



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

Scuola di Economia  
e Management  
corso di laurea magistrale  
**Design of sustainable tourism systems —  
Progettazione dei sistemi turistici**

[www.dsts.unifi.it](http://www.dsts.unifi.it)[www.economia.unifi.it](http://www.economia.unifi.it)

**MASTER PROGRAM**  
**Design of Sustainable Tourism Systems**

Prof. Elena Pirani  
[elena.pirani@unifi.it](mailto:elena.pirani@unifi.it)  
*Director of the Master Program*



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**OUTLINE**

- AIM & CHARACTERISTICS OF THE DSTS MASTER PROGRAM
- COURSES OFFER & STUDY PLAN
- ADMISSION REQUIREMENTS
- JOB PROFILES & OPPORTUNITIES
- CONCLUSIONS

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## CHARACTERISTICS OF THE MASTER PROGRAM

- Master Degree of the School of Economics and Management
- Reference Department: Dipartimento di Statistica, Informatica, Applicazioni "G. Parenti" (DiSIA)
- Other Departments: Formazione, Lingue, Intercultura, Letterature e Psicologia (FORLILPSI); Scienze per l'Economia e l'Impresa (DiSEI)
- Type of degree (Classe di laurea): LM-49 "Progettazione e gestione dei sistemi turistici"
- Duration: 2 years (120 credits)
- Medium of instruction: English
- Online learning resources: MOODLE platform: <https://e-l.unifi.it>
- Each year, about 70 students from all over around the world

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[www.dsts.unifi.it](http://www.dsts.unifi.it)



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people  
site search

official register



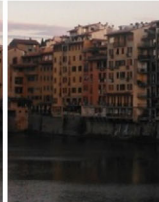
library


master program

course offering

dsts life

calendar and timetable



**"Of all the foreign cities, Florence has certainly become my favorite. The more you live there, the more you realize you like it."**

Petr Il'ic Čajkovskij

news


notices

Thesis Award  
promoted by Legacoop Toscana  
**Open day - presentation of DSTS**  
 February 18, 2022  
**Scholarships & grants opportunities**

**S. Landini**  
 Travel and Tourism contracts exams  
 January and February Landini  
**J. Tourres**  
 PROSSIMO RICEVIMENTO

students (uniti)  
 university life  
 erasmus students  
 e-learning with moodle  
 university of florence  
 sol - online services

[www.dsts.unifi.it](http://www.dsts.unifi.it)

 <b>UNIVERSITÀ DEGLI STUDI FIRENZE</b> Scuola di Economia e Management corso di laurea magistrale <b>Design of sustainable tourism systems — Progettazione dei sistemi turistici</b>		people site search official register	library
<b>master program</b> description where we are contacts and organization dsts people how to enrol how to graduate rules, regulations & forms quality of education restricted area	<b>course offering</b> study plan courses, labs and seminars internship and job placement international mobility e-learning student guide	<b>dsts life</b> events scientific journals national & international organizations useful documents international phd programs theses online and wi-fi service students with disabilities sport@unifi	<b>calendar and timetable</b> calendar class schedule exams
<b>news</b> Thesis Award promoted by Legacoop Toscana Open day - presentation of DSTS February 18, 2022 Scholarships & grants opportunities		<b>notices</b> S. Landini Travel and Tourism contracts exams january and february Landini J. Tourres PROSSIMO RICEVIMENTO	

only become my you realize you

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 <b>UNIVERSITÀ DEGLI STUDI FIRENZE</b> Scuola di Economia e Management corso di laurea magistrale <b>Design of sustainable tourism systems — Progettazione dei sistemi turistici</b>		people site search official register
<h2>WHY A MASTER PROGRAM ON TOURISM?</h2> <p>➤ Tourism and recreational and cultural activities face numerous challenges nowadays</p>		
 <p><b>ENVIRONMENTAL PRESSURE</b></p>	 <p><b>POPULATION AGEING</b></p>	 <p><b>GROWTH OF ICT</b></p>
<p>The Master Program in Design of Sustainable Tourism Systems offers you tools and knowledge to take sustainable actions in the complex world of tourism.</p>		

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## WHY A MASTER PROGRAM ON TOURISM?

