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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

UNIVERSITÀ
DEGLI STUDI
FIRENZE

School of Economics and Management

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

D4, D5, D6, C9
classrooms

D1: Offices of the **School of Economics and Management**
+ student's secretary
+ International relations office
+ UniFI include

E2: canteen

D10: Library

D15: Computer labs

3

www.dsts.unifi.it

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

[search the site](#)

User name: **Pirani Elena** - Pannello di controllo - Logout

[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](#)

[Learn more](#) →

[How to enroll](#) →

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

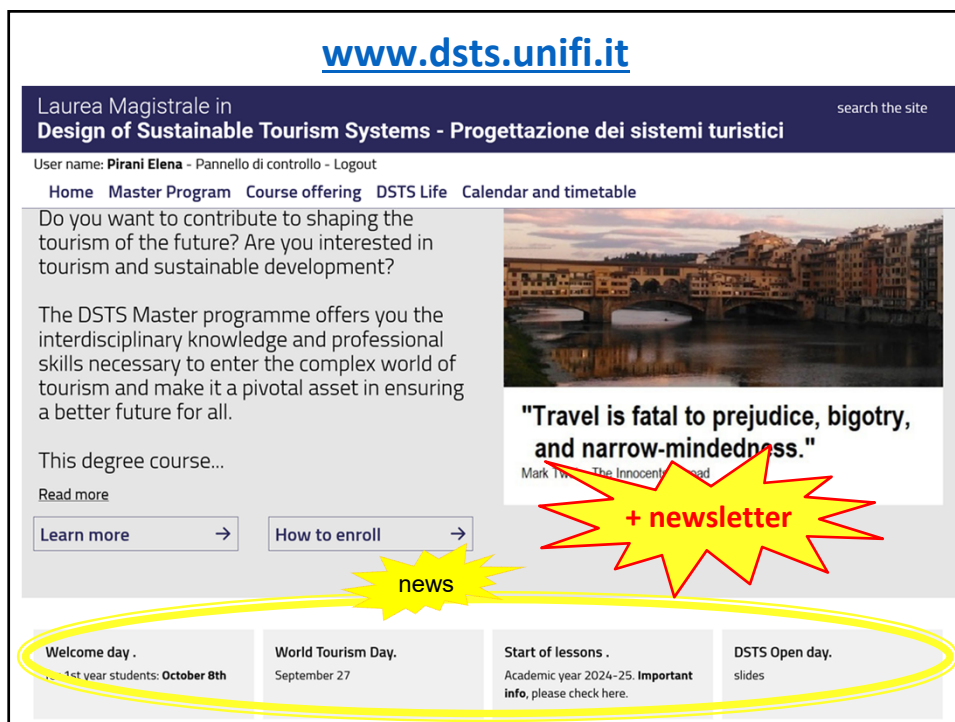
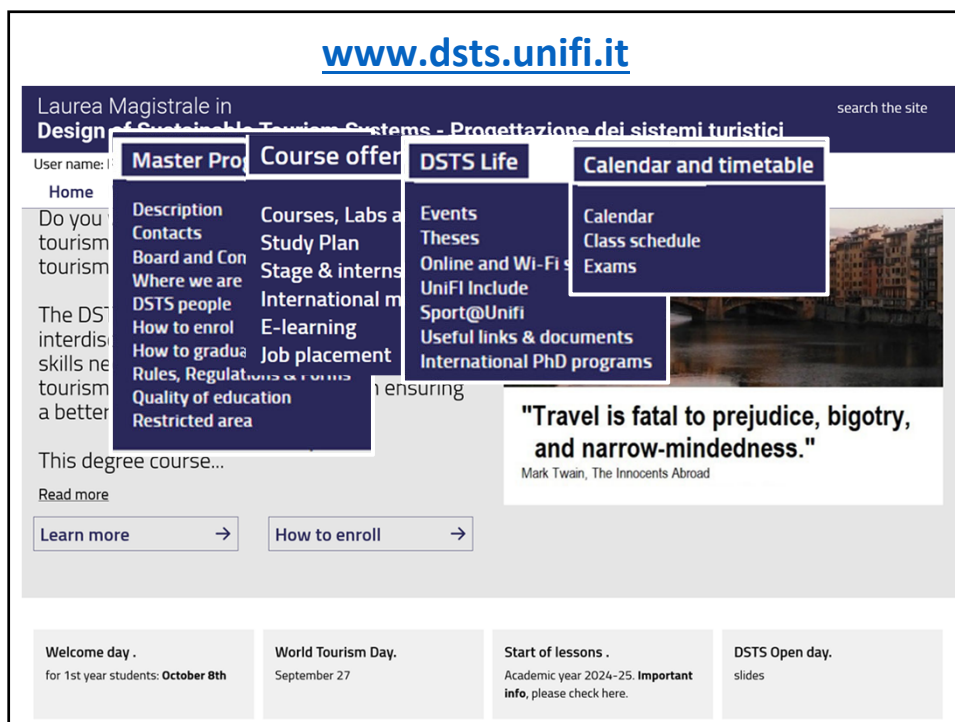
Mark Twain, The Innocents Abroad


