



Cultural Heritage Faculty

Master's Course in Cultural Heritage and Enogastronomy

The aim of the Master's Course in Cultural Heritage and Enogastronomy is to train professional profiles capable of enhancing the cultural, material and immaterial resources and the enogastronomic systems available in a specific land. This master's course, structured on six modules, proposes an innovative approach which is based on a blend of humanities disciplines – such as anthropology, history, literature – with management, marketing and communication techniques at the service of a coherent and, so far, unprecedented project of land promotion. This Master's course is mainly aimed at those who intend to acquire, develop and improve specific knowledge in the sectors of the promotion, communication and valorization of land as regards cultural and enogastronomic tourism. The professional profiles trained by this master's course will be able to develop proved skills in the following fields: organizations devoted to land promotion and development paying specific attention to tourist activities and to cultural heritage linked to enogastronomy; agencies and companies dealing with the design, management and promotion of cultural events meant to match the history of a land with its enogastronomic culture; tourist enterprises devoted to travel organization (consortia of operators, tour operators, networks of agencies) or to the offer of tourist-accommodation services (hotels or resorts, sport, cultural or historical attractions, fairs managing boards) focusing their business activities on the ability of managing tourist flows; journalism specializing in the sector of enogastronomic cultural and of the land on urban and territorial scale.

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Course program:

- Knowledge and History of the Territory
- Promotion of Cultural Heritage
- Enogastronomy
- Economics of Cultural Heritage
- Communication
- Marketing & Management
- Stage
- Project Work
- Final Exam

For information and training support

Cultural Heritage Faculty

Tel +39 06 69207677

presidenza.lettere@uninettunouniversity.net

Teaching Activities Secretariat

Tel +39 06 69207670/71

Hotline 800 333 647

info@uninettunouniversity.net

www.uninettunouniversity.net



UNIVERSITÀ TELEMATICA
INTERNAZIONALE UNINETTUNO

International Telematic University UNINETTUNO
President/Rector Prof. Maria Amata Garito

Corso Vittorio Emanuele II 39
00186 Rome, Italy - T. +39 0669207670/71
info@uninettunouniversity.net - www.uninettunouniversity.net