Master's Degree Course in Hospitality and Tourism Management

(LM-49 Planning and Management of Tourism Systems)

Admission Procedures Academic Year 2027/2028

From **11 December 2026** the following categories of candidates will be able to apply for admission following the online procedure explained on this page in the section "Application for admission":

- *internal graduates and undergraduates in Tourism, Management and Culture (and previous degree courses offered by the Faculty)*: graduates or students enrolled for the academic year 2026/2027 who plan to graduate by the autumn session of the academic year 2025/26 (i.e. by 31 December 2027);
- *external graduates and undergraduates*: graduates from other universities or at IULM University on courses other than *Tourism, Management and Culture (or previous degree courses offered by the Faculty)*, enrolled at other universities or at IULM University on courses other than *Tourism, Management and Culture (or previous degree courses offered by the Faculty)* for the academic year 2026/2027 who plan to graduate by the autumn session of the academic year 2026/2027 (i.e. by 31 December 2027);
- *foreign graduates:* Italian or foreign citizens (EU and/or non-EU) in possession of a foreign admission qualification obtained in Italy or abroad. Student records will be assessed on an individual basis for students expecting to graduate by 31 December 2027.

1. Number of places available for the academic year 2027/2028

100 places

2. Admissions test fee

Registration for the test requires payment of a fee of €110.

All candidates, both internal and external, must apply for admission to the test and pay the corresponding fee (even those admitted directly). The test enrolment fee is not refundable under any circumstances (with the exception of failure to take the test due to the exhaustion of available places or at the behest of the University's governing bodies). Failure on the part of the candidate to participate in the test for any reason whatsoever does not constitute grounds for reimbursement.

Non-payment of the participation fee or payment after the deadline set for each session will preclude admission to the test.

3. Curricular requirements for admission

The Registrar's Office will verify that graduates or undergraduates meet at least one of the following curricular requirements:

1) to have been awarded or be about to be awarded a **first-cycle university degree** in one of the following **Degree Classes** or an equivalent foreign degree qualification:
   - L-1 Beni culturali (Cultural Heritage)
   - L-5 Filosofia (Philosophy)
   - L-6 Geografia (Geography)
   - L-8 Ingegneria dell'informazione (Information Engineering)
   - L-10 Lettere (Arts)
   - L-11 Lingue e culture moderne (Modern Languages and Cultures)

- L-12 Mediazione linguistica (Language Mediation)
- L-15 Scienze del turismo (Tourism)
- L-16 Scienze dell'amministrazione e dell'organizzazione (Administration and Organisation)
- L-18 Scienze dell'economia e della gestione aziendale (Economics and Corporate Management)
- L-19 Scienze dell'educazione e della formazione (Education and Training)
- L-20 Scienze della comunicazione (Communication)
- L-21 Scienze della pianificazione territoriale, urbanistica, paesaggistica e ambientale (Territorial, Urban, Landscape and Environmental Planning)
- L-31 Scienze e tecnologie informatiche (Information Technology)
- L-33 Scienze economiche (Economics)
- L-37 Scienze sociali per la cooperazione, lo sviluppo e la pace (Social Sciences for Cooperation, Development and Peace)
- L-41 Statistica (Statistics)
- L-42 Storia (History)

2) for students who have graduated or are about **to graduate in subject classes other than those listed in Point 1**, to have acquired or be about to acquire at least **60 CFU credits in one or more of the following scientific-disciplinary sectors** (as part of their three-year degree course, or by passing single university courses, or by obtaining a university master's degree) by the dates for submitting the application for admission:

- IUS/07, IUS/09
- L-LIN/12
- SECS-P/01, SECS P/02, SECS-P/03, SECS-P/05, SECS-P/06, SECS-P/07, SECS-P/08, SECS-P/09, SECS-P/10, SECS-P/11, SECS-P/13
- SPS/01, SPS/04, SPS/07, SPS/08, SPS/09, SPS/11, SPS/12
- SECS-S/01, SECS-S/02, SECS-S/03, SECS-S/04, SECS-S/05, SECS-S/06
- MAT/05, MAT/06, MAT/08, MAT/09
- M-PSI/01, M-PSI/05, M-PSI/06
- INF/01

Applications will not be accepted from graduates from **AFAM Institutes** (**Istituzioni di Alta Formazione Artistica, Musicale e Coreutica**)**.**

Applications from **students or graduates of SSML Institutes** (**Scuole Superiori per Mediatori Linguistici)** will be assessed on an individual basis considering the applicants' study plans and in accordance with the provisions of the relevant rules and regulations. Before completing the application for admission online, SSML applicants must send a detailed exam certificate by email to: ammissioni.magistrali@iulm.it. Only after approval by the Coordinator for Master's Degree Courses will applicants be able to apply for admission online.

