



UNIBO – RIMINI CAMPUS

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THE SCHOOL OF ECONOMICS, MANAGEMENT AND STATISTICS AT RIMINI

- The first university activities of Rimini Campus start in 1972 and developed as a whole in the 1980s, with the introduction of degree courses of the Faculty of Economics and Statistical Sciences
 - It has been the first Faculty in Italy to run a degree programme in Tourism Economics
- The School of Economics Management and Statistics - Rimini offers first cycle and second cycle degree courses in the fields of economics, business management and tourism management
- The tourism degree programmes have been awarded with the TedQual certification by the World Tourism Organization (UNWTO)
- It participates in the activities of UNITWIN network run by the UNESCO chair in “Culture, Tourism, Development” of the Paris I University



THE ADVANCED SCHOOL OF TOURISM SCIENCES

“to foster advanced scientific research and professional training in the tourism field”

- Established in 2004 by the Alma Mater Studiorum and the Rimini Campus Branch
- It continues the long tradition of research and education in the tourism field initiated in Romagna by the University of Bologna in the 1960s
- Director: Antonello E. Scorcu

Main activities:

- Development of inter-disciplinary studies of tourism
- Promotion, design and implementation of research projects and activities
- Advanced education

Almatourism – Journal of Tourism, Culture and Territorial Development
Vi@ - online journal of the UNITWIN/UNESCO network and Paris I Panthéon Sorbonne

 Editorial Activities

Participation in the research project "Tribal Art Price"

Research project "Leisure e turismo nella misura del Subjective Well-being"

Research project "Turismo Sociale: aspetti di governance dei poli tattili multimediali"

International research project "Per Viam – Pilgrim's Routes in Action"

Ernest – European Research Network on Sustainable Tourism

Workshop on "I porti turistici"

Workshop on "Vacanze del Ben-Essere"

Workshop on "Tutela e usi del demanio costiero a fini turistici: diritto ed economia alla ricerca della sostenibilità"


Advanced training course in "Analisi e gestione dei viaggi d'affari"

Summer school in Geography of Tourism "Foodscapes. Creativity, innovation and sustainability strategies in the food and wine tourism sector"

Participation in the European Summer School in Tourism Sciences "Valortur", Lifelong learning programme Erasmus

 Research



 The Advanced School of Tourism Sciences

"to foster advanced scientific research and professional training in the tourism field"

Activated August 2004 by the Alma Mater Studiorum and the Rimini Campus Branch

Long tradition of research and education in the tourism field launched in Romagna by the University of Bologna in the 1960s

Director: Antonello E. Scorcu

Faculty of Economics-Rimini, Faculty of Law, Faculty of Arts and Humanities

Department of Management, Department of Economics, Department of Statistics

With the support of:
Municipality and Province of Rimini
Emilia Romagna
Uni.Rimini spa

 Education

 Activities

- Development of interdisciplinary studies of tourism
- Promotion, design and implementation of research projects and activities
- Advanced education
- Consultancy

 Resources

- Multidisciplinary team
- Economics
 - Management
 - Statistics
 - Geography
 - History



LAUREA (180 ECTS)

First Cycle Degree/Bachelor

- **CLET - Economics of Tourism**

- The Tourism Economics degree program provides graduates with the skills required to work in two areas of tourism:
 - administration, management and financial control of tourism companies;
 - development and management of tourist goods and services, and the promotion of specific products or local tourism systems
- The degree in Economics of Tourism has been awarded with the International Certification from World Tourism Organization

- **CLEI - Business Economics**

- The Business Economics degree program provides scientific knowledge and technical skills in business and market economics, strategy, marketing, finance, accounting, management control, allowing graduates to work in management, functions within companies and organizations, and to work independently on a freelance basis or continue economics and business Studies to postgraduate level.



