

## **A - MODULES:**

- 1. Didactic methodologies: PBL and COE 4 hrs**
- 2. Touristic and cultural systems: environment and pathways in the Mediterranean. 16 hrs**
- 3. Factors with recurrent sites in the Mediterranean: excellence, new entries and cities of art 16 hrs**
- 4. Market analysis: culture and tourism value chain 16 hrs**
- 5. Facilitators in cultural tourism: Technical and soft skills in social media communication and promotion 24 hrs**
- 6. Seminario Puglia Promozione: Apulia case study 4 hrs**
- 7. C&T LAW harmonization in the Mediterranean 16 hrs**
- 8. POLICY: programmes and project management concerning the Mediterranean countries 16 hrs**
- 9. Business promotion induced by culture and tourism 8 hrs**
- 10. Entrepreneurship and fundraising: Governance, policies and monitoring 16 hrs**
- 11. Transport capabilities and connectivity for mass tourism Angela Bergantino 4 hrs**
- 12. Transport capabilities and connectivity for mass tourism competitive features and bottlenecks 16 hrs**
- 13. Cultural resources and tourism: Strategies and best practices in planning, sustainability and resilience 16 hrs**
- 14. Culture and religious tourism in the Mediterranean 16 hrs**
  - 14.1 Cultural and touristic added value from pilgrims movements feedbacks 8 hrs**
- 15. Basic features of cultural tourism: Heritage, Slow Culture – Capacity building and technical approach 24 hrs**

16. Nutrition: gastronomy and food security in tourism 16 hrs
17. Nutrition and Mediterranean diet: culture, nature and resilience 16 hrs
18. Human basic needs: the role of nutrition and its food security 8 hrs
19. Assessments of outcomes and spreading (Discussion) 8 hrs
20. Country nutritional survey through questionnaire 16 hrs
21. Role of the touristic professional organizations 8 hrs
22. Internet of Things (IoT): a tool for cultural tourism 8 hrs

### **ACTIVITIES TIMETABLE:**

Lecturing (300 hrs):

- 120 hrs face to face (in Bari, Italy)
- 20 hrs seminars (in Bari, Italy)
- 160 hrs distance learning;

E-learning: 340 hrs;

Self-learning: 400 hrs;

Stage: 300 hrs;

Thesis (preparation, tutorial, dissertation, etc.): 160 hrs.

**TOTAL: 1.500 hrs (60 ECTS)**

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