4. Language requirement: English language proficiency to at least level B2

English language proficiency to a level of at least CEFR level B2 will be verified in one of the following ways:

- obtaining one of the following language certificates after 1 January 2025: IELTS with a score of at least 6.0; TOEFL iBT with a score of 4.0–4.5 (formerly 60–78); Cambridge English First or Advanced; Linguaskill (170); BEC Vantage (170); Cambridge IGCSE English as a Second Language – Grade B; Pearson PTE (59–76); Trinity College London ISE II (B2), Paper or Digital, with a minimum grade of Merit or a score of 90 in each skill;
- obtaining (in Italy or abroad) a Bachelor's degree in a course held in English
- passing the Assessment Test (offered at no extra cost by IULM University for candidates without either of the above requirements) with a grade of at least level B2 in both the Listening and Use of English sections
- having already passed the Assessment Test at IULM University with a grade of at least B2 in both the Listening and Use of English sections in one of the admissions sessions of the academic year 2026/27 (and in any case not before 1 December 2025)

Candidates who do not meet the language requirement when registering for the admission test and during the assessment of their qualifications will automatically be placed on the list of those who must take the Assessment test (Oxford Placement Test, offered online at no extra cost by IULM University) on one of the following dates:

- 1st session: 4 December 2026
- 2nd session: 4 February and 26 February 2027

- 3rd session: 13 April and 29 April 2027 (only if places still available or only for non-EU students)
- 4th session: 24 June 2027 (only if places still available or only for non-EU students
- 5th session: dates to be defined only if places still available.

Please note that where two dates are scheduled for the Assessment Test in the same session, candidates may not take the test on both dates, nor may they choose their test date. The date will be assigned ex officio by the Registrar's Office.

The language requirement will be considered to have been met by passing the Assessment Test with a level of at least B2 in both the Listening and Use of English sections.

5. Knowledge of the Italian language

Candidates who are not native speakers of Italian and/or non-Italian citizens are required to declare their level of knowledge of the Italian language when applying for the admissions test, and they must obtain by the end of their course of studies the required qualification attesting to written and oral proficiency in Italian.
In this regard, candidates who are not native speakers of Italian and/or non-Italian citizens should read the "Procedures for the assessment and acquisition of knowledge of the Italian language" published on the University website.

6. Supplementary requirements for admission to the course at the University of Central Florida

at the Rosen College of Hospitality Management (UCF)* – second year - Course in *Hospitality and Tourism Management at the University of Central Florida – Rosen College of Hospitality Management (UCF)

https://graduate.ucf.edu/international-applicants/

- One of the English language qualifications listed below, obtained within the last two years or, if not yet obtained, preferably by the time enrolment in the first year is confirmed and in any case no later than 30 November 2027:
  - TOEFL with a minimum score of 220 (computer-based) or 80 (internet-based);
  - IELTS Academic with a minimum score of 6.5;
  - Duolingo English Test with a minimum score of 120;
- an average degree mark of at least 3.0 out of 4.0 on the GPA scale (which generally corresponds to an average mark of at least 27/30 on a first-cycle degree course when taking final examinations). The GPA certification must be obtained from the following body: WORLD EDUCATION SERVICES (WES) by 15 December 2027;
- first-year exams in the Master's Degree Course *Hospitality and Service Management (6 CFU), Tourism Marketing (18 CFU), Change management and people flourishing in tourism and hospitality organisations (6 CFU), Geography for Sustainable Tourism Development (9 CFU)* and *Accounting and Financial Management in Tourism (6 CFU)* passed with a mark of at least 26/30 (the equivalent of a grade B in accordance with an Agreement with UCF).

7. Admissions test sessions and deadlines for applications for admission

- 1st session: **written test 11 December 2026 – oral test 18 December 2026**
- 2nd session: **written test 5 March 2027 – oral test 12 March 2027**
- 3rd session: **written test 5 May 2027 – oral test 14 May 2027** (only if places still available or only for non-EU students)
- 4rd session: **written test 2 July 2027 – oral test 6 July 2027** (only if places still available or only for non-EU students)
- 5th session: dates to be defined only if places still available or only for non-EU students

The application must be submitted by

- 1st session: 1 December 2026
- 2nd session: 23 February 2027
- 3rd session: 26 April 2027 (only if places still available or only for non-EU students)
- 4th session: 21 June 2027 (only if places still available or only for non-EU students)
- 5th session: dates to be defined only if admissions test is to be held

The following documentation must be submitted when registering for the admission test:

- candidates who have not yet graduated: a certificate or signed self-certification issued by their current university, **listing the examinations taken and explicitly stating the average grade obtained in the examinations passed**. Candidates must also enter all completed educational activities, as listed on the certificate, when registering for the test;
- for gaduates, a certificate issued by their university or a self-certification stating their final degree mark and listing the examinations taken.

Both internal and external candidates may apply for admission, provided they have obtained at least 90 CFUs formally registered in their academic record by the application deadline for the relevant session.

Students who fail to pass the test in one session may apply for a subsequent session using the online procedure, without having to pay a further test enrolment fee, subject to verification of the availability of places.

The dates of the tests already scheduled are subject to changes, which will be communicated to the candidates in advance.

The tests will be carried out online.

If the number of applications exceeds the number of places available, a ranking list will be drawn up based on the results of the admission test.

8. Criteria for admission

Internal graduates and undergraduates*:* graduates or students enrolled for the academic year 2026/2027 who expect to graduate before the autumn session for the academic year 2026/2027 (i.e. before 31 December 2027) in the Bachelor's degree course in *Tourism, Management and Culture (or previous degree courses offered by the Faculty)* who apply for admission will be included in an admission ranking list without having to take any test, up to a maximum of half the available places. If the quota reserved for internal graduates and candidates who have not yet graduated is filled, the remaining internal candidates who have not been admitted may take the same admission test as external candidates (starting from the first session, if applicable). They will be subject to the same admission and selection criteria, with no distinction between internal and external candidates.

Internal candidates meeting the above requirements must also satisfy the language requirement, i.e. knowledge of English at least at level B2 (see paragraph. *Language requirement: English language proficiency to at least level B2).*

External graduates and candidates who have not yet graduated: an admission test is required, consisting of a written test in English and an oral interview. The outcome will be an assessment of eligibility or ineligibility. Admission is conditional upon passing the test.

The following documentation must be submitted when registering for the admission test:

- ***Candidates who have not yet graduated*****:** a certificate or signed self-certification issued by their current university, l**isting the examinations taken and explicitly stating the average grade obtained in the examinations passed**. Candidates must also enter all completed educational activities, as listed on the certificate, when registering for the test;
- ***Graduates*****:** a certificate issued by their university or a self-certification stating their final degree mark and listing the examinations taken.

Foreign graduates**:** foreign candidates must also satisfy the language requirement, i.e. knowledge of English at least at level B2, by submitting one of the following English language qualifications obtained on or after 1 January 2025: IELTS with a score of at least 6.0; TOEFL iBT with a score of 4.0–4.5 (formerly 60–78); Cambridge English First or Advanced; Linguaskill (170); BEC Vantage (170); Cambridge IGCSE English as a Second Language – Grade B; Pearson PTE (59–76); Trinity College London ISE II (B2), Paper or Digital, with a minimum grade of Merit or a score of 90 in each skill.

In addition, candidates' academic knowledge will be assessed through a written test in English comprising multiple-choice questions, designed to evaluate their logical and verbal critical reasoning skills, as well as their basic knowledge of the subject area of the degree programme. Candidates must also upload videos answering the questions provided on the platform indicated by the University (apply.iulm.it).

The dates of the admission test for foreign candidates are published at the following link.

Foreign candidates who are deemed eligible will be allocated, outside the admission ranking list, places available to external candidates in the first session or, in subsequent sessions, places on the single ranking list.

9. Confirmation of enrolment

Enrolment will be confirmed upon payment of the first instalment.

Students admitted in the first session must complete enrolment by **18 January 2027.**

Students admitted in the second session must complete enrolment by **5 April 2027.**

Students admitted in the third session must complete enrolment by **7 June 2027.**

Students admitted in the fourth session must complete enrolment by **27 July 2027.**

Depending on the number of admissions and the number of remaining places, the deadlines for enrolments may be shortened to allow the scrolling of the ranking list.

For internal students enrolled in the third year of their degree course in the academic year 2026/2027, applying for the first session for enrolment in the Master's Degree Courses for the academic year 2027/2028, the deadline for payment of the third instalment for the academic year 2026/2027 is deferred to 22 April 2027 (instead of 31 March).

