



UNIVERSITÀ DEL SALENTO



Scuola Superiore ISUI  
Settore Patrimonio Culturale

II Level International Master

# Valorization of Cultural Heritage

2007/2008 edition



INTERREG IIIA/GREECE-ITALY 2000-2006



# Admission Requirements

The master aims at training the professional figure of the Cultural Manager, and proposes two different specializations:

## **Cultural and Environmental Heritage Management**

### **Sustainable Tourism Management**

Candidates specializing in **Cultural and Environmental Heritage Management** should:

- hold a Second level Specialized Degree (3+2);
- hold a Degree, according to Old University Regulation without restriction to field of study or place of origin.

Candidates specializing in **Sustainable Tourism Management** should:

- be working in the Public Administration or in enterprises dealing with tourism;
- hold a Second level Specialized Degree (3+2);
- hold a Degree, according to Old University Regulation without restriction to field of study or place of origin.

Graduates holding a foreign academic qualification can apply to enroll in the Master s course.

# Educational Goals

## **Cultural and Environmental Heritage Management**

- management of economic-financial processes desined to intervene in the field of knowledge and valorization of Cultural Heritage;
- use of suitable management tools to activate processes of Cultural and Environmental Heritage promotion;
- use of effective languages and learning patrimonies aimed at creating, planning and supervising cultural, institutional and local events;
- knowledge and use of ICT tools aimed at the valorization and fruition of cultural and environmental resources;

## **Sustainable Tourism Management**

- management of economic-financial processes desined to intervene in the field of sustainable tourism;
- knowledge of the national and international law for the preservation and tourism valorization of Cultural Heritage;
- use of suitable management tools to activate processes of Cultural Heritage tourism promotion;
- knowledge of the communication strategies for tourism and of the local communication strategies;
- knowledge and use of ICT tools for sustainable tourism.



## Job Opportunities

At the end of the Master students could work as executive or cultural project manager in:

- private or public structures, theatres, museums, cultural foundations to plan, manage and promote cultural events;
- media (press, web, radio, TV) specializing in the promotion of arts and culture;
- consulting firms to plan cultural networks for the area;
- tourism public organizations, tourism promotion agencies, public information offices, tourism boards and other public organizations; tourism operators associations, tourism private operators (tour operators, agencies, associations, hotels chains, etc.); consultants for small enterprises (SE) and for other enterprises to define tourism marketing plans;
- national and international tourism division for actions and strategies oriented towards tourism development complying with the socio-cultural dynamics and natural resources;
- social research (social and territorial demand analysis and evaluation) and planning, management and evaluation of local policies;
- organizations and enterprises dealing with planning, management and promotion of cultural events with a significant impact on tourism).



# Didactic Curriculum

The didactic program is organized around the following Theme Areas:

## **Common Area**

### **Preservation and Protection of Cultural Heritage**

(Cultural and Environmental Heritage)

Historical, socio-economic and environmental analysis; classification and cataloging techniques; literary, documentary and iconographic sources; traditional and innovative methods for knowledge and valorization.



## **Specialized Area - Cultural and Environmental Heritage Management**

### **Promotion strategies**

Managerial tools for Cultural and Environmental Heritage management to promote the relationship among culture, technologies, public policies and local development.

### **Tools and techniques for Communication and Fruition**

Innovative methods for Cultural Heritage communication and promotion through informatics (multimedia products, internet, web-site, techniques of reproduction).

### **Laboratories**

Integrated analysis of a cultural and environmental site;  
Planning of a cultural event;  
Georeferenced Podcasting.

## **Specialized Area - Sustainable Tourism Management**

### **Sustainable Tourism Strategies**

Analysis of tourism activities; managerial competencies and strategic-organizational capacities to run new sustainable tourism offers.

### **Tourism, Environment and Territory**

Environment and Tourism Law; policies in central and suburban territories; historical, philosophical, and social aspects of Mediterranean Countries; problems related to information society applied to Sustainable Tourism.

