



## **STUDY IN ROMANIA**

***Designing, governing and  
shaping sustainable  
destinations***

**MASTER'S DEGREE PROGRAM**

## **MANAGEMENT OF TOURISM DESTINATIONS**

**Program highlights:**

- **Strong territorial and geographical approach**
- **Experienced academic staff and practitioners**
- **Focus on sustainability, governance and resilience**

### **PRACTICAL INFO**

• **Location: Târgu Mureș, Romania**

🎓 **Degree: Master (2 years)**

🌐 **Language: English**

🔗 **<https://en.cantemir.ro/relatii-internationale/>**





# 1. Program overview

- Management of Tourism Destinations a practice-oriented master's program focused on the strategic planning, governance, marketing and sustainable development of tourism destinations.
- It combines geographical thinking, policy analysis and applied research to prepare professionals able to manage complex destination systems.

## 2. What you will learn:

- ✓ Destination planning and governance
- ✓ Sustainable and community-based tourism
- ✓ Destination marketing, branding and communication
- ✓ Risk management and destination resilience
- ✓ Applied research methods and spatial analysis (GIS)



## 3. Career opportunities:

- Destination manager / coordinator
- Tourism planner or policy advisor
- DMO expert or consultant
- Project manager in tourism and regional development
- Researcher or PhD candidate in tourism and geography

