

# ITEM

Vidzeme University of Applied Sciences, Latvia, and Klaipeda University, Lithuania

**ITEM** – the first master's programme leading to a joint degree in tourism in Baltics preparing **international tourism events managers** by applying **innovative study methods** and **ICT technologies**. The forward-thinking study content has been developed in close cooperation with industry and renowned tourism and event management education experts from Baltics, Manchester (UK) and Venice (IT).

## ITEM OVERVIEW

**Degree:** Joint master's degree

**Language:** English

**Duration:** 90 ECTS, 1,5 years of full time studies

**Venue:** Valmiera (Latvia) and Klaipeda (Lithuania), and internship in Europe or elsewhere



## WHY ITEM

### **INTEGRATED MOBILITY AND INTERNATIONAL DIMENSION**

1 semester in Latvia, 1 semester in Lithuania, do your internship in any country for market research and tendencies based professional career development

### **INTERDISCIPLINARY APPROACH**

Synthesis of social sciences, theoretic tourism and events knowledge and ICT to help you understand complex ideas and create a rounded intellectual and creative response

### **COOPERATION WITH INDUSTRY**

Live projects in organizations and networks, case studies, visits and an internship, guest lectures from industry to train your knowledge and skills in competitive business environment

## MODULES

- Events Management and Innovation
- Tourism Events Research Methodology
- Tourism Destination Management
- Tourism Policy and Corporate Governance
- Events Marketing
- International Human Resources Management
- Financial Management of Events, Funding and Sponsorship
- Events Management Internship
- Student Group Consultancy Project
- Master Thesis

## MORE INFORMATION

<http://jointmaster.va.lv>  
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### APPLICATION DEADLINES:

Non-EU applicants: June 1, 2014

EU/ EEA applicants (scholarships): July 8, 2014

● Online application form: <http://jointmaster.va.lv/content/application-form>

## PARTNERSHIP

### JOINT MASTER AWARDING INSTITUTIONS:



### NETWORK OF PARTNERS:



Centro Internazionale di Studi sull'Economia Turistica



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