

Table B

CALL FOR APPLICATIONS FOR ADMISSION TO PHD COURSES

(cycle XL – Academic Year 2024/2027)

Positions with scholarship of innovative PhD programme with industrial characterization

P.R. Marche FSE+ 2021/2027 - Asse 4 - OS 4°

PhD PROGRAMME in EDUCATION AND INCLUSION FOR CULTURAL HERITAGE AND TOURISM

PhD Coordinator: Prof. Anna Ascenzi

Position available with scholarship		1
PRELIMINARY ASSESSMENT CRITERIA	1. Congruence of a candidate's prior study to his/her chosen doctoral programme.	
	2. Congruence, quality and originality of the project presented in terms of his/her chosen research topic.	
	3. Suitability of a candidate's scientific profile based on his/her project submission.	
Research topic	Activities description	
FOR A COMMUNICATION OF THE INTEGRATED TOURIST OFFER OF THE INLAND AREAS OF THE MARCHE REGION BETWEEN MARKETING AND COMMUNITY RECOVERY	<p>The PhD student will be called to find contents and forms for an innovative communication of the territory of the internal areas of the Marche Region in collaboration with the InsideMarche Live business cluster. After a first step of recognition of scientific literature and national and international best practices, the course will continue with a period at the Movimondo agency in San Severino Marche to set up a shared work and set additional management and organizational skills and with the 6 months experience abroad planned at the University of León in Spain.</p> <p><u>Obligations for scholarship holders:</u> the doctoral candidate must carry out study and research activities abroad for a period of no less than 6 (six) months; the doctoral candidate must carry out applied research in one or more companies belonging to the project cluster partner for 6 to 18 months.</p>	
SUBJECTS ON WHICH THE INTERVIEW HINGES	Presentation and critical discussion of research project; assessment of knowledge related to the research topic indicated; foreign language proficiency.	
INTERVIEW ASSESSMENT CRITERIA	1. Originality and logical development of project in relation to the research topic chosen by the candidate	
	2. Assessment of training and work profile even outside the university	
	3. Experience in Italy and abroad consonant with the candidate's curriculum and the project he/she has presented	
	4. Proficiency test in the foreign language/s indicated and in the Italian language for foreign candidates	
	5. Congruence of prior study with the chosen topic	
SPECIFIC REQUIREMENTS	Proficiency in one foreign language among: English, Spanish, French.	