- A **2 year** Master degree program which offer the opportunity
- to acquire **new professionalism and expertise** to grasp the challenges and opportunities of the tourism sector,
- transforming them in **tourist routes and activities**.

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## INTERDISCIPLINARITY

- **Interdisciplinary** competences and skills in area of
  - design, organization and management of companies and activities related to natural, cultural, and economic local resources;
  - new trends, e.g., on food globalization and biodiversity, and new technologies for environmental issues;
  - law, historical and geographical knowledge for tourism actions
  - demographic and statistical skills to measure and monitor the trends and impacts of tourism

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## SUSTAINABILITY


➤ **ENVIRONMENTAL**  
eco-tourism; alternative tourism; green offer; typical products; short food supply-chains; local products


➤ **ECONOMIC**  
agri-food and agri-business; agricultural policies, the economic viability of agri-tourism; sustainable rural development

➤ **CULTURAL**  
rural and culture tourism; integrity of historic and artistic heritage

➤ **SOCIAL**  
health and well-being, mutual benefits for tourists and local communities; socio-cultural authenticity of host communities; cultural exchange; accessibility,

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<div>  <div> <b>UNIVERSITÀ DEGLI STUDI FIRENZE</b> </div> <div>         Scuola di Economia e Management          corso di laurea magistrale  <b>Design of sustainable tourism systems — Progettazione dei sistemi turistici</b> </div> </div>	
FIRST YEAR	SECOND YEAR
<ul style="list-style-type: none"> <li>English for tourism</li> <li>French for tourism</li> <li>Spanish for tourism</li> <li>German for tourism</li> </ul>	<ul style="list-style-type: none"> <li>Statistical information systems for tourism</li> <li>Economic statistics for tourism</li> <li>Social statistics for tourism</li> </ul>
Economic history of tourism	Tourism and law
Travel and tourism contracts	<ul style="list-style-type: none"> <li>Economics and management of agri-tourism</li> <li>Financial markets and institutions</li> <li>Food quality and culture for tourism</li> <li>New technologies and environmental chemistry</li> </ul>
Sustainable tourism for local system development	Stage/lab
Demography and tourism	Optional courses (18 credits)
Agri-food economics	Final examination (thesis, 18 credits)
<ul style="list-style-type: none"> <li>Destination management</li> <li>Tourism and wine marketing</li> <li>Organization design and people management in the tourism industry</li> </ul>	
120 credits	



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HOW TAKE A DEEPER LOOK  
ON OUR COURSES

master program

course offering

study plan

courses, labs and seminars

internship and job placement

international mobility

e-learning

student guide

course offering

dsts life

Home page > Course offering > Courses, Labs and Seminars >

**Courses**

The plan of the courses depends on the year of enrolment.

**Academic Year 2021-2022**  
Matriculated in year 2021 - [Teachings](#)

**Academic Year 2020-2021**  
Matriculated in year 2020 - [Teachings](#)

course offering

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calendar and timetable

**Second Cycle Degree in DESIGN OF SUSTAINABLE TOURISM SYSTEMS**

Coorte 2021


School of Economics and Management

Teachings of First year (Academic Year 2021-22)

- AGRI-FOOD ECONOMICS
- DEMOGRAPHY AND TOURISM
- DESTINATION MANAGEMENT
- ECONOMIC HISTORY OF TOURISM
- ENGLISH FOR TOURISM
- FRENCH FOR TOURISM
- GERMAN FOR TOURISM
- ORGANIZATION DESIGN AND PEOPLE MANAGEMENT IN THE TOURISM INDUSTRY
- SPANISH FOR TOURISM
- SUSTAINABLE TOURISM FOR LOCAL SYSTEM DEVELOPMENT
- TOURISM AND WINE MARKETING
- TRAVEL AND TOURISM CONTRACTS

