



UNIVERSITÀ
DEGLI STUDI
FIRENZE

School of Economics and Management

Corso di Laurea Magistrale in

Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici

www.dsts.unifi.it

www.economia.unifi.it

MASTER PROGRAM

Design of Sustainable Tourism Systems

Prof. Elena Pirani

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Director of the Master Program



CHARACTERISTICS OF THE MASTER PROGRAM

- Master Degree of the School of Economics and Management
- Duration: **2 years** (120 credits)
- Medium of instruction: **English**
- Type of degree (Classe di laurea): LM-49 “Progettazione e gestione dei sistemi turistici ”
- Each year, about 70-80 **students from all over the world**



We are the right choice if you want to become...



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

Our 3 key-words



INTERDISCIPLINARITY



SUSTAINABILITY



INTERACTION



INTERDISCIPLINARITY

- Interdisciplinary competencies and skills in the 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**, or on **big data**;
 - **law, historical** and **geographical** knowledge for tourism actions
 - **demographic** and **statistical** skills to measure and monitor the trends and impacts of tourism
 - **languages**, to communicate in an effective way



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,



INTERACTION

- **Class discussions** on case studies, students' project works, presentations during the courses
- **Leading experts** testimonies: local entrepreneurs and company managers invited for lectures and to share their experiences from the “real world”
- Possibility to participate to **seminars and workshops** in tourism related fields
- Possibility of **field visits**



Study plan: 120 credits

FIRST YEAR

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

1= 6 cfu

Economic history of tourism (6 cfu)

Travel and tourism contracts (6cfu)

Sustainable tourism for local system development (6 cfu)

Demography and data analysis for tourism (9 cfu)

Agri-food economics (6 cfu)

- Destination management 1= 9 cfu
- Tourism and wine marketing
- Organization design and people management in the tourism industry

SECOND YEAR

- Economic statistics for tourism
- Social statistics for tourism 1= 9 cfu
- Statistical information systems for tourism

Tourism and law (6 cfu)

- Economics & management of agritourism
- Financial markets and institutions 2= 12 cfu
- Food, globalization and sustainability
- GIS for socio-economic analysis
- Environment, resources & sustainable production

Stage/lab (3 cfu)

Optional courses (**18 credits**)

Final examination (thesis, 18 credits)



Course offering

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

Laurea Magistrale in
Design of Sustainable Tourism Systems

Home Master Program **Courses**

- Courses
- Study Plan
- Stage & Internships
- International
- E-learning
- Job placement

interdisciplinary knowledge and skills necessary to enter the tourism and make it a pivot for a better future for all.

This degree course...

Courses

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

- **Students enrolled in 2025-2026**
 - [list of admitted courses](#) PDF
 - [Courses syllabus](#) ↗
- **Students enrolled in 2024-2025**
 - [list of admitted courses](#) PDF
 - [Courses syllabus](#) ↗
- **Students enrolled in 2023-2024**
 - [list of admitted courses](#) PDF
 - [Courses syllabus](#) ↗

prejudice

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Unifi course catalogue: <https://unifi.coursecatalogue.cineca.it/>

[B019349] ECONOMIC HISTORY OF TOURISM

Percorso: GENERICO

Anno di immatricolazione: 2024

9 CFU

Caratterizzante (LM-49)

Tipo insegnamento: [OBB] - Obbligatorio

For each course, you will find info about n. of credits, semester of teaching, name of professor, and also about study program:

[B028006] DEMOGRAPHY AND TOURISM

Percorso: GENERICO

Anno di immatricolazione: 2024

6 CFU

Caratterizzante (LM-49)

Tipo insegnamento: [OBB] - Obbligatorio

Language

Goals

Subjects

Required skills

Teaching methods

Verification of learning

Extended program

Books

2030 Agenda Goals for Sustainable Development

NON OBBLIGATORI

[B021366] DESTINATION MANAGEMENT

Percorso: GENERICO

Anno di immatricolazione: 2024

9 CFU

Caratterizzante (LM-49)



ADMISSION REQUIREMENTS

CURRICULAR
REQUIREMENTS

PERSONAL
COMPETENCIES



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**

✓ **at least 6 credits in Economics, Management, Demography, Statistics.**

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



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**



HOW TO PRESENT THE APPLICATION REQUEST

(Domanda di valutazione)

Home page > Master Program > How to enroll

- Applicants holding **academic degree obtained in Italy**
 - To submit the filled form, together with the documents proving the requirements' possession, through the online services for students (SOL system, details and links on our website)
 - The final evaluation will be directly communicated through the system
- EU and non-EU applicants holding **academic degree obtained outside of Italy**
 - Application exclusively through the portal **DreamApply** (<https://apply.unifi.it/>), by the deadline published on the platform itself.
 - All the documents needed to prove requirements must be uploaded there.



HOW TO PRESENT THE APPLICATION REQUEST (Domanda di valutazione)

Home page > Master Program > How to enrol

- The Commission will evaluate the requirements and...
 1. ...if requirements are met, a document called "**Nulla Osta**" is provided, and you can enroll to the master program
 2. ...if some or all the admission requirements are not met, you may be requested to
 - send additional documents (through the same system),
 - pass an exam
 - have an interview with the Director of the Master Program
 3. ...if curricular and/or personal requirements are not considered satisfactory, you are not admitted to the master program.
- **Only students having received the “Nulla Osta” can enroll!**
- For enrollment procedure, please check the UniFI website



International mobility

- Every year, UniFI opens a **selection process**, giving students the possibility to attend a 6-month period of study abroad
 - **in Europe**: Erasmus+ for studies program
 - **outside Europe**: extra-EU mobility for studies program.
- We will propose to you selected destinations, where you will find suitable courses
- **Erasmus+ for traineeship** is also offered





Stage & internships

- A period of **job and training** during the university career
 - to apply and **enhance skills and professionalism** acquired
 - **activities consistent** with the educational objectives of the degree program (objectives, activities, and duration are agreed in advance)
 - in **accredited companies and institutions** (agreement with UniFI)
- in agri-tourism activities, food & wine companies, local institutions and operators, travel agencies, DMO, ...



Around 90% of students who graduated in 2024 are highly satisfied with the master program, the relationships with other students, and with the teachers.

JOB OPPORTUNITIES

% of employed	Graduates 2023 (1 year)	Graduates 2021 (3 years)	Graduates 2019 (5 years)
DSTS – survey	89.7	88.5	93.8
LM-49 in Italy, survey	76.3	87.1	85.7

High relevance/efficacy of Master program for the work

DSTS	48.5	43.5	40.0
LM-49 in Italy	42.7	39.1	47.3



TO CONTACT US

DSTS WEBSITE (www.dsts.unifi.it)

> Master Program

> Contacts and Organization > Contacts

- Director of the Master Program
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- Admissions & incoming students orientation
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- Student Academic Office
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