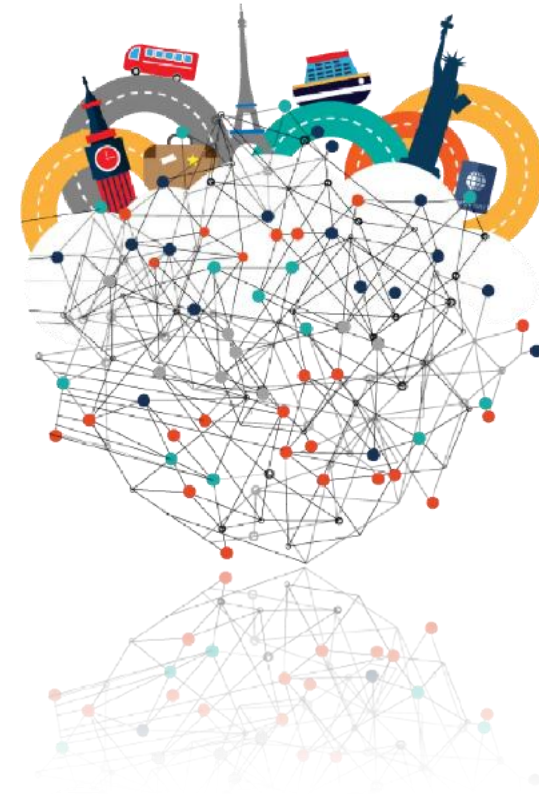
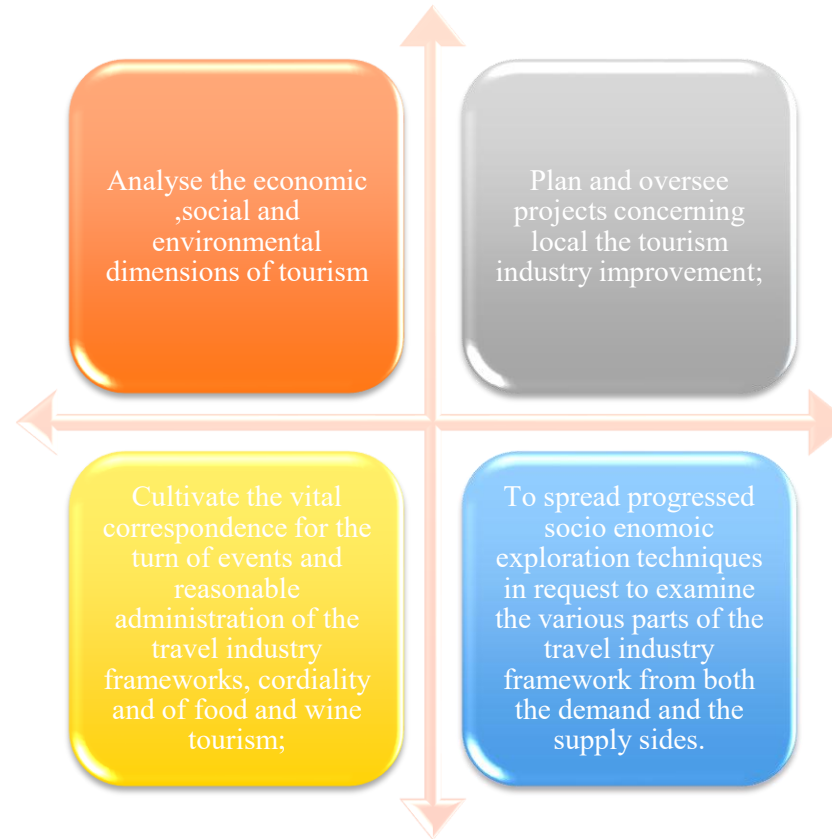


MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



EDUCATIONAL OBJECTIVE

The course aims to:





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



BRIEF INFORMATION

- ❖ 2 years programme + extra mobility opportunities
- ❖ 120 credits with 15 subjects + internship and thesis
- ❖ Scholarships
- ❖ Double degree programmes
- ❖ Integrated study programmes
- ❖ Required 250 hours of internship upon completion of graduation
- ❖ Development of a thesis on topics faced by the student in their training path
- ❖ Career opportunity programmes



MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT

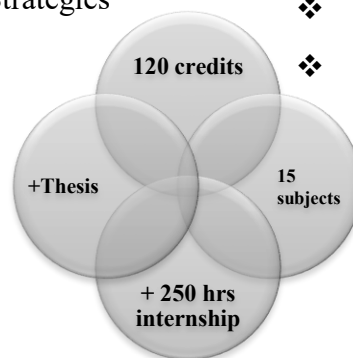


Major Academic Subjects

- ❖ Tourism Economics And Regional Policies
- ❖ Statistics For Economics & Business
- ❖ Strategic Management And Positive Organization For Tourism
- ❖ Advanced Tourism Statistics
- ❖ Events Management
- ❖ Global Management And Corporate Strategies
- ❖ Statistics For Economics & Business

Subordinate Course work

- ❖ Web Marketing
- ❖ International Tourism Law
- ❖ Human Resources
- ❖ Demography
- ❖ Agriculture And Food Systems
- ❖ Advanced Tourism English
- ❖ Economic History And Tourism: Theories And Facts
- ❖ Spanish





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



Scholarships and Fee Waiver

- ❖ The scholarship consists of 5200 euros for 2years allotted by competition based on certain income limits as well as on merit requirements.
- ❖ Students who have applied for scholarships, having the necessary requirements and who result eligible, will be entitled to: University fee exemption;
- ❖ He/She regional tax for the right to university education refunded;
- ❖ The scholarship amount, both monetary and in services, varies according to the student family unit's economic condition (income/assets) and to the student's place of residence.
- ❖ In order to take part in the competition, foreign students are required to submit the so-called "ISEEU/ISPEU parificato".

study grants
scholarships





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



Double degree programme

University of Dubrovnik, Croatia HR - (1st year, 2nd semester)

- ❖ the double degree program provides you the possibility to graduate both at UNIPA and UNIDU, obtaining two different degree certificates (Italian and Croatian degree): one granted by UNIPA in Tourism Systems and Hospitality Management (LM49) and the second granted by UNIDU in Tourism.
- ❖ The program is also supported by a scholarship funded by UNIPA (about 2.400 Euro)
- ❖ Number of opportunities - 5





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



Double degree programme

University of Malaga, Spain ES - (2nd year, 2nd semester)

- ❖ The double degree program provides you the possibility to graduate both at UNIPA and UMA, obtaining two different degree certificates (Italian and Spanish degree): one granted by UNIPA in Tourism Systems and Hospitality Management (LM49) and the second granted by UMA in Dirección y planificación del turismo.
- ❖ The program is also supported by a scholarship funded by UNIPA (about 2.400 Euro)
- ❖ Number of opportunities - 5





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



Double degree programme

Double degree at Chaplin School of Hospitality & Tourism Management, FIU, MIAMus

- ❖ This great agreement offer's UNIPA students to study their 2nd year at FIU
- ❖ Possibility to work for one year on CPT basis in USA, Also students can work 20 hours per week during thier programme
- ❖ UNIPA - 10 Scholarships
- ❖ UNIPA grants - 3000 Euros for selected student





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



Integrated study programme at Chaplin school of hospitality management, FIU, MIAMI us

- ❖ This opportunity is to spend a mobility period for traineeship at FIU, Miami, USA, for 3 (three) months
- ❖ Applied for 2nd year, 2nd semester
- ❖ UNIPA - 10 Scholarships
- ❖ UNIPA grants - 2000 Euros





MASTER DEGREE
TOURISM SYSTEMS AND HOSPITALITY
MANAGEMENT



Unipa made inter-institutional agreement, So students also can take their part to study in following universities

- ❖ Yarmouk University, Irbid, Jordan
- ❖ Al-Balqa Applied University, Salt, Jordan
- ❖ Hanoi University, HANU, Hanoi, Vietnam



This Programme is also supported by Erasmus+



MASTER DEGREE
TOURISM SYSTEMS AND HOSPITALITY
MANAGEMENT



The Italian and American professors at Unipa



- ❖ The teachers will take turns in teaching and in orientation activities for study and work placement, assisting students in the international training path.
- ❖ possibility to carry out some industrial visits at the FIU during major events such as the SOBE FESTIVAL, or to participate in visiting periods in Florida.