Teachings of Second year (Academic Year 2022-23)

- DATA ANALYSIS LAB
- ECONOMIC STATISTICS FOR TOURISM
- ECONOMICS AND MANAGEMENT OF AGRITOURISM
- FINAL EXAMINATION
- FINANCIAL MARKETS AND INSTITUTIONS
- FOOD QUALITY AND CULTURE FOR TOURISM
- FOREIGN LANGUAGE LAB (ENGLISH)
- FOREIGN LANGUAGE LAB (FRENCH)
- FOREIGN LANGUAGE LAB (GERMAN)
- FOREIGN LANGUAGE LAB (ITALIAN)
- FOREIGN LANGUAGE LAB (OTHER LANGUAGE)
- FOREIGN LANGUAGE LAB (SPANISH)
- LABORATORY
- NEW TECHNOLOGIES AND ENVIRONMENTAL CHEMISTRY
- SOCIAL STATISTICS FOR TOURISM
- STAGE
- STATISTICAL INFORMATION SYSTEMS FOR TOURISM
- TOURISM AND LAW



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HOW TAKE A DEEPER LOOK  
ON OUR COURSES

Versione Italiana

Main information

Teaching Language

Course Content

Suggested readings

Learning Objectives

Prerequisites

Teaching Methods

Type of Assessment

Course program

The course uses online resources

**B028006 - DEMOGRAPHY AND TOURISM**

**Academic Year 2021-22**

Coorte 2021 - **Second Cycle Degree in DESIGN OF SUSTAINABLE TOURISM SYSTEMS**

**Course year**

First year - First Semester

**Belonging Department**

Statistics, IT and its applications "G. Parenti" (DISIA)

**Course Type**

Single education field course

**Scientific Area**

SECS-S/04 - DEMOGRAPHY

**Credits**

6

**Teaching Hours**

48

**Teaching Term**

13/09/2021 - 07/12/2021

**Attendance required**

No

**Type of Evaluation**

Final Grade

**Course Content**

show

**Course program**

show

**Lectureship**

- PIRANI ELENA
- VIGNOLI DANIELE

course offering

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**Second Cycle Degree in DESIGN OF SUSTAINABLE TOURISM SYSTEMS**

Coorte 2021

School of Economics and Management

Teachings of First year (Academic Year 2021-22)

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## Presentation of some courses



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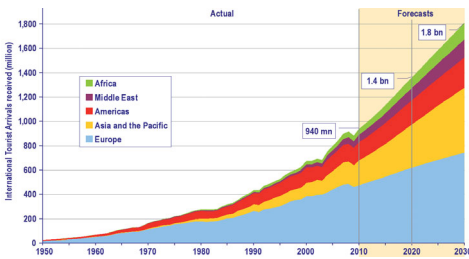
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### ECONOMIC HISTORY OF TOURISM


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





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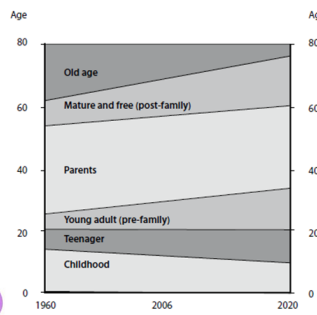
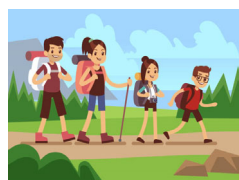
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## DEMOGRAPHY AND TOURISM

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
  - Generation Y, volunteer tourism, and global citizenship
  - Family change and family tourism



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## 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.







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## SUSTAINABLE TOURISM FOR LOCAL SYSTEM DEVELOPMENT

Prof. Randelli and Prof. Romei

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.

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## 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

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## 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.

