

**LIST OF PROPOSED COURSES, BY PROFESSIONAL PROFILE – DSTS MASTER PROGRAM**

| <b>P1. Expert in Local Policies for Sustainable Tourism Development</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>P2. Expert in Event Management and Destination Promotion</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>P3. Expert in Tourism Itinerary and Package Design and Marketing</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <p>A professional figure working within public administrations or organisations offering services to those who are responsible for the development of the territory. This profile is an expert in the enhancement of the natural, historical-cultural and architectural resources of the territory, and will be able to identify the levers and concrete actions of development and monitoring of a tourist destination, in order to make it competitive and sustainable; it also deals with the identification and preparation of the methods and tools for stakeholder engagement.</p> <p>Job profiles and activities in this domain include, e.g., management specialists in the public administration or in private companies, market analysts, and specialists in public relations, image and similar professions.</p> | <p>A professional figure, working both as a freelancer and within private/public organisations, who aims at the organisation of local events or territorial promotion (convention bureaus, hotels, museums, etc.). This profile is an expert for all the activities needed for event realisation: <i>i)</i> management of the relations with suppliers (e.g., transporters, accommodation facilities, translation, restaurant services, equipment); <i>ii)</i> design and preparation of communication materials for the event, leading and coordinating the graphic experts; <i>iii)</i> preparation of control tools and indicators to monitor the event performance.</p> <p>This profile refers, e.g., to activities developed by specialists in the marketing of goods and services, and organisers of trade fairs, exhibitions, conferences and cultural events.</p> | <p>A professional figure who works both as a freelancer and within public or private organisations, dealing with the construction of a tourist offer aimed at different population segments. This profile has expertise in understanding and studying the target's needs, especially emerging aspects of environmental and social sustainability, and in transforming them into tourist routes and/or activities (e.g., stays, visits, wellness services). This profile also deals with tourism promotion for various target, playing a leading role in the intermediation of the tourism product and acting as a business risk or as a travel agent.</p> <p>Professional profiles included in this area include, e.g., directors and managers of companies working in the accommodation and catering services, managers of cultural and trade events, and travel agents.</p> |
| <b>PROPOSED STUDY PLAN</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Mandatory courses</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>Economic history of tourism<br/>Travel and tourism contracts<br/>Sustainable tourism for local system development<br/>Demography and data analysis for tourism<br/>Agri-food economics<br/>Tourism and law</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p>Economic history of tourism<br/>Travel and tourism contracts<br/>Sustainable tourism for local system development<br/>Demography and data analysis for tourism<br/>Agri-food economics<br/>Tourism and law</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <p>Economic history of tourism<br/>Travel and tourism contracts<br/>Sustainable tourism for local system development<br/>Demography and data analysis for tourism<br/>Agri-food economics<br/>Tourism and law</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Choices within mandatory groups*</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Destination management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Organisation design & people mngm in tourism industry                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Tourism and wine marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Statistical information systems for tourism                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Social statistics for tourism                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Economic statistics for tourism                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| GIS for socio-economic analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Food, globalization and sustainability                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Economics and management of agritourism                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Economics and management of agritourism                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Environment, resources and sustainable production                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Food, globalization and sustainability                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Optional courses*^</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>Environment, resources and sustainable production<br/>Food, globalization and sustainability<br/>Tourism and wine marketing<br/>Social statistics for tourism</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>Economics and management of agritourism<br/>Financial markets and institutions<br/>Tourism and wine marketing<br/>Destination management</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p>Environment, resources and sustainable production<br/>Financial markets and institutions<br/>Destination management<br/>Organisation design &amp; people mngm in tourism industry</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

\*The courses listed under the free-choice credits are intended as general guidance and do not represent predefined combinations.

^The 18 ECTS credits may be obtained by selecting 6- or 9-ECTS courses and 3-ECTS workshops or other activities, in accordance with the study plan regulations.

In the group of optional courses (18 credits), students can include exams:

- taken abroad, during the Erasmus period
- from the complete offer of the University of Florence

with the unique limitation that these courses must be consistent with DSTS master program.

Among potentially interesting courses, we highlight

(please note that some may be taught in Italian; students need to verify course conditions, the semester, and the course activation in the academic year):

- anthropology of cultural heritage
- environment and development
- applicazioni di marketing
- cultura, creatività e sviluppo locale
- brand communication
- laboratorio - consumer behaviour