For further information about course



bit.ly/2tnpwHX





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



THE FOUNDATION OF (LM-49)



FABIO MAZZOLA
Professor of Economic Policies, Course Coordinator,
Vice Rector of the University of Palermo,



GIOVANNI RUGGIERI
Professor of Economic Policies, Course Coordinator,
Researcher in Applied Economics, University of
Palermo, Italy



STEFANO DE CANTIS
Professor of Advanced Tourism Statistics,
Course Coordinator, University of Palermo,



PIETRO COLUMBA
Professor of Agriculture and Food Systems C.I.
(Agri-Food Systems)
University of Palermo, Italy



ANNALISA BUSETTA
Professor of Demography
University of Palermo, Italy



AURORA ANSELMO
Professor of International Tourism Law
University of Palermo, Italy



SANDRO FORMICA
Professor of Strategic Management and
Positive Organisation for Tourism C.I.
Florida international University,USA



DIANN RICKI NEWMAN
Professor of Human Resources
Florida international University,USA



MARIA FRANCESCA CRACOLICI
Professor of Statistics for Economics and Business
University of Palermo, Italy



SHERRY ANDRE
Professor of Events Management
Florida international University,USA



MIHAELA PLUGARASU
Professor of Web Marketing
Florida international University,USA



NINFA PAGANO
Professor of Advanced English
University of Palermo, Italy



RODRIGUEZ ESCALONA ADIAGNA
Professor of Spanish
University of Palermo, Italy





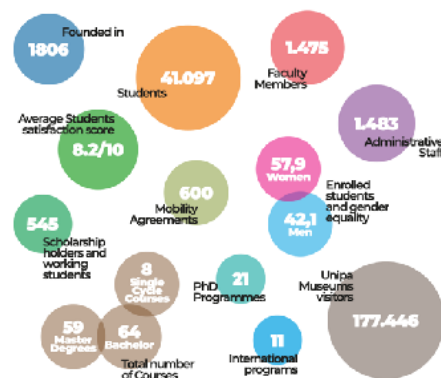
MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



ABOUT PALERMO UNIVERSITY

- ❖ The University of Palermo (UNIPA) is a consolidated cultural, scientific and teaching presence in central-western Sicily. Its 16 Departments covers.
- ❖ About 122 courses (first and second cycle) are yearly offered as well as 44 master and specialisation and 23 PhD courses, targeted to the training of specific professional figures.
- ❖ UNIPA is also present in three other cities in Sicily, apart Palermo: Agrigento, Caltanissetta e Trapani.
- ❖ Every year Unipa invites international students from around Europe and rest of the world.

UniPa overview





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



ABOUT PALERMO'S HOSPITALITY

- ❖ In Palermo, there is something for every student. Thanks to the Byzantine, Greek, Arab and Norman empires – and not forgetting Garibaldi – the capital of Sicily has a colourful past and an even more vibrant present.
- ❖ Explore the historic centre under the Mediterranean sun, use street food to navigate you through its cobbled lanes and party into the night at Vucciria.
- ❖ Sicily-Island has large coastline over 1000km with beautiful rock & sandy beaches and it is great place to enjoy water sports during summers. Snow activities during winter at mountains (Mount Etna and Piano Battaglia).
- ❖ A great place to enjoy different Sicilian carnivals and street parties. Sicily has a variety authentic of wide spread of food which is rich and delicious to taste.





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



FACILITIES AND SERVICES



Help Desk for international students - Guidance and Tutoring Center (COT) -The Service provides information and welcome to foreign students, as well as support for enrolment procedures. It also provides information and updates on Immigration rules and on all the bureaucratic and administrative procedures regarding foreign citizens.

University Accommodation

- ❖ Palermo University offers a few choices for remaining in Palermo, rooms, flats apartments...find out which one suits for you and enjoy your visit
- ❖ The most benefits and services (scholarships and accommodation service) are granted by competition; the call is usually published every year in July on the website www.ersupalermo.gov.it and expires in early September.





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



FACILITIES AND SERVICES



University language centre

- ❖ The Language Centre (CLA) of the University of Palermo offers an extensive programme of foreign language courses, which are free for students, PhD students.
- ❖ The University Language Centre offers courses in the following foreign languages: Italian, Arabic, English, French, German, Russian, Spanish.