### **Laboratories**

Tourism Project Management;  
Paths to Philosophical Tourism;  
E-government and Sustainable Tourism.

The length of the didactic curriculum is 1750 hours, equivalent to 70 CFU (University Didactic Credits):

- 750 hours of frontal didactic teaching (340 hours practical experiences, laboratory activities, continuous assessment and final tests for each module);
- 200 hours of project work (individual or in group);
- 300 hours of internship in specialized institutions working in the field of culture and tourism;
- 500 hours of individual study;

The Master's educational program is based on frontal didactic teaching and Online teaching.

For further details please see: [www.cultura.isufi.it](http://www.cultura.isufi.it).



# Internship

At the end of the courses the educational program includes 300 hours of internship in Institutions or enterprises working in the cultural and touristic sector.

This Internship, in addition to the professional training, is aimed at introducing students to the world of work, and at learning both the applicability of economy to different context and the cultural heritage and tourism management.

Some students will have the possibility to do an internship abroad in specialized Institutions or Organizations.





# Faculty

## **Director**

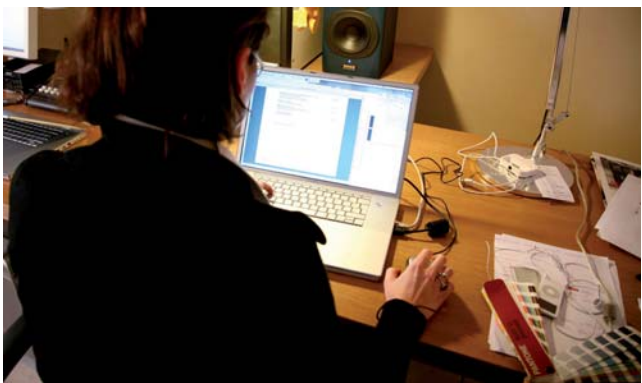
Antonio Fino

## **Scientific Board**

Stefano Adamo, Giovanni Aloisio, Carlo Alberto Augieri, Carla Barbati, Ferdinando Boero, Lucio Galante, Ioannis Ganas, Marcello Guaitoli, Alina Hyz, Alessandro Ippoliti, Oronzo Limone, Mario Signore, Marcello Strazzeri, Loris Sturlese.

## **Teaching Staff**

The teaching staff consists of professors, experts, consultants and firms and institutions representatives working in the Cultural Heritage field.



# Admission Requirements and Selection Criteria

The Master will begin in December 2007 and is consisting of a one-year taught course.

The Master Program will admit a maximum number of 80 students. The minimum number for the Master activation is 20 participants.

Admission to the Master will depend on a selection carried out on the basis of the students' academic record and will also consist of a personal interview about the educational goals of the Master.

The screening interview will require the student to show evidence of his/her knowledge of the English language.

The announcement of competition and application form are available at the announcement of competition section of the website: [www.culturaisufi.it](http://www.culturaisufi.it)



## Enrollment Fee and Scholarship

Candidates who are admitted to the **Master in Cultural and Environmental Heritage Management** should pay a registration fee of 2.700 Euro. Full amount is payable at the time of registration or it shall be paid in two equal instalments, the first (of 1.350 Euro) at the time of registration and the balance by May/June 2008.

ISUFI Advanced School offers **ten scholarships**, covering part of the registration fees.

Candidates who are admitted to the **Master in Sustainable Tourism Management**, that is intended for those working in the Public Administration or in enterprises dealing with tourism, will be fully funded through Project Interreg III/A Greece-Italy 2000-2006 (Managing Authority of the Communitarian Initiative Interreg programs at the General Secretariat for Investments and Development of the Ministry of Economy and Finance in Greece). This specialization is provided in collaboration with Epirus TEI, Department of Accounting.

Students will be exempt from paying the enrollment fee.

Info: [www.culturaisufi.it](http://www.culturaisufi.it), announcement of competition section



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Settore Patrimonio Culturale

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