LUREA MAGISTRALE (120 ECTS)

Second Cycle Degree/Two Years Master

- **Accounting and Business Administration**
 - It provides qualification for high-level jobs in administration and management, as well as in economic/legal/accounting consultancy for firms. It also aims to form professionals who are able to perform tasks related to both the creation and review of administration systems and management and governance in public and private firms.
- **Tourism Economics and Management**
 - It aims to form high level professionals for the area of tourism with responsibility positions in organizations devoted to the international and local planning of the tourism sector. In addition, they can cover positions in tour operators, touristic companies and travel agencies.
- **Economics and Market Policy**
 - Aim of this international Master Course is to provide students with skills and analytic training that are necessary to pursue careers as professional economists and for research in economics
- All the degree programmes run by the Faculty include a period of internship in enterprises and institutions with which the University has signed agreements



THE TEAM -1

- **Francesco Maria Barbini**
 - Assistant Professor of Organization Theory, where he teaches Organization theory, Organization of tourism enterprises and Human Resource Management in tourism enterprises. His main research interests are related to the subjects of interorganizational cooperation and coordination, organization in disaster, organizational change, and organization in tourism and cultural heritage industry
- **Patrizia Battilani**
 - Assistant professor in Economic history. Her main research interests are related to the history of tourism, the economic history of Italy and the history of cooperative enterprises. She sits on the Advisory Board of the Journal of Tourism History.
- **Fiorella Dallari**
 - Associate Professor of Political and Economic Geography. She teaches courses of Geography of Tourism, Tourism and Heritage, and Tourism Systems and Cultural Routes. Her main research interests are Local development, Geography of Tourism, Cultural and tourism itineraries, Tourism and Heritage. She is responsible of UNITWIN international network, in connection with the UNESCO Chair of Paris 1 Panthéon-Sorbonne "Culture, Tourism, Development" for the University of Bologna. She is Director of the Summer School in Geography of Tourism and of the High Level Training Course "World Heritage Site Manager", at Scientific Didactic Pole of Rimini - University of Bologna
- **Marcello Maria Mariani**
 - Assistant Professor of Management. He teaches courses related to marketing and management with a specific focus on tourism and creative Industries. He has been a Visiting Professor at the University of Lapland (Rovaniemi, Finland) and at Brunel University (London, UK). He has published on subjects related to the cultural sector and creative industries.
- **Alessia Mariotti**
 - Assistant professor in Tourism Geography. Her research topics are cultural heritage, culture and social identity, industrial clusters and cultural resources for local sustainable tourism development. She is working in collaboration with international organisations (UNESCO, World Bank, European Commission, etc.), European research centres and Universities on cultural tourism projects for local development.



THE TEAM -2

- **Manuela Presutti**

- Associate Professor of Management, she teaches Management of Firms, International Management and Strategy of tourism enterprises. Her main research activity was originally focused on small firms and internationalisation process. During the last years, her research interest have included the analysis of social networks, the tie between social capital and new firms creation, industrial clusters.

- **Laura Tampieri**

- PhD in Economics and Management of Public Administration, the main skills and experiences refer with networks building and coordination of project partners. She has developed a wide experience in international projects management as project manager and project assistant particularly as it concerns the scientific reporting and dissemination. She developed many researches on international projects management in Public Administrations particularly underlining the networking perspective considering the stakeholders interested in the project.

- **Salvatore Torrisi**

- Full Professor of Management. He is a Research Associate of KITES-Bocconi University of Milan He is member of the Editorial Board of the European Management Review and Secretary General of the European Policy for Intellectual Property Policy Association (EPIP). He has published in the following international journals: Research Policy, Industrial and Corporate Change, International Journal of Industrial Organization, Regional Studies, European Management Review, Information Economics and Policy, Economics of Innovation and New Technology