The didactic calendar - An academic calendar is to keep students, faculty, and staff reminded of key dates throughout the academic semester and year





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



FACILITIES AND SERVICES



University medical centre

- ❖ The University Medical Clinic (AMU), is an initiative of the University of Palermo in partnership with the University Hospital "Paolo Giaccone", to offer a free service of multidisciplinary outpatient medical assistance to students.
- ❖ The clinic is a service dedicated to young people who attend the University and its spaces

UNIPA Canteen

The canteen service is open to all University students. Students can take advantage to receive their meals in the several canteens

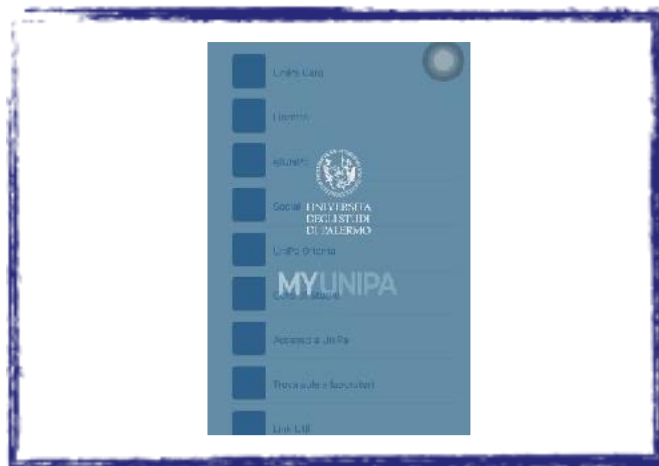




MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



FACILITIES AND SERVICES



My UniPa app & utilities

- ❖ MyUniPa presents a set of information and services that improve university life. The main novelty concerns the adoption of a push notification service that allows the personalization of the communications sent by the University to students, regarding deadlines, appointments, events and lots of useful items.
- ❖ UNIPA wifi
- ❖ Plastic free - drinking water distribution point
- ❖ Unipa free campus bus
- ❖ Bike and car sharing sharing - Amigo Unipa

University sports centre

CUS Palermo is the university sports group of Palermo, The center is affiliated with the Italian University Sports Center. It is currently active in the following sports: athletics, soccer, rowing, swimming, basketball, handball, water polo, volleyball, tennis.





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



FACILITIES AND SERVICES



Library services

University of Palermo libraries offers quality services, both accessible from home or from the reading rooms. Connecting to the link <https://unipa.it/biblioteche> it is possible to access the digital collections, without necessarily going physically to the libraries.

International students
office

Classrooms

SEAS Department
and classrooms





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



CAREER OPPORTUNITY PROGRAMMES

UNIPA career services helps graduates to increase their job opportunities, meet companies and enter the world of work.

- ❖ Career Service Infopoint
- ❖ Almalaurea's job-bank
- ❖ Internship and Placement opportunities
- ❖ Recruiting Day and Career Day ((meetings between students/graduates and companies).
- ❖ Apprenticeship Program
- ❖ Corporate relations and Institutional partnership



MASTER DEGREE
TOURISM SYSTEMS AND HOSPITALITY
MANAGEMENT

FIU
FLORIDA
INTERNATIONAL
UNIVERSITY

CAREER OPPORTUNITY PROGRAMMES



Università
degli Studi
di Palermo





MASTER DEGREE TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT



Reasons to take the Master



The Master in Tourism systems and hospitality management was really comprehensive in terms of contents, but the aspect that I would highlight most about Unipa is the networking and professional opportunities that it gives you. With lecturers who are professional experienced in the sector, who share all the knowledge and insight you need, giving you the chance to set yourself apart.

-Alfredo Giambrone | operative director Prezzemolo & Vitale



The decision to take this program has been a great step forward in my career! The Marketing Strategies is extremely practical, which has helped me to develop various skills to enhance my performance in Business Sector.

--Anna La Parola | Marketing Department | Palermo SRL



International Faculty



Meeting with
professional
experienced



Case study methods



Business analysis



Università
degli Studi
di Palermo

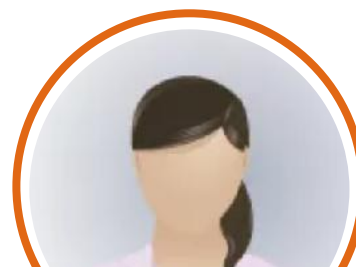




**MASTER DEGREE
TOURISM SYSTEMS AND HOSPITALITY
MANAGEMENT**



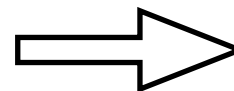
ADMISSION CONTACTS



International Secretariat

Master.hfb@unipa.it

International students can visit the
website for more information



<https://flowto.it/NiLLuoPB?fc=0>



“
Vi aspettiamo in Unipa!

**Università degli Studi
di Palermo**



**Università
degli Studi
di Palermo**

