



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 Mureş, 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

