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www.economia.unifi.it

MASTER PROGRAM

Design of Sustainable Tourism Systems

Prof. Elena Pirani


elena.pirani@unifi.it

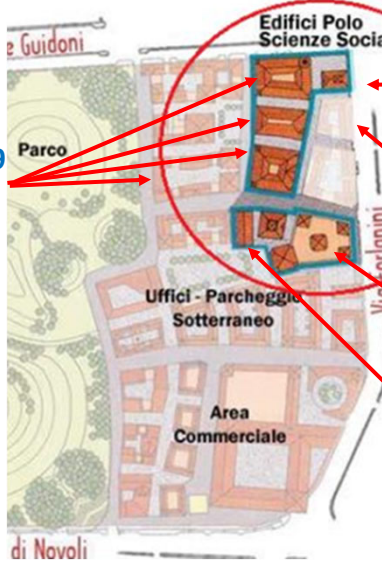
Director of the Master Program



OUTLINE

- Where we are
- Website
- Study plan
- International mobility
- Stage and Internships
- Contacts
- Miscellanea: students' facilities, basic rules, online services, thesis, quality of education, online learning, library
- Presentation of some courses


SCHOOL OF ECONOMICS AND MANAGEMENT
 UNIVERSITÀ DEGLI STUDI FIRENZE
 Corso di Laurea Magistrale in
Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici



D1: Offices of the School of Economics and Management + student's secretary + International relations office + UniFI include
E2: canteen
D10: Library
D15: Computer labs
D4, D5, D6, C9 classrooms

3

www.dsts.unifi.it

Laurea Magistrale in
Design of Sustainable Tourism Systems - Progettazione dei sistemi turistici
search the site

[Home](#) [Master Program](#) [Course offering](#) [DSTS Life](#) [Calendar and timetable](#)

Do you want to contribute to shaping the tourism of the future? Are you interested in tourism and sustainable development?

The DSTS Master programme offers you the interdisciplinary knowledge and professional skills necessary to enter the complex world of tourism and make it a pivotal asset in ensuring a better future for all.

This degree course...

[Read more](#)

→
 →



"Travel is fatal to prejudice, bigotry, and narrow-mindedness."

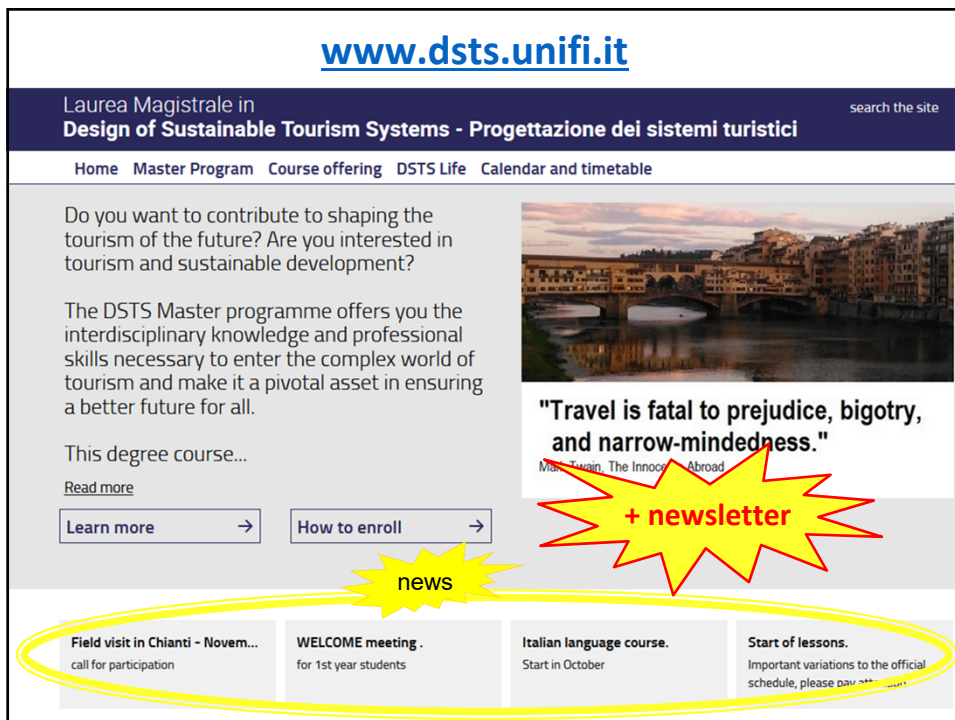
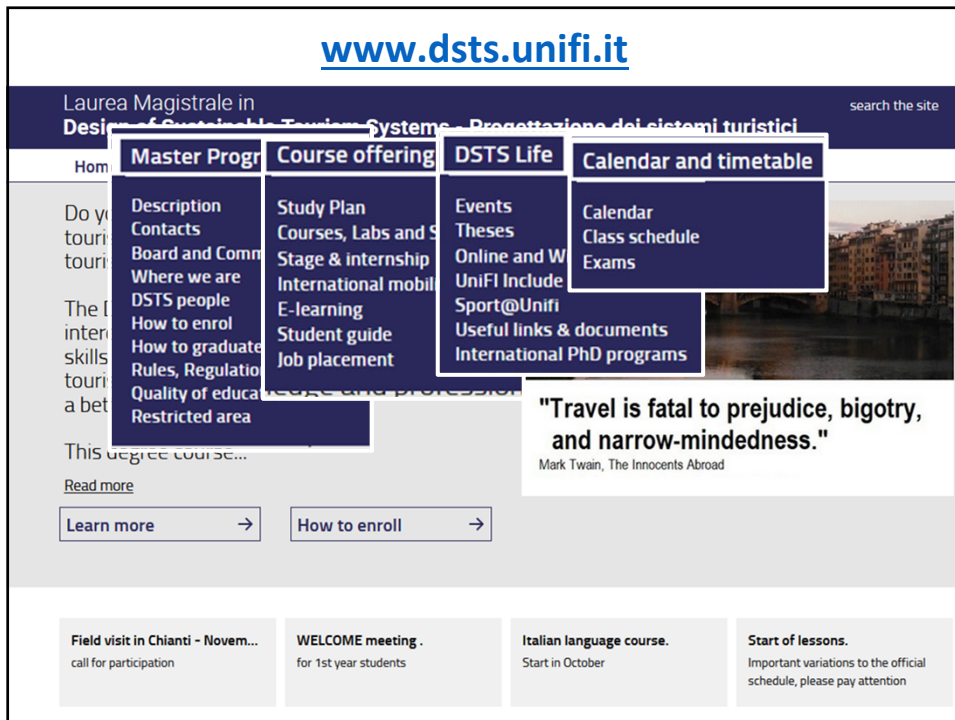
Mark Twain, The Innocents Abroad