Welcome day .
for 1st year students: **October 8th**

World Tourism Day.
September 27

Start of lessons .
Academic year 2024-25. **Important info**, please check here.

DSTS Open day.
slides





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Study plan

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

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

search the site

Home Master Program

Course offering

netable

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

The DSTS Master provides interdisciplinary knowledge and skills necessary to enhance tourism and make it a better future for all.

This degree course...

[Read more](#)

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

Courses, Labs and Seminars

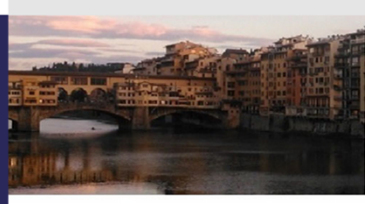
Study Plan

Stage & internship

International mobility


E-learning

Job placement



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

Mark Twain, *The Innocents Abroad*



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[Read more](#)


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


Study Plan

- The study plan is the list of courses that a student has to pass to graduate.
- Since DSTS offers choice options and optional exams, students need to present their study plan. The study plan needs to respect some rules (check below).
- 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). For those who miss the deadline, a second period is possible (in April). In the 2nd (or further) year, changes are anyway possible.
- You can find here the [complete description of deadlines and procedure](#) to submit/change your study plan.
- Before the submission or the change of a study plan, please carefully read the **general instructions and FAQs (download pdf file PDF)**.
- [Check here the study plan](#) (i.e., list of admitted courses and courses syllabus) depending on your academic year of enrolment.
- If you are about to graduate and need to change your study plan, [an extraordinary procedure is allowed. Check here](#).
- In case of doubts, you can contact the [Study Plan tutor](#).**

 <div> UNIVERSITÀ DEGLI STUDI FIRENZE </div>		School of Economics and Management Corso di Laurea Magistrale in Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici
FIRST YEAR		
<ul style="list-style-type: none"> 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)		
<ul style="list-style-type: none"> Destination management Tourism and wine marketing Organization design and people management in the tourism industry 	1= 9 cfu	

 <div> UNIVERSITÀ DEGLI STUDI FIRENZE </div>		School of Economics and Management Corso di Laurea Magistrale in Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici
First year		
<ul style="list-style-type: none"> The exams of the first year are almost all mandatory 		
<ul style="list-style-type: none"> 1st semester: <ul style="list-style-type: none"> 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; <i>but only after destination management</i>) OR Organization design and people management in the tourism industry (9 cfu). Attention, some are in the 1st, other in the 2nd semester 		
<ul style="list-style-type: none"> 2nd semester: <ul style="list-style-type: none"> Mandatory exams: Travel and tourism contracts (9 cfu); Sustainable tourism for local system development (6 cfu); Agri-food economics (6 cfu) 		

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FIRST YEAR	SECOND YEAR
<ul style="list-style-type: none"> English for tourism French for tourism Spanish for tourism German for tourism 	<ul style="list-style-type: none"> Economic statistics for tourism Social statistics for tourism Statistical information systems for tourism
1= 9 cfu	1= 9 cfu
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
Sustainable tourism for local system development (6 cfu)	2= 12 cfu
Demography and tourism (6 cfu)	Stage/lab (3 cfu)
Agri-food economics (6 cfu)	Optional courses (18 credits)
<ul style="list-style-type: none"> Destination management Tourism and wine marketing Organization design and people management in the tourism industry 	Final examination (thesis, 18 credits)
1= 9 cfu	
120 credits	

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Second year	
<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; Statistical Information Systems 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. 	
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Study plan

- Students are required to fill their study plan
 - during the **1st year, in October 26th – November 21st** (otherwise things can become complicated)
 - through the **on-line system** (except for some specific cases).
- For those who miss the deadline: **April** (March 26th – April 21st)
- **Before the submission/change** of a study plan, please carefully **read the instructions and FAQs on DSTS website**.
- 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 fee) is possible

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Study plan

1. Deadlines this year:

October 26th - November 21st

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 for study plan: will be communicated soon!

