

USI – Università della Svizzera Italiana

Founded in 1996, USI is a member of the Swiss university system together with nine other cantonal universities and two Federal Institutes of Technology, Zurich and Lausanne.

It comprises four faculties:

- Architecture
- Economics
- Communication sciences

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With its geographical, political and cultural background USI has grown into a multilingual academic institution with great international breadth.

More than half of its students and professors come from abroad. Most Master's programmes are taught in English, all of which contribute to creating a cosmopolitan and multicultural environment.

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USI is active in many innovative fields of research and participates in numerous national and international research networks.

Fostering exchange with and contact with the professions and its alumni, USI provides its graduates with career guidance, ensuring a smooth transition to the workplace.

The Master in International Tourism is offered jointly by the Faculties of Economics and of Communication Sciences of the Università della Svizzera italiana, USI, situated in Lugano - Switzerland.

This full-time study programme comprises 120 ECTS spread over 4 semesters (usual duration 2 years) and is entirely offered in English.

Admission Requirements

The formal requirement for admission is a Bachelor's degree (or equivalent) from a recognized academic institution in Economics, Communication Sciences, Political Science, Tourism or other related fields. **The Master in International Tourism** aims to provide the student with knowledge, expertise, and innovative development models specially designed for the strategic good command of English is required.

The program started in 2003, since then students from 43 different origins have attended it



Academic staff

Pietro Beritelli

University of St.Gallen

Destination Management and Marketing

Lorenzo Cantoni

Università della Svizzera italiana, Facoltà di scienze della comunicazione

New Media for Tourism Communication

Marco Clementi

Università degli studi di Pavia, Facoltà di Scienze politiche

International Relations and Tourism, International Relations and Tourism - C

Gianluca Colombo

Università della Svizzera italiana, Facoltà di scienze economiche

Management of Small and Medium Enterprises

Patrick Cotting

Università della Svizzera italiana, Facoltà di scienze della comunicazione

Event Management

Rob Davidson

Greenwich University

Business Travel

Massimo Filippini

Università della Svizzera italiana, Facoltà di scienze economiche

Environmental and Natural Resources Policy

Sandro Formica

Università della Svizzera italiana, Facoltà di scienze economiche

Tourism Planning and Development, Strategic Management of Tourism Des

Peter Keller

Università di Losanna, Facoltà di economia

Economics and Politics of International Tourism, Innovation and Cooperation in Tourism

Christian Lässer

University of St.Gallen

Destination Management and Marketing

Rico Maggi

Università della Svizzera italiana, Facoltà di scienze economiche

Tourism Economics, Economics of Transport and Mobility, Research Methods in Tourism

Lorenzo Masiero

Università della Svizzera italiana, Facoltà di scienze economiche

Economics of Transport and Mobility

Marco Meneguzzo

Università della Svizzera italiana, Facoltà di scienze economiche

Cultural Management

Loredana Padurean

Università della Svizzera italiana, Facoltà di scienze economiche

Research Methods in Tourism

Sara Rubinelli

Università della Svizzera italiana, Facoltà di scienze della comunicazione

Rhetoric and Persuasion in Tourism Communication

Claudia Scholz

Università della Svizzera italiana, Facoltà di scienze economiche

Architecture and Tourism

Claudio Visentin

Università della Svizzera italiana, Facoltà di scienze economiche

Cultural History of Tourism, Heritage Interpretation (Lab)

Collaboration

Project collaboration with the Tourism Office
of Ticino

Research topics

Researched topics of PhD's and Postdocs
within the Institute for Economic Research.

Career

Placements of tourism master students are found all over around the World in the following areas:

- Government
- Industry Associations and Research;
- Destination Marketing;
- Travel Trade (Tour Operators and Travel Agencies); Transportation and Accommodation;
- Events and Conferences.

“I appreciated the small size of our class and of the university, and particularly the applied teaching approach. Many courses are based on a practical point of view allowing you to follow and to develop your own ideas. One of the highlights in the past two years was certainly the final group project during the fourth semester that enforced us to work intensively together during almost two months.” Christine Kaufmann, student

“We are doing a lot of group work at USI. Cooperating with people from very diverse backgrounds and nationalities gives me the chance

to experience firsthand the need to collaborate in a global environment.”

Verena Dollberg, student