



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)

💰 Annual tuition fee: 3,000 EUR

🌐 <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.
- Once you are enrolled at DCU, as our student you can fully benefit from Erasmus KA131 and KA171 grants for study and for training at different EU and Non EU partner institutions.
- 3 months internship every summer at our Erasmus partners
- Business field trips and immersive local trips in Europe. Expert guest faculty.

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