Field visit in Chianti - Novem...
call for participation

WELCOME meeting .
for 1st year students

Italian language course.
Start in October

Start of lessons.
Important variations to the official schedule, please pay attention




SCHOOL OF ECONOMICS AND MANAGEMENT
 UNIVERSITÀ DEGLI STUDI FIRENZE
 Corso di Laurea Magistrale in **Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici**

Study plan

The list of exams that a student has to pass before graduation

[Home](#) [Master Program](#) **Course offering** [Calendar and timetable](#)


Do you want to contribute to the development of sustainable tourism of the future? / tourism and sustainability?

The DSTS Master program provides interdisciplinary knowledge and skills necessary to enter the field of sustainable tourism and make it a better future for all.

This degree course...

[Read more](#)

[Learn more](#) → [How to enroll](#) →



"Travel is fatal to prejudice, bigotry, and narrow-mindedness."
Mark Twain, The Innocents Abroad

Study Plan ←

Courses, Labs and Seminars


Stage & internship

International mobility

E-learning

Student guide

Job placement


SCHOOL OF ECONOMICS AND MANAGEMENT
 UNIVERSITÀ DEGLI STUDI FIRENZE
 Corso di Laurea Magistrale in **Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici**

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Do you want to contribute to the development of sustainable tourism of the future? / tourism and sustainability?

The DSTS Master program provides interdisciplinary knowledge and skills necessary to enter the field of sustainable tourism and make it a better future for all.

This degree course...

[Read more](#)

[Learn more](#) → [How to enroll](#) →

Study Plan

Before the submission (if you are enrolled in the first year) or the change (if you are enrolled in the second or higher years) of the study plan, please carefully read the instructions below. Moreover, check the list of the admitted courses depending on your Academic Year of enrollment.

Please pay attention to the deadlines and procedures for the Study Plan submission/changes. In case of doubts, you can contact the [Study Plan tutor](#).

Deadlines, Procedures, and List of Courses

- [Submission and changes of the study plan: deadlines and procedure](#)
- [Extraordinary changes to the study plan: procedure](#)
- Study plan for students enrolled in 2023-2024: [list of admitted courses PDF](#)
- Study plan for students enrolled in 2022-2023: [list of admitted courses PDF](#)
- Study plan for students enrolled in 2021-2022: [list of admitted courses PDF](#)
- Study plan for students enrolled in 2020-2021: [list of admitted courses PDF](#)

Instructions and FAQs

- General instructions and FAQs on study plan ([download pdf file PDF](#))



FIRST YEAR

- English for tourism
- French for tourism
- Spanish for tourism
- German for tourism

1= 9 cfu

Economic history of tourism (6 cfu)

Travel and tourism contracts (6cfu)

Sustainable tourism for local system development (6 cfu)

Demography and tourism (6 cfu)

Agri-food economics (6 cfu)


- Destination management
- Tourism and wine marketing
- Organization design and people management in the tourism industry


1= 9 cfu



First year

- The exams of the first year are almost all mandatory
- **1st semester:**
 - **Mandatory exams:** Economic history of tourism (9 cfu), Demography and tourism (6 cfu)
 - One exam of **foreign language** (9 cfu): you can choose the language, under some restrictions
 - Destination management (**OR** Tourism and wine marketing; *but only after destination management*) **OR** Organization design and people management in the tourism industry (9 cfu). Attention, some are in the 1st, other in the 2nd semester
- **2nd semester:**
 - **Mandatory exams:** Travel and tourism contracts (9 cfu); Sustainable tourism for local system development (6 cfu); Agri-food economics (6 cfu)

 UNIVERSITÀ DEGLI STUDI FIRENZE School of Economics and Management Corso di Laurea Magistrale in Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici	
FIRST YEAR	SECOND YEAR
<ul style="list-style-type: none"> English for tourism French for tourism Spanish for tourism German for tourism <p style="text-align: center;">1= 9 cfu</p>	<ul style="list-style-type: none"> Economic statistics for tourism Social statistics for tourism <p style="text-align: center;">1= 9 cfu</p>
Economic history of tourism (6 cfu)	Tourism and law (6 cfu)
Travel and tourism contracts (6cfu)	<ul style="list-style-type: none"> Economics and management of agri-tourism Financial markets and institutions Food, globalization and sustainability <p style="text-align: center;">2= 12 cfu</p>
Sustainable tourism for local system development (6 cfu)	Stage/lab (3 cfu)
Demography and tourism (6 cfu)	Optional courses (18 credits)
Agri-food economics (6 cfu)	
<ul style="list-style-type: none"> Destination management Tourism and wine marketing Organization design and people management in the tourism industry <p style="text-align: center;">1= 9 cfu</p>	Final examination (thesis, 18 credits)
120 credits	

 UNIVERSITÀ DEGLI STUDI FIRENZE School of Economics and Management Corso di Laurea Magistrale in Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici	
<h3>Second year</h3> <ul style="list-style-type: none"> Tourism and law (6 cred., in the 2nd sem.) is mandatory You have to choose a 9-credit exam in the “statistical group” (Economic statistics for tourism; Social statistics for tourism) You have to choose two 6-credit exams between: Economics and management of agri-tourism; Financial markets and institutions; Food, globalization and sustainability. Attention: some lectures are in the 1st, other in the 2nd semester You have to choose a 3-credit lab/stage You have to choose 18 credits (e.g., 9+9, or 9+6+3, or 6+6+6) → see later in the slides For foreign students, it is suggested to attend in the first year the Italian language lab. 	
12	



Study plan

- Students are required to fill their study plan
 - during the **1st year, in November** (otherwise things can become complicated)
 - through the **on-line system** (except for some specific cases).
 - this year: **October 26 – November 21, 2023**
- For those who miss the deadline: **April** (March 26 – April 21, 2024)
- **Before the submission** or the change of a study plan, please carefully **read the instructions and FAQs on DSTS web site.**
- In the 2nd (or further) year, changes are possible.
- For **urgent changes**, and only for students who are about to graduate, an extraordinary procedure (paying a fees) is possible

13



Study plan

1. Deadlines this year:

October 26 - November 21, 2023

2. The Committee check if the study plan complies with the rules, and decide to approve or not to approve.

2.1 If it is **approved**, all is OK

2.2 If it is **rejected** you are called to change it

- For questions and doubts, check the Instructions and FAQs on the website. If you do not find the answer, you can contact the study plan tutor: **Prof. Valentina Tocchioni**

Meeting: Thursday, November 9, h. 16.00-18.00 – D4 1.13

14



Study plan FAQs

Foreign language(s):

- **General rule:** you must study a foreign language different from English (two foreign languages if native English)
- The study plan must include (at least) a 9-credit exam in a language different from English and from your mother tongue. You can choose between: [French/German/Spanish](#) for tourism.
- You can include other language credits, English or another language, among the [labs or optional credits](#) (e.g., lab or 9-credit exams)
- The choice of [English as the 9-credit exam](#) is possible **only if** you can demonstrate to know another language (different from English) at the C1 level or higher. In this case, [you have to include also at least a 3 credit language lab](#) (different from English).