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## 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



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## 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



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## SOCIAL STATISTICS FOR TOURISM


Dott. Valentina Tocchioni and Prof. Daniele Vignoli

How to craft a good  
survey instrument




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

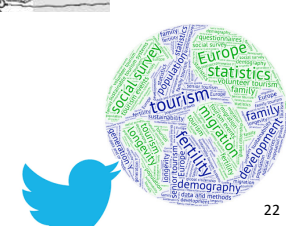
How to design effective survey questions




How to make some  
description of  
data collected



Some rudiments about statistical  
text analysis





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## 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)

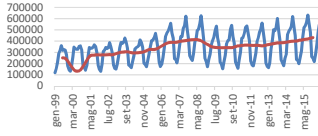
+

**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



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## FOOD QUALITY AND CULTURE FOR TOURISM

Prof. Patrizia Pinelli

**Mediterranean Diet Pyramid**



*local vs. global food*

*sustainability of food production and processing*

- **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**)







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## NEW TECHNOLOGIES AND ENVIRONMENTAL CHEMISTRY

Prof. Patrizia Pinelli

- Reserve and Resources. Natural Resources and sustainable productions
- Prospects for new technology improvement and innovation
- Environment and Safety, Climate change, environmental and social impacts








- Water as resource, drinking water, desalination technologies
- Energy resource, Energy Management and Bioenergy
- Biomass as resource. Biomass for new production and energy
- Land pollution
- Quality and certification. Environmental management system
- Touristic and Territorial Microenterprise and innovation.




**LAB ACTIVITY and Integrative Activities**  
environmental gas detection, radioactivity detection, (Mer.Qu.Ris Laboratory, D15, III floor)



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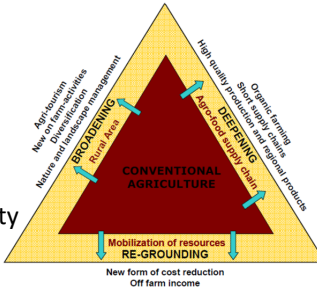
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## ECONOMICS AND MANAGEMENT OF AGRITOURISM

Prof. Benedetto Rocchi

- Setting the scene: *agri* vs. *rural* tourism.
- Dealing with multifunctional farming
- The economic viability of agritourism
- Agritourism and sustainable rural development
- Developing a marketing plan for an agri-tourism activity





**FIELD ACTIVITY**

Meeting with agri-tourism entrepreneurs from two rural areas in Tuscany: presentation of business cases and discussion of management issues



## International mobility

- Study in UE or extra-UE
- One semester (6 months)
- Max 30 credits

## Internship and job placement

- Agreements with important enterprises, agencies and institutions of the territory or in other Italian regions
- Also international internships
- 3-6 credits (work in progress for this issue)

## Food & wine tourism

- A specific study domain
- Specific exams
- Selection for internships in well-known enterprises in these sectors

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## ADMISSION REQUIREMENTS

### CURRICULAR REQUIREMENTS

### PERSONAL COMPETENCIES

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## ADMISSION REQUIREMENTS

CURRICULAR  
REQUIREMENTS

PERSONAL  
COMPETENCIES

- ✓ **First level degree from specific fields**  
*tourism management; geography; cultural heritage; modern languages; foreign languages and cultures; economics, and business administration; communication sciences; sociology; spatial, urban, and environmental sciences; sciences and technologies agro-food; sciences and technologies for the environment and nature; political sciences and international relations; social sciences for cooperation, development and peace; statistics; history.*
- ✓ **B2 level in English and in another language (different from Italian)**
- ✓ **basic knowledge of data processing**
- ✓ **at least 6 credits in Economics, Management, Demography, Statistics.**

➤ Curricular requirements automatically satisfied in case of first level degree in "*L-15 Tourism management*"

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## ADMISSION REQUIREMENTS

CURRICULAR  
REQUIREMENTS

PERSONAL  
COMPETENCIES

- ✓ **First level degree with the grade of 95 or higher**

OR

- ✓ **evaluation through an interview by the Admission Committee**

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## JOB PROFILES

- leader in the enhancement of the natural, historical, and cultural resources of the territory
- key agents in the organization of local events or local promotion
- professionals who deal with the development of a multifaceted touristic offer
- The Master Degree could also give access to PhD Programs in issues related to tourism.