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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 speak another language (different from English and Italian) at the C1 level or higher. In this case, [you have to include also at least a 3 credit language lab](#) (different from English).

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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 9-credit exam.
- Language labs for **other languages** are not generally allowed. Please contact prof. Cziraky for further information.

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Study plan FAQs

Italian language lab (3 credits)

- An **Italian language lab** (free of charge) is reserved for DSTS foreign students, and we warmly invite them to take the course.
- To acquire the 3 credits, students have to attend and pass the **B2 level course**.
- **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 speak Italian should start the courses **as soon as possible**.
- **These three courses (A1-A2 level; A2-B1 level; B2 level) 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

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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 (in English or Italian). These courses 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)

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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](#)

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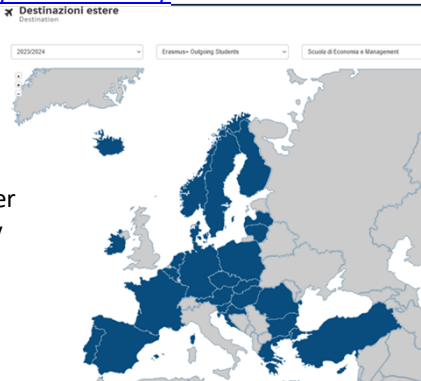
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International mobility

- Call generally in December/January
- In the application, students have to indicate 5 possible destinations. To have an idea... <https://ammissioni.unifi.it/DESTINATION/>
- There, all the Universities having an Erasmus agreement with UniFI and the School are listed (search by country)
- DSTS has prepared the *Erasmus document* indicating foreign universities offering master programs in the field of tourism. We warmly suggest you to choose those destinations

A meeting will be organised by the International Relationships office (for bureaucratic and technical aspects)





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International mobility - procedure

- ≈January-February: application for the Erasmus program
- ≈March/April: the list of Erasmus scholarship winners is published. Students need to finalize the procedure by **choosing the actual location** (this also depends on the n. of places and the position in the ranking)
- May-September: **Learning Agreement (LA)** presentation
 - informal approval of the LA by the DSTS delegate (prof. Giambona)
 - online submission
- Only Master program courses are allowed (unless specifically agreed with the delegate). Some indications about exams are provided in the “DSTS Erasmus document”

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



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

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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](#)

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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.

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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 students office: internationaldesk@unifi.it
International relationships office: relint@economia.unifi.it

DSTS WEBSITE
> Master Program
> Contacts and Organization
> Contacts

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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!**



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 and use a polite language
- 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!)

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The meaning of the exams' credits

- The workload of courses is measured in credits (CFU) **1 credit = 25 hours of work**
- For the DSTS this workload is divided in: **8 hours of lessons (in-class work)**
17 hours of individual work
- The content of each course and the work assigned is proportioned to this time, and the work required to students includes both in-class and individual effort.

Example for 6-credit exams:

- 48 hours of in-class lectures (24 lessons)
- 102 hours of individual work



13 days

of full-time
(8 hours/ day)
study


Example for 9-credit exams:

- 72 hours of in-class lectures (36 lessons)
- 153 hours of individual work



19 days

When you prepare for an exam, please evaluate
your individual work and the time you dedicate to it.



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EN

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un se

Accesso ai servizi online di Ateneo

Naviga la sezione
Webmaster e redazione web

Alle piattaforme e agli applicativi si accede con le [credenziali](#) o con [SPID](#) o [CIE](#). Alcuni servizi sono in libera consultazione.

Link utili

- [U-GOV](#)
- [Sistema Bibliotecario di Ateneo](#)
- [E-learning in Ateneo](#)
- [Calendario delle sospensioni periodiche dei servizi per aggiornamenti programmati](#)
- [SPID - Sistema Pubblico di Identità Digitale](#)
- [Mail, Google e Microsoft](#)

Futuri Studenti

Accesso rapido ai servizi:

- Registrazione ai servizi online
- Immatricolazioni online
- Ammissione corsi di laurea a numero programmato
- Prove di verifica delle conoscenze in ingresso
- Ammissione ai master
- Ammissione ai dottorati
- UNIFI App