15



Study plan FAQs

Foreign language(s):

Not-English natives <u>without</u> another language at C1 level		One from the list (<i>native language not allowed!</i>) French for tourism Spanish for tourism German for tourism	Another language (lab or 9-credits exam) is <u>possible</u> but not mandatory
Not-English natives <u>with</u> another language at C1 level (native language included) CASE 2b	option A	One from the list (<i>native language not allowed!</i>) French for tourism Spanish for tourism German for tourism	Another language (lab or 9-credits exam) is possible but not mandatory
	option B	English for tourism	+ another foreign language is <u>mandatory</u> (a 9-credits exam or at least a 3-credits lab. Not English, not mother tongue)
English natives <u>without</u> another language at C1 level		One from the list French for tourism Spanish for tourism German for tourism	+ another foreign language is <u>mandatory</u> (a 9-credits exam or at least a 3-credits lab. Not English, not mother tongue)
English natives <u>with</u> another language at C1 level		One from the list French for tourism Spanish for tourism German for tourism	Another language (lab or 9-credits exam) is <u>possible</u> but not mandatory



Study plan FAQs

Language labs (3 credits)

- **French, German and Spanish** labs: please contact the professors of the language courses for further information. You may partially attend the 9 credit course and take a final assessment.
- **English** lab is recommended if you don't choose English as a 9credit exam.
- Language labs for **other languages** are not generally allowed. Contact prof. Cziraky for further information.

17



Study plan FAQs

Italian language lab (3 credits)

- An **Italian language lab** (free of charge) is reserved for DSTS foreign students.
- To acquire the 3 credits, students have to attend and pass the **B2 level**.
- **Preparatory courses of A1-A2 and A2-B1 level** offered in the first semester: they are **not** sufficient to get credits alone.
- Students who do not know Italian should start the courses **as soon as possible**.
- **These three courses are offered each semester.**
- Check the **website** for info on registration and dates (e.g., news section).
- **After having attended the course and passed the exam**, please send the CLA certificate to english.msc@economia.unifi.it

18



Study plan FAQs

18 optional credits

- 9+9, or 9+6+3, or 6+6+6
- from the DSTS exams not selected
- from the UniFI Master Program offer. These course have to be consistent with the DSTS program.

Credits without mark (labs/stage)

- 3-credit labs and stage are not evaluated with a numerical mark. A max of 6 credits without mark can be included in the study plan (included those expected)
- Exceptions for “extended internships” (see later)

Exams held in Italian language

- Yes, they are allowed only in the 18 free credits.

19



International mobility

- Every year, UniFI opens a [selection process](#), giving students the possibility to attend programs abroad
 - [within Europe](#): Erasmus+ for studies program
 - [outside Europe](#): extra-EU mobility for studies program.
- Only a [6-month](#) period abroad (one semester) is admitted
- [Max 30 credits](#) abroad
- A [selection process for international internships](#) is also offered (Erasmus+ for traineeship, generally in April)
- Please check the webpage of the School of E&M for all details (links also on our website)

School delegate:
[prof. Francesco Guidi Bruscoli](#)

DSTS delegate:
[Prof. Francesca Giambona](#)

20



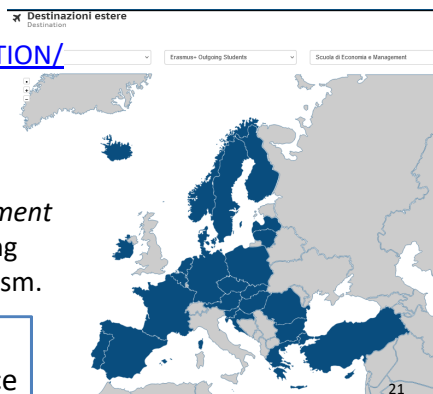
International mobility 2023/24

- Call in December 2023
- In the application, students have to indicate 5 possible destinations.

To have an idea...

<https://ammissioni.unifi.it/DESTINATION/>

- All the Universities having Erasmus agreement with UniFI are listed (search by country)
- DSTS also prepare an *Erasmus document* indicating foreign universities offering master programs in the field of tourism.



A meeting will be organised in November by the International office

21



International mobility 2023/24

- Once the list of Erasmus scholarship winners has been published, it will be necessary to finalize the procedure by **choosing the actual location** (this also depends on the n. of places and the position in the ranking)
- Then, students will have to fill in the **Learning Agreement (LA)**
- Further info about LA will be provided, but please remember:
 - informal approval of the LA by the DSTS delegate (prof. Giambona)
 - online submission
 - students need to select Master program courses
 - some indications will be provided in the “*DSTS Erasmus document*”

A meeting with prof. **Francesca Giambona** will be arranged at the appropriate time.

22



Stage & internships

- A period of job and training during university career training to apply and enhance skills and professionalism acquired during studies
 - in accredited companies and institutions (agreement with UniFI).
 - activities consistent with the educational objectives of the degree program (objectives, activities, duration, agreed in advance).
- Internships tutor: [prof. Daria Sarti](#)
- Within DSTS Master Program, we offer two types of stage and internships (1 credit equals 25 working hours):
 - regular internship: 3 (or max 6) credits
 - extended internship: 12 credits

23



Stage & internships

Regular internships

- Student can search on the UniFI database a company/organization for the internship
- New agreements between companies/organizations and UniFI are welcome
- 3 (or max 6) credits can be recognized (depending on the internship project previously signed by the internships tutor)

“Extended” internships

- Long and qualified internships in leading companies in the tourism sector.
- We will publish periodically selected offers for internships of 3-6 months (full-time) for which we recognize 12 credits.
- The internship activity is defined in advance by a DSTS committee and the host organization, to guarantee a high qualification and professionalism.
- Students can express their interest and apply, then the host company will select the candidate(s).

[More info on our website, in the stage& internship section](#)

24



Food & wine tourism

- A **thematic track** specifically oriented to the “**Food & wine tourism**”, to deepen the theoretical and practical knowledge on the different tourism forms based on the valorization of food and wine production in all its facets.
- To participate, students have to include **specific exams** in their study plan, and they will have the possibility to be selected for an extended **internship**.
- **STUDY PLAN:** beside the mandatory exams, F&W tourism must include:
 - Destination Management; Food, globalization and sustainability; Economics & Management of Agritourism; Tourism & Wine Marketing; Internship
- **INTERNSHIP:** student can apply for an “**extended**” **internship (12 credits)** from a list of internships in leading companies operating in food and wine sectors. **Selection** (made by companies) will be approximately in January, and internships will be held in spring-autumn, depending on companies’ request.

25



TO CONTACT US

- Director of the Master Program
Prof. Elena Pirani – elena.pirani@unifi.it
- Admissions & incoming students orientation
Prof. Francesca Giambona – francesca.giambona@unifi.it
Prof. Benedetto Rocchi – benedetto.rocchi@unifi.it
- Study plan
Dott. Valentina Tocchioni – valentina.tocchioni@unifi.it
- International exchange and Erasmus
Prof. Francesca Giambona – francesca.giambona@unifi.it
- Internships and job-placement activities
Prof. Daria Sarti – daria.sarti@unifi.it
- Student Academic Office
DSTS Secretary Office: english.msc@economia.unifi.it
Student Office: segreteriastudenti.novoli@unifi.it
International relations office: internationaldesk@unifi.it

DSTS WEBSITE
> Master Program
> Contacts and Organization
> Contacts

26




Miscellanea



Students ID (matricola), e-mail, badge


- After the enrolment, you receive:
 - a student number (ID) and a password uniquely identifying you, and needed to access the [online services](#) of UNIFI (e.g., to register for exams, to check your career situation, to ask for scholarship, ...)
 - a badge for accessing the services reserved to UNIFI students (libraries, canteen, sports, etc.)
 - an e-mail address: name.surname@edu.unifi.it
- **REMEMBER TO CHECK PERIODICALLY YOUR STUDENT E-MAIL!**


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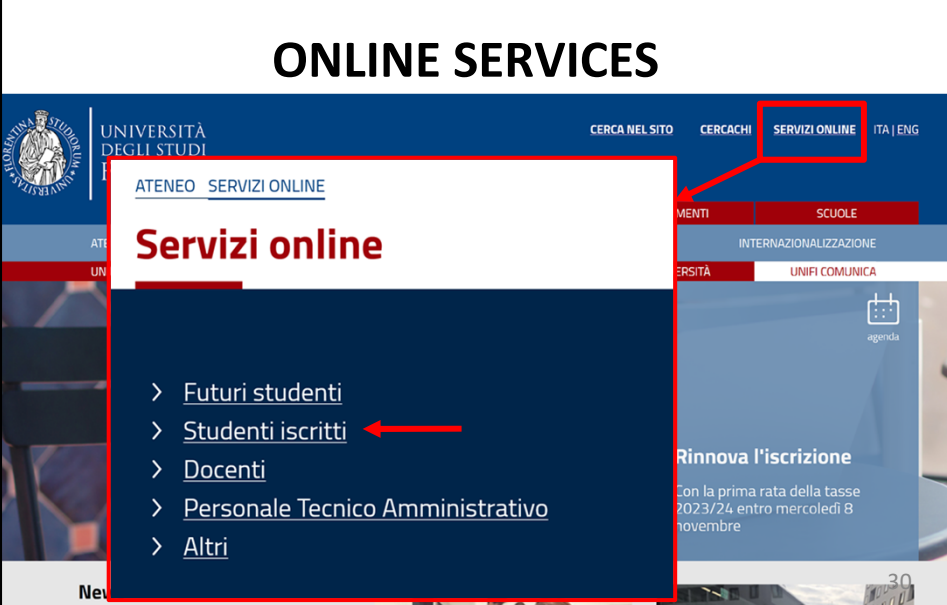
BASIC RULES for student-professor communications

- If you need some information, **first check the website**
- Identify the correct person to address your question
- If you write to 2 or more professors, use the cc functions
- **If you need to contact a professor:**
 - use your institutional e-mail address
 - specify your name, ID number, and the course you are referring to
 - always indicate a meaningful subject in your e-mail
 - clearly explain your problem or question
- Do not expect immediate response (2-3 days is a normal time) and don't ask for last minute urgent requests (e.g., the day of the deadline)
- Avoid writing during the week-end (and especially do not expect an answer in real time!)

29


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ONLINE SERVICES



CERCA NEL SITO CERCACHI **SERVIZI ONLINE** ITA | ENG

ATENEOSERVIZI ONLINE

Servizi online

- > [Futuri studenti](#)
- > [Studenti iscritti](#) ←
- > [Docenti](#)
- > [Personale Tecnico Amministrativo](#)
- > [Altri](#)

Rinnova l'iscrizione
 Con la prima rata della tasse 2023/24 entro mercoledì 8 novembre

agenda

30



Studenti iscritti

- Piattaforma **Gestione carriere studenti** (iscrizione esami, consultazione dati carriera, pagamento tasse online, domanda di laurea, nulla osta Laurea magistrale, password dimenticata e altro ancora)
- E-learning
- Prenotazione eventi
- Richiesta tirocinio/stage
- Destinazioni Erasmus+
- UNIFI App
- Webmail


Consulta anche

- **Insieme in sicurezza, indicazioni operative su didattica ed esami a distanza**



IMPORTANT INFORMATION ON MASTER THESIS


- The final work to graduate is a Master thesis.
- On our website (www.dsts.unifi.it > DSTS Life > Theses) you can find some brief notes to have **general insights on how to prepare a Master thesis** and organize your work
 - What is a master thesis
 - Basic steps for writing a master thesis
 - Relationship student-supervisor and good practices
 - Plagiarism and mandatory declaration to include in the thesis


UNIVERSITÀ DEGLI STUDI FIRENZE

School of Economics and Management


Corso di Laurea Magistrale in
Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici

Quality of education: students' teaching evaluation

- Before register for an exam, students are asked to **fill the “evaluation questionnaire” of the course.**
- Various questions about general organization of the course, materials, clarity and helpfulness of the teacher, interest for the subject.
- These evaluations are important for us. We analyze data **to assess the quality of our courses, and to improve!**
- You can check students' evaluation for each year on DSTS website 

Laurea Magistrale in
Design of Sustainable Tourism Systems - Progettazione dei sistemi


Home **Master Program** Course offering DSTS Life Calendar and timetable

Students' teaching evaluation takes place by filling in a series of on-line questionnaires developed by the Research Group on Evaluation and Monitoring of Policies and Services of the University of Florence (from academic year 2019/20: [Validat](#) , external link, in Italian. For previous academic year: Valmon).

Fill the questionnaire (UniFi link, in Italian: go to the section "Questionari di valutazione")
 See here the **questions** (in English) included in the [questionnaire PDF](#)

You can take a look of the teaching evaluation expressed by UniFi students:

- DSTS students' courses evaluation at a glance
- [Academic Year 2021/22 PDF](#)



UNIVERSITÀ DEGLI STUDI FIRENZE

School of Economics and Management


Corso di Laurea Magistrale in
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ONLINE LEARNING RESOURCES: MOODLE Platform

<https://e-l.unifi.it>


UNIVERSITÀ DEGLI STUDI FIRENZE

Corsi di laurea e post laurea


Cerca corsi 

Corsi di laurea

Corsi post laurea

Per docenti tutorial e attivazioni

Per studenti tutorial e FAQ


UNIVERSITÀ DEGLI STUDI FIRENZE

School of Economics and Management


Corso di Laurea Magistrale in
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ONLINE LEARNING RESOURCES: MOODLE Platform

<https://e-l.unifi.it>

Corsi / Corsi di Laurea Triennali e Corsi di Laurea Magistrali / Scuola di Economia e Management / Anno Accademico 2023-2024
 / Laurea Magistrale in Design of Sustainable Tourism Systems – Progettazione dei Sistemi Turistici

**Laurea Magistrale in Design of Sustainable Tourism Systems -
 Progettazione dei Sistemi Turistici**

Cerca corsi 

B019349 (B205) – ECONOMIC HISTORY OF TOURISM 2023-2024


Docente: GUIDI BRUSCOLI FRANCESCO
 Anno accademico: 2023-2024
 Semestre / Annualità: Primo Semestre

B019356 (B205) – AGRI-FOOD ECONOMICS 2023-2024

In questo insegnamento è presente il materiale relativo anche ai seguenti mutuat:

B019356 (B214) – AGRI-FOOD ECONOMICS (CURRICULUM: DEVELOPMENT ECONOMICS - E20) 2023-2024

Docente: MARESCOTTI ANDREA


UNIVERSITÀ DEGLI STUDI FIRENZE


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www.sba.unifi.it/p164.html

SEVERAL SERVICES OFFERED:

- A quiet place to study
- Book and e-book for the loan (and help to look for them, also inter-library loans and document delivery)
- A large selection of scientific journals, textbooks, specialized books, newspapers, and databases
- Seminars
- Self-service scan
- “Ask a librarian” service (for bibliographic enquiries, search strategies and available sources, and information on the University library services) with a specific service for the thesis.


 Biblioteca di Scienze Sociali


UNIVERSITÀ DEGLI STUDI FIRENZE

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Presentation of some courses



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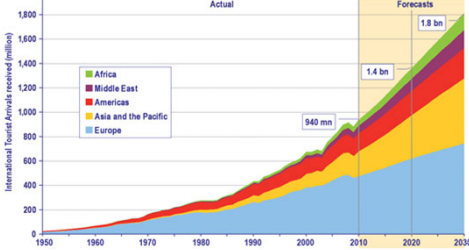
ECONOMIC HISTORY OF TOURISM

Prof. Francesco Guidi Bruscoli

- Travelling from the antiquity to modern times
- Definitions of tourism
- What is tourism history?
- Demand and supply in tourism







- The origins of tourism
- The grand tour
- The birth of modern tourism
- Thomas cook
- Mass tourism
- Global tourism



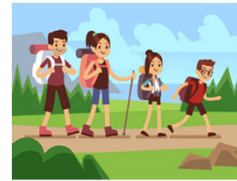
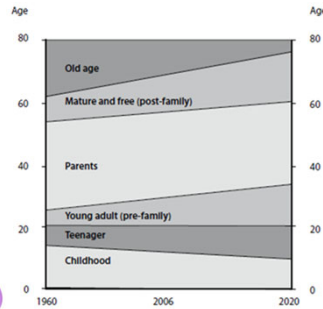
DEMOGRAPHY AND TOURISM

Prof. Daniele Vignoli and Prof. Elena Pirani

Demography is the most important external factor that will shape the future of the tourism

- 1. basic demographic tools,
- 2. demographic trends and their implication in a variety of tourism contexts, e.g.:

- Population growth, declining fertility rates, increased longevity, immigration
- Life-course stages and tourism:
 - Volunteer tourism, and global citizenship
 - Family change and family tourism



TRAVEL AND TOURISM CONTRACTS

Prof. Sara Landini

- Knowledge on:
- contracts for tourism
 - contracts for the organization of tourism / hotel activities.

AIM → to provide knowledge and competences to apply the sustainability principle in tourism contracts.

Green hotels and green offer:



- as sustainable and eco-compatible offer,
- as well-being linked to environmental experiences (e.g., eco-tourism and green services)
- legal consequences of lack of conformity to expectations.





SUSTAINABLE TOURISM FOR LOCAL SYSTEM DEVELOPMENT

Prof. Randelli

Tools to analyse – in an integrated manner – **environmental, economic and social** issues related to the tourism development, in developed and developing countries, at both micro and macro levels.

