



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

www.economia.unifi.it

MASTER PROGRAM

Design of Sustainable Tourism Systems

(Classe di laurea LM-49)

Prof. Daniele Vignoli

daniele.vignoli@unifi.it



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[official register](#)

[library](#)

master program

course offering

dsts life

- events
- scientific journals
- national & international organizations
- useful documents
- international phd programs
- theses
- online and wi-fi service
- students with disabilities
- sport@unifi

calendar and timetable

students (unifi)

university life

erasmus students

e-learning with moodle

university of florence

sol - online services

"D'una città non godi le sette o settantasette meraviglie, ma la risposta che dà a una tua domanda"

Italo Calvino, Le città invisibili

news

notices



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Study Plan



First year	Course
	<i>Choose one from (^):</i>
	English for tourism
	French for tourism
	Spanish for tourism
	German for tourism
	Economic history of tourism
	Travel and tourism contracts
	Sustainable tourism for local system development
	Demography and tourism
	<u>Agri</u> -food economics
	<i>Choose one from:</i>
	Destination management
	Tourism and wine marketing
	Organization design and people management in the tourism industry



Second year	Course
	<i>Choose one from:</i> Statistical information systems for tourism Economic statistics for tourism Social statistics for tourism
	Tourism and law
	<i>Choose two from:</i> Economics and management of <u>agritourism</u> Financial markets and institutions Food quality and culture for tourism New technologies and environmental chemistry
	<i>Choose one from:</i> Stage Foreign language lab (*) Data analysis lab
	<i>Optional courses</i>
	Final examination (thesis)



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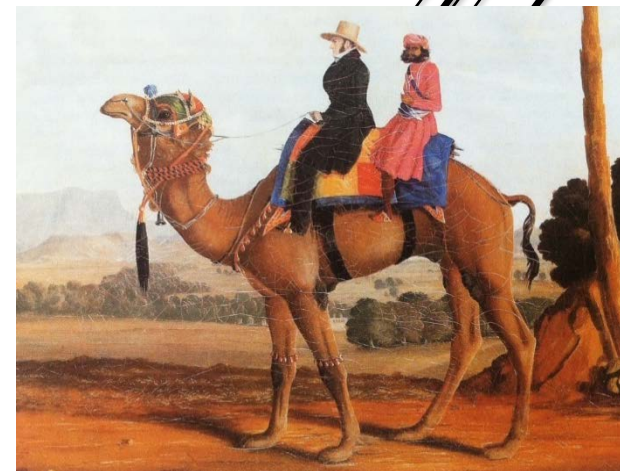
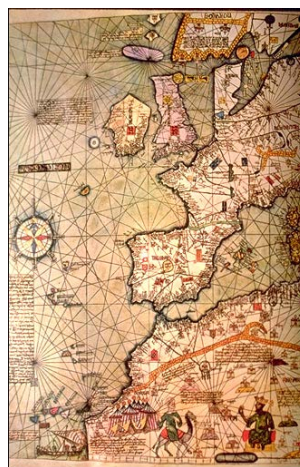
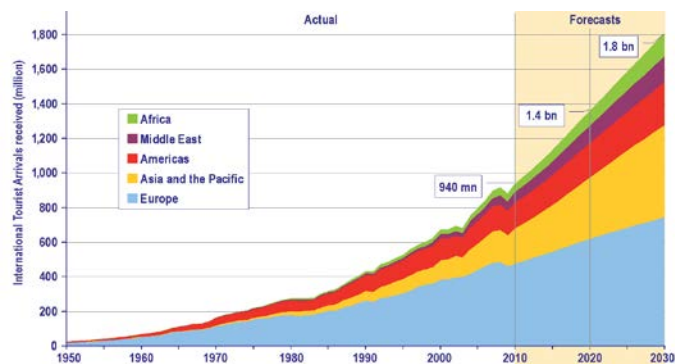
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Presentation of some courses