Tutti i servizi >

Studenti Iscritti

Accesso rapido ai servizi:

- Gestionale carriera studenti (iscrizione esami, consultazione dati carriera, pagamento tasse online, domanda di laurea, password dimenticata e altro ancora)
- Piattaforma e-learning Corsi di Laurea e Post-laurea
- laurea
- Prenotazione eventi
- Richiesta tirocinio/stage
- Destinazioni Erasmus+
- UNIFI App
- Webmail

Tutti i servizi >



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Studenti iscritti

Alle piattaforme e agli applicativi si accede con le [credenziali](#) o con [SPID](#). In alcuni casi, dove segnalato, solo con SPID

Applicativo Gestione Carriera Studente

Accesso con SPID

[Accedi a GCS](#)

⊕ Che cosa si può fare nell'applicativo GCS


In evidenza

- [Aule e orari lezioni - Sistema Kairos](#)
- [Attività a "tempo parziale degli studenti" \(150 ore\) - Informazioni relative al...](#)
- [Bacheca appelli - Accesso con SPID](#)
- [Guida passaggi di corso](#)
- [Carta "Studente della Toscana"](#)
- [Licenze Software a disposizione](#)
- [Servizio certificazione ICDL](#)

Tirocinio

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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

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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

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[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](#)




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ONLINE LEARNING RESOURCES: MOODLE Platform

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



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Corsi di laurea e post laurea

Corsi di laurea

Corsi post laurea

Per docenti
tutorial e attivazioni

Per studenti
tutorial e FAQ



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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

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



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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




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

Presentation of some courses



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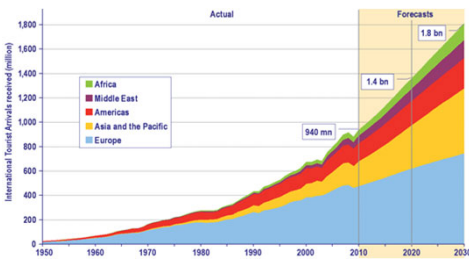
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ECONOMIC HISTORY OF TOURISM


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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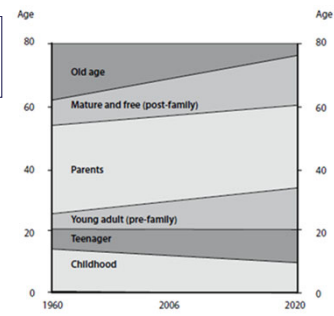
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DEMOGRAPHY AND TOURISM

Prof. Daniele Vignoli and Prof. Elena Pirani


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

- basic demographic tools,
- demographic trends and their implication in a **variety of tourism contexts**, e.g.:
 - Population growth, declining fertility rates, increased longevity, immigration
 - Life-course phases and tourism
 - Generation Y, volunteer tourism, and global citizenship
 - Family change and family tourism

STUDENTS' WORK

Students will be asked to prepare and present to the class the demographic and tourism profile of a selected area





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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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graph TD
    A[Sources of tourism law] --> B[Franchising and Management]
    A --> C[Tourism law and consumer protection]
    B --> D[Marketing and fair commercial practices]
    C --> E[Accommodation contracts]
    D --> F[Travel contracts]
    E --> G[Transportation contracts]
    
```

Frontal lessons, real cases, flipped teaching, students presentations



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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.



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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

Prof. Preiti and Prof. Rosati

What you 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 case 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

Prof. Valentina Tocchioni

How to craft a good survey instrument

How to design effective survey questions

How to make some description of data collected

Some rudiments about statistical text analysis

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STATISTICAL INFORMATION SYSTEMS FOR TOURISM


Prof. Elisa Fusco

What?

Why?

How?

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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)

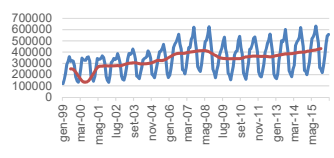
+

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, GLOBALIZATION, AND SUSTAINABILITY

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

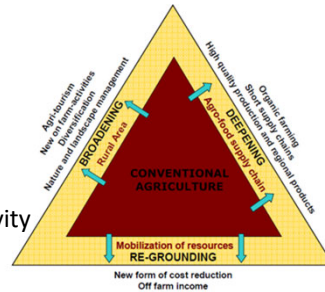
Analytical detection methods for the food quality assessment: densitometry, refractometry, viscosimetry and microscopic analysis (**Mer.Qu.Ris Lab, D15, III floor**)



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