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
SEDE DI RIMINI

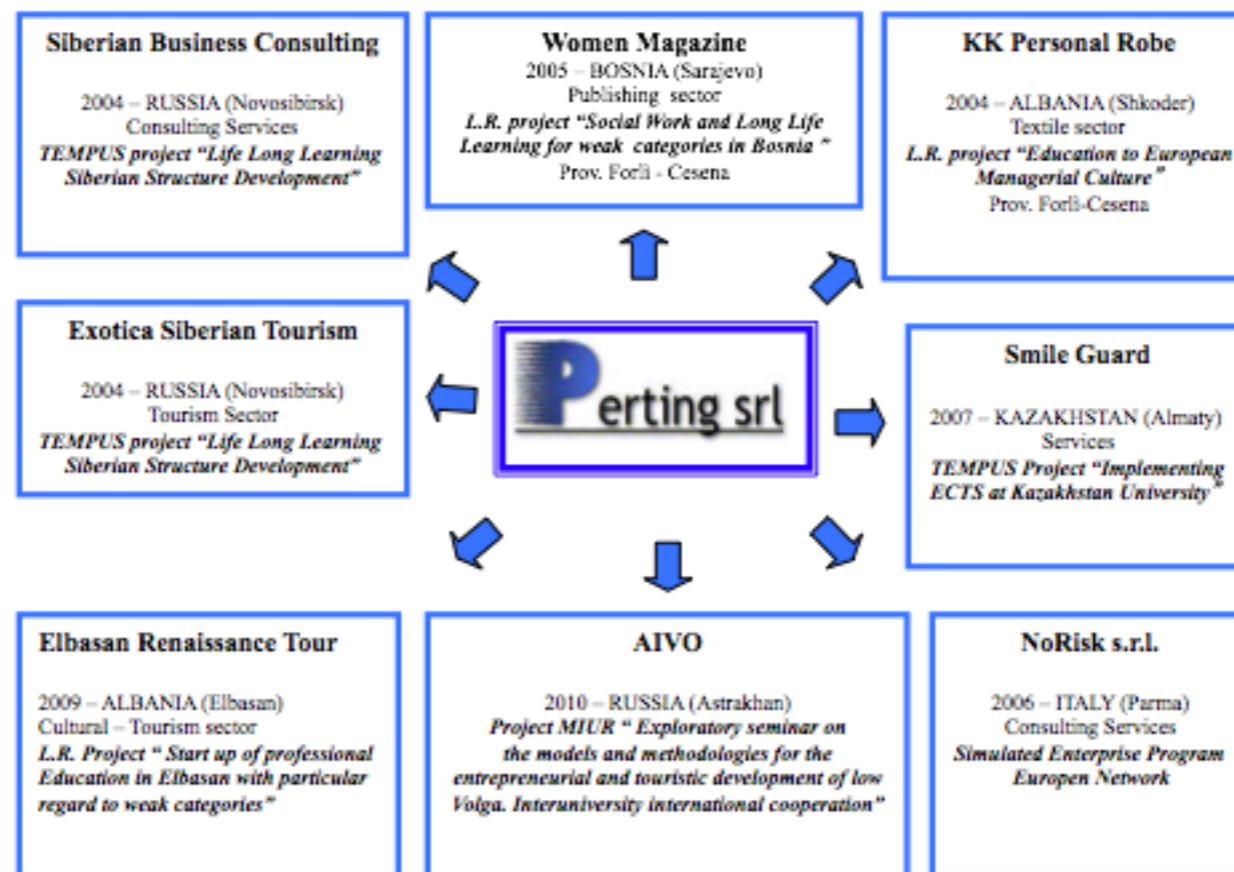
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SIMULIMPRESA

- The Business Simulation Laboratory of Forlì
- An online environment to allow students to understand how to handle a role, how to work in groups, how to take responsibilities and solve problems; to connect the knowledge acquired during their studies and its practical applications





THE ROLE WITHIN THE CHTMBAL PROJECT

- UNIBO participates in the development of **multidisciplinary curricula** and of new **teaching methods**
 - Best practices related to teaching methods
 - Development of case studies and pilot application in the management of cultural heritage and in the promotion of integrated tourism policies
- It participates in the interuniversity network for studying and teaching tourism & cultural heritage management, event organization, and sustainable tourism
- It contributes to the dissemination of project results by publishing scientific papers and by organizing national and international seminars and workshops