ECONOMIC HISTORY OF TOURISM

Prof. Francesco GUIDI BRUSCOLI

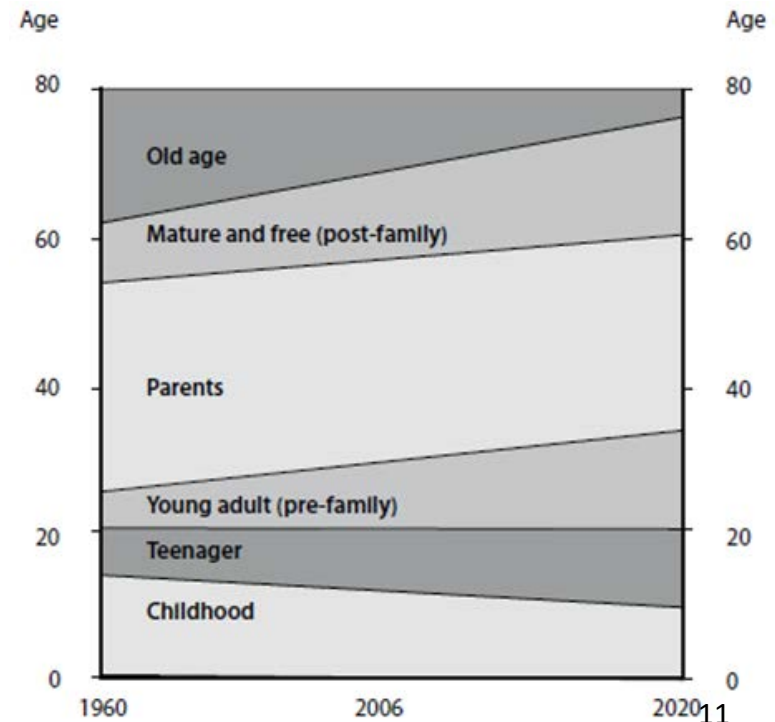


DEMOGRAPHY AND TOURISM

Prof. Daniele Vignoli

- Demography is **the most important external factor that will shape the future of the tourism**
- After being equipped with **basic demographic tools**, we will explore demographic trends and their implication in a **variety of tourism contexts**, addressing issues such as:
 - Population growth, declining fertility rates, increased longevity, and immigration
 - Generation Y in the context of travel futures, volunteer tourism, and global citizenship
 - Family change and family tourism

Age compression: Changing age characteristics of **six life-course stages** that will fundamentally impact the tourism sector



Source: Schänzel et al. (2012)

AGRI-FOOD ECONOMICS

Prof. Andrea Marescotti

MAIN CONTENTS

- Basics of agricultural economics: supply, demand, market.
- Characteristics and evolution of the agribusiness
- The importance and evolution of the Common Agricultural Policy
- Multifunctionality and the new development model of agriculture
- Typical products, short food supply-chains, local products
- Food and tourism



STUDENTS' WORK

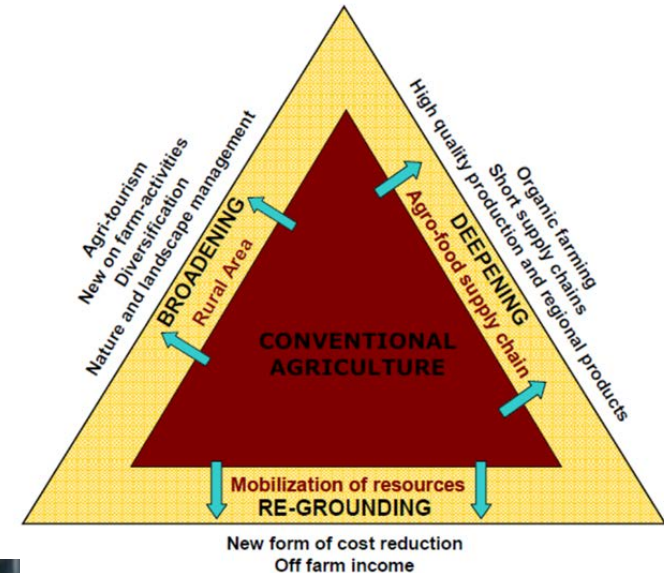
Students will be asked to produce some reports on selected topics, to be presented to the class

ECONOMICS AND MANAGEMENT OF AