

COURSES TAUGHT IN ENGLISH 2021-22

Faculty of Arts and Tourism

2nd semester

COURSE NAME	ECTS	LEVEL/DEGREE	LECTURER
<u>MULTICULTURAL COMMUNICATION</u>	6	MASTER HTM	RE, BOSSI FORNARINI
<u>NEW BUSINESS DEVELOPMENT IN TOURISM</u>	6	MASTER HTM	BALDESSARELLI, DEBELLINI
<u>STRATEGIC ANALYSIS OF VISITOR FLOWS</u>	3	MASTER HTM	BERITELLI
<u>GEOGRAPHY FOR SUSTAINABLE TOURISM DEVELOPMENT</u>	9	MASTER HTM	MAGGIOLI, PERES, SAARINEN
<u>MANAGING HOSPITALITY AND GUEST SERVICES ORGANIZATIONS</u>	6	MASTER HTM	DE CARLO, MURPHY
<u>MARKETING STRATEGIES IN HOSPITALITY AND TOURISM - STRATEGIC MARKETING IN HOSPITALITY AND TOURISM</u>	6	MASTER HTM	FRIEL, SHAPOVAL
<u>TRAVEL: RELATIVISM AND HOSPITALITY</u>	3	MASTER HTM	MAZZA
<u>PLACE IMAGE, IDENTITY, BRAND</u>	3	MASTER HTM	GOVERS
<u>THEME PARK AND ATTRACTIONS MANAGEMENT</u>	3	MASTER HTM	FREDDI
<u>ENGLISH FOR THE ARTS</u>	6	BACHELOR-ASEC	RE

<u>DIGITAL MARKETING FOR HOSPITALITY AND TOURISM</u>	6	MASTER HTM	MURTARELLI
<u>INTRODUCTION TO DATA ANALYSIS FOR MARKET RESEARCH</u>	6	MASTER-HTM	SFOGLIARINI