For students not yet in possession of a degree certificate, enrolment is to be considered "conditional" on obtaining the degree. Students with a conditional offer are obliged to communicate, through the online services, the date and grade of the degree obtained as soon as they are announced, and to attach a copy of the degree certificate (or self-certification) as soon as it is available, and in any case no later than 31 December 2027.

Students unable to complete enrolment owing to failure to obtain a degree qualification before 31 December 2027 will have their enrolment officially annulled. **Under no circumstances will the first instalment or the enrolment fee for the admissions test be refunded.**

Students holding a foreign qualification must complete their enrolment no later than 31 January 2028 by submitting all the required documentation, including: a type D study visa, where required; a tax identification number (codice fiscale); the original-language version of the qualification required for admission, together with an Italian translation, where required; documentation verifying the authenticity of the qualification, such as a CIMEA Statement of Comparability and/or Verification or a Declaration of Value (Dichiarazione di Valore), as required by the University. Failure to meet these requirements, including failure to submit the required documentation, by 31 January 2028 will result in the enrolment for the 2027/28 academic year being cancelled automatically, without any entitlement to a refund of amounts already paid.

10. Test procedures

All **Italian candidates** must demonstrate proficiency in the English language to at least level B2 (see point 4).

Only candidates, both internal and external, who have demonstrated proficiency in the English language to a level of not less than B2 will be admitted to the following tests:

- written test in English, consisting of multiple-choice questions designed to assess candidates' knowledge in the following subject areas:
    - English language proficiency at B2/C1 level (10 questions)
    - Business Administration & Marketing (15 questions)
    - Tourism & Territory (15 questions)

A further 20 questions will assess candidates' skills in the following areas: reading comprehension, logic, numerical reasoning and verbal reasoning. These questions will not contribute to the final score used to determine the admission ranking list. No marks will be deducted for unanswered or incorrect questions.
Candidates will have a maximum of 50 minutes to answer all 60 questions.

- oral interview to assess candidates' knowledge and skills. The Committee responsible for assessing candidates' individual knowledge will consist of at least two members, in addition to the candidate.

Foreign candidates must demonstrate proficiency in the English language to at least level B2 by submitting one of the English language qualifications listed in Section 8.

Foreign candidates who have demonstrated proficiency in the English language to a level of not less than B2 will be admitted to the following tests:

- written test in English comprising closed-ended questions, aimed at assessing logical, critical and verbal reasoning skills, as well as testing basic knowledge regarding the disciplinary field of the degree course;
- assessment of skills and knowledge by uploading onto the platform provided by the University (apply.iulm.it) videos related to the set questions.

At the time of enrolment, texts or online courses may be recommended for all categories of candidates to follow before the start of the courses.

The dates for the admission test for foreign candidates are published at the following link.

11. Recommended bibliography for test preparation

Business Administration

Sainaghi R., 2025, *Firm strategy and financial results*, McGrawHill, Milano (chapters 1, 2, 5)

Marketing:

Kotler, P., Keller, K.L., 2016, *A Framework for Marketing Management*, Pearson (chapters 1, 2, 3)

Tourism:

J. Fletcher, A. Fyall, D. Gilbert, S. Wanhill, 2017, *Tourism. Principles and Practice*, 6th Edition, Pearson, 2017; (chapters 1-3; 6-10; 13-14; 16-18)

Territory:

Nelson, V., 2021, *An introduction to the geography of tourism*, 3rd Edition, Rowman & Littlefield (chapters 1,2,7)

12. Applicants with disabilities and Specific Learning Disorders (DSA) ADHD, Autism

To ensure equal opportunities in taking the admission test, candidates with disabilities who hold a civil disability certificate and/or official recognition of disability status under Italian Law No. 104/1992, candidates with a diagnosis of Specific Learning Disorders (SLD/DSA) under Italian Law No. 170/2010, and candidates diagnosed with ADHD or autism must indicate this in the online application procedure and upload the relevant documentation in PDF format no later than the test registration deadline. The documentation must be valid at the time of submission and issued in accordance with applicable legislation..

For any further clarifications, please contact the diversaMENTE office at diversamente@iulm.it tel. 02.891412200.

13. Privacy policy for the processing of personal data

The University provides for the processing of personal data in accordance with Regulation (EU) 2016/679 (European General Data Protection Regulation), and Legislative Decree 196/03 and subsequent amendments and additions. The privacy policies relating to all services are accessible at https://www.iulm.it/it/servizio/privacy-policy

14. Contacts

For information regarding application procedures and related administrative matters please visit our website: New students - Enrolments – Master's Degree Courses, or contact the Registrar's Office: email ammissioni.magistrali@iulm.it