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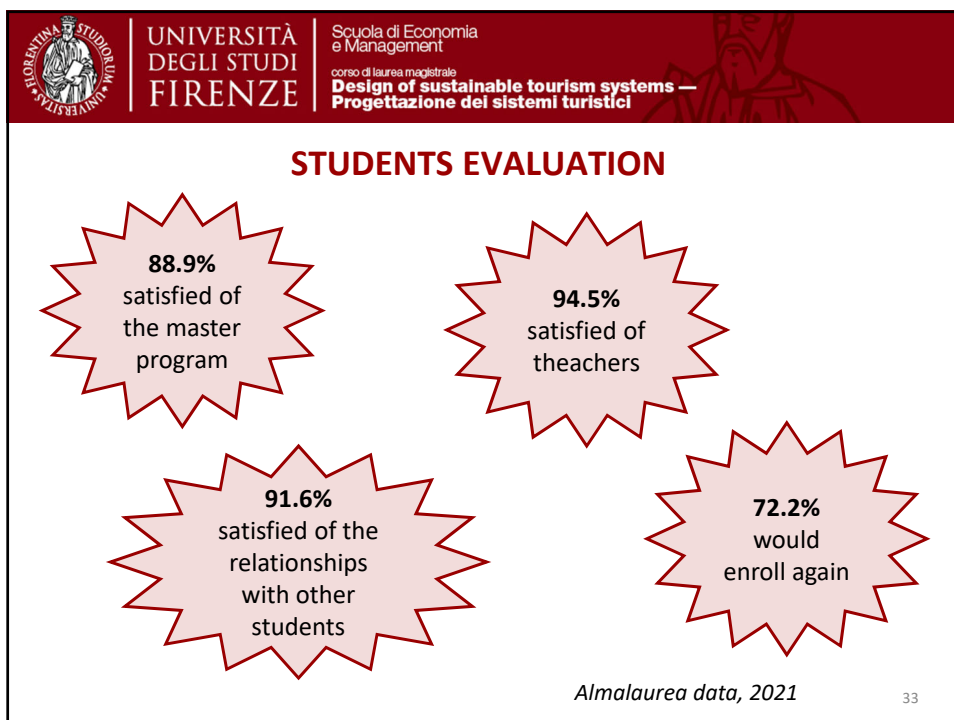
## JOB OPPORTUNITIES

Occupational status(%)	Laureates 2020 (1 year)	Laureates 2018 (3 years)	Laureates 2016 (5 years)
Employed	59.0	77.0	94.0
Not employed not searching	10.2	15.4	3.1
Not employed, in search	30.8	7.6	3.1

LM-49 in Italy	56.6	74.1	81.9
DSTS – survey 2019	75.0	90.3	88.9
DSTS – survey 2020	46.2	81.8	94.4

*Almalaurea data, 2021*

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 UNIVERSITÀ DEGLI STUDI FIRENZE | Scuola di Economia e Management  
corso di laurea magistrale  
**Design of sustainable tourism systems —**  
**Progettazione dei sistemi turistici**

### SO... WHY TO CHOOSE DSTS IN FLORENCE?

- Interdisciplinary courses through **traditional lectures**
- Class **discussions** on case studies, students' **project works**,  
➤ and **field visits**.
- Each year several **leading experts** in the tourism and management sector offer their **testimonies**, and share their experiences.
- A large selection of **national and international internship**, thanks to a solid and large network of relationships with firms and institutions working in the field of tourism, food, and wine production.

...we offer a unique experience to directly touch opportunities and critical aspects of the complex world of tourism!



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