- ❑ **International patterns of travel and tourism:**
Globalisation and Tourism mobility; International tourism; Development of the travel industry.
- ❑ **Economic, environmental and social relations in tourism:**
Tourism sustainability and environmental change; sustainable development and sustainable tourism; tourism and environmental change
- ❑ **Planning and managing tourism development:**
effect of tourism on host communities; tourism planning; Tourism planning, at national, regional and local level.

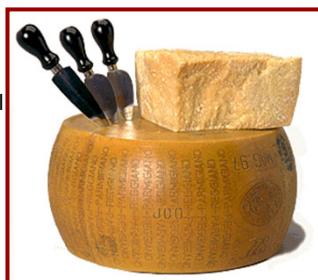
41



AGRI-FOOD ECONOMICS

Prof. Andrea Marescotti

- Basics of agricultural economics: supply, demand, market.
- Characteristics and evolution of the agribusiness
- The importance and evolution of the Common Agricultural Policy
- Multi-functionality and the new development model of agriculture
- Typical products, short food supply-chains, local products
- Food and tourism



STUDENTS' WORK

Students will be asked to produce some reports on selected topics, to be presented to the class



ORGANIZATION DESIGN AND PEOPLE MANAGEMENT IN THE TOURISM INDUSTRY

Prof. Daria Sarti

- Organizations in the Tourism Industry: peculiarities
- Basic principles of organization design
- Defining management and leadership
- Organizational culture and change management
- Motivation theories to lead people
- Main activities of the HR Department in the Tourism Industry (recruitment, selection, HR training and development, performance management and reward management)



IN CLASS ACTIVITIES

case studies, exercises and guest lectures;
a final project report on selected topics.

43



TOURISM AND WINE MARKETING

Prof. Faraoni and Prof. Zampi

Through class lectures, case studies, and team working on projects, we will deal with the **main issues concerning wine marketing and tourism related to wine production.**

1. basics of wine management, e.g.:

- with a particular attention to its peculiar characters
- evolution of the wine market over time, wine storytelling
- competitive strategy and brand management
- link between wine and territory, in an international perspective

2. marketing strategies and operating methods in the wine sector, e.g.,:

- segmentation, targeting and positioning strategies
- product definition and branding
- pricing strategies
- distribution and e-commerce, web communication & social media strategies

3. key aspects of wine tourism, e.g.,:

- wine tourist profile and behavior
- from wine territory to a tourist destination
- manage the wine tourism: strategies and main operating issues.
- "geography" of wine tourism





DESTINATION MANAGEMENT

What we will do:

- study of theoretical foundations of Destination Management → concepts, policies, strategies and opportunities.
- involvement with practical challenges of real managers and marketers of Destination Management → team-works to plan a research project aimed at analyzing practical cases studies.

Understanding consumer/tourist decision making

Destination image, branding and positioning

E-tourism, destination mgmt, & social media

Destination crisis mgmt: safety and security

Managing economic, environmental and social sustainability



SOCIAL STATISTICS FOR TOURISM

Prof. Valentina Tocchioni

How to craft a good survey instrument



There is never an option that reflects exactly what I want to say!

How to design effective survey questions



How to make some description of data collected



Some rudiments about statistical text analysis



School of Economics and Management
 Corso di Laurea Magistrale in
Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici

ECONOMIC STATISTICS FOR TOURISM
 Prof. Francesca Giambona

Economics
 (the only field in which two people
 can get a Nobel Prize for saying
 exactly the opposite thing)

+

Statistics
 (the art of never having
 to say you're wrong)

=

**Economic
 Statistics**

THE QUANTITATIVE DESCRIPTION OF THE ACTIVITY OF TOURISM SYSTEMS

- Time Series Analysis and Forecasting
- Composition Model
- Exponential Smoothing Models

THE QUANTITATIVE DESCRIPTION OF THE OF TOURISTS' DEMAND AND OF TOURIST ENTERPRISES' PRODUCTION

- The Role of Prices
- Time and Space Comparisons
- The Interdependencies of the Economic System

47

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FOOD, GLOBALIZATION, AND SUSTAINABILITY
 Prof. Patrizia Pinelli

local vs. global food
sustainability of food production and processing

Mediterranean Diet Pyramid

- **food quality:** nutrition, safety, preservation methods, labels and certifications.
- **food culture:** slow food principles, to educate people regarding the food they eat, how it is produced and how their choices affect ecological, economic and social environment.

The Value Chain

Traceability

TASTING PART
 description of specific supply chains: coffee, wine, pasta, honey... and guided consumer tests for judging the tasted food

EXPERIMENTAL PART
 Analytical detection methods for the food quality assessment: densitometry, refractometry, viscosimetry and microscopic analysis (**Mer.Qu.Ris Lab, D15, III floor**)

