



UNIVERSITÀ
DEGLI STUDI
FIRENZE

Scuola di
Economia e
Management

Academic year 2021/2022

Master's Degree Program in
Design of Sustainable Tourism Systems

www.dsts.unifi.it

The two years Master Program (second level degree) aims to provide a thorough understanding, at the university master level, of the contemporary techniques of organization and management of tourism activities. The course, offered entirely in English stems from the lines of research of Schools of Economics & Management and Humanities and Education.

The Course is characterized by an **interdisciplinary program**. The graduates will acquire the basic competence in the fields of human and social sciences, a good command of information technology and of statistical techniques, indispensable for a real-world interpretation of tourism trends and of taste changes of the tourist population. The Master Program also provides legislative, historical and geographical knowledge useful for enhancing the values of the resources and the cultural heritage of a territory.

The Master Program deals with topics related with the sustainable management of natural, cultural and historical resources. The remarkable growth of tourism requires considerable planning activities by both the public and private sectors in order to maximise economic returns while containing the potential negative impacts on the environment. Graduates can seek opportunities in research institutes, administration, hotels and other hospitality businesses, such as conference organizers, tour operators and cater for private citizens' demand for tourist services.

The final certification is: laurea magistrale (like Master degree or second level degree) in LM-49 PROGETTAZIONE E GESTIONE DEI SISTEMI TURISTICI. In Italy, as far as the legal value of the qualification, this class is considered different from the classes LM-56 Scienza dell'economia and LM-77 Scienze economico-aziendali.

For more information about the professional profiles offered by the DSTS Master Program, as well as about job opportunities in Italy, you can check the documents and link on DSTS website (www.dsts.unifi.it > Master Program > Description). The Master Degree could also give access to the PhD Programs. For a list of international PhD Programs in issues related to tourism, see the related section on the website (www.dsts.unifi.it > DSTS life > International PhD).

Learning outcomes and career opportunities

The Master Degree in Design of Sustainable Tourism Systems provides interdisciplinary competencies that involve:

- 1) measuring and monitoring the results and impacts of tourism (Economic statistics for tourism; Statistical information systems; Business demography; Social statistics);
- 2) managing and developing activities related with:
 - the natural and economic local resources (i.e. Agri-food economics; Economics and management of agri-tourism; Environment and landscape geography; Sustainable tourism for local system development; Food quality and culture for tourism);
 - cultural resources, skills and competencies in tourism (Economic history of tourism; Destination management; Organization design and people management in tourism industry; Tourism and sport marketing; Event and sport management lab; Financial markets and institutions);
 - law and contracts in tourism and travel activities (Tourism and travel contracts; Tourism and law)
- 3) new tendencies and technology for environmental issues (New technology and environment chemistry);
- 4) foreign language different from English (French; German; Spanish).

During the course, students will acquire the necessary tools to write their Master thesis.

Students can also participate in an exchange program of study and / or have an internship. The degree program provides seminars by experts and professionals. Members of the School of economics and management are currently involved in providing knowledge and competencies useful to promote sustainable economic development.

Contact people

(www.dsts.unifi.it > Master Program > Contacts and Organization > Contacts):

- Director of the Master Program:
Prof. Laura Grassini (laura.grassini@unifi.it)
- Vice-Director of the Master Program:
Prof. Elena Pirani (elene.pirani@unifi.it)
- Admission procedure:
Prof. Laura Grassini (laura.grassini@unifi.it)
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- Tutoring for Study Plans:
Prof. Laura Grassini (laura.grassini@unifi.it)
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- Learning agreement, international relations and Erasmus:
Prof. Daniele Vignoli (daniele.vignoli@unifi.it)
- Internships and job-placement activities:
Prof. Benedetto Rocchi (benedetto.rocchi@unifi.it)
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Study Plan

	Course	Semester	Subject code	credits	Typology
First year	<i>Choose one from (^):</i> English for tourism French for tourism Spanish for tourism German for tourism	1 st 1 st 1 st 1 st	L-LIN/12 L-LIN/04 L-LIN/07 L-LIN/14	9	caratterizzante
	Economic history of tourism	1 st	SECS-P/12	9	caratterizzante
	Travel and tourism contracts	2 nd	IUS/05	9	affine
	Sustainable tourism for local system development	2 nd	M-GGR/02	6	caratterizzante
	Demography and tourism	1 st	SECS-S/04	6	caratterizzante
	Agri-food economics	2 nd	AGR/01	6	affine
	<i>Choose one from:</i> Destination management Tourism and wine marketing Organization design and people management in the tourism industry	1 st 2 nd 2 nd	SECS-P/08 SECS-P/08 SECS-P/10	9	caratterizzante

(^) Specific restrictions are applied for this choice. Please see the FAQs on the website for details.

	Course	Semester	Subject code	credits	Typology
Second year	<i>Choose one from:</i> Statistical information systems for tourism Economic statistics for tourism Social statistics for tourism	2 nd 1 st 1 st	SECS-S/03 SECS-S/03 SECS-S/05	9	caratterizzante
	Tourism and law		IUS/09	6	caratterizzante
	<i>Choose two from:</i> Economics and management of agri-tourism Financial markets and institutions Food quality and culture for tourism New technologies and environmental chemistry	2 nd 2 nd 1 st 1 st	AGR/01 SECS-P/11 SECS-P/13 SECS-P/13	12	affine
	<i>Choose one from:</i> Stage Foreign language lab (*) Data analysis lab Laboratory	---	---	3	altre attività
	<i>Optional courses</i>	---	---	18	scelta autonoma
	Final examination (thesis)	---	---	18	---

(*) Possible choices: Foreign language lab (English), Foreign language lab (French), Foreign language lab (German), Foreign language lab (Spanish), Foreign language lab (Italian).

List of optional courses

Course number	Course name	Number of credits	Semester of teaching
B019356	Agri-food economics	6	2
B021366	Destination management	9	1
B019353	Economic statistics for tourism	6	2
B019357	Economics and management of agri-tourism	6	1
B021365	English for tourism	9	1
B019354	Environment and landscape geography	9	2
B021371	Financial markets and institutions	6	2
B026787	Food quality and culture of tourism	6	2
B019344	French for tourism	9	1
B019347	German for tourism	9	1
B021370	New technologies and environmental chemistry	6	1
B019348	Organization design and people management in tourism industry	9	1
B021368	Social statistics for tourism	6	1
B019346	Spanish for tourism	9	1
B019352	Statistical information systems for tourism	6	2
B024248	Sustainable tourism for local system development	9	2
B021367	Tourism and sport marketing	9	1

List of exams and syllabus

Students can check the syllabus of the courses of the DSTS program on the website: www.dsts.unifi.it > [Course offering](#) > [Courses, Labs and Seminars](#).

A detailed program, course content, learning objectives, type of assessment and other useful information are available.

Study Plan submission

Students have to submit online the study plan during the first year, through the Online services for students. Students are required to check the DSTS website for deadlines and procedures.

Students are not allowed to do an exam not included in the study plan.

For information on how and when submit the study plan, please carefully check the section on study plan on our website: www.dsts.unifi.it > [Course offering](#) > [Study plan](#).

IMPORTANT

To be continuously informed about opportunities, deadlines, courses, and so on, please regularly check our website, especially the news section. This is particularly important in Covid-time period, when contacts are difficult and restricted.

We do our best to make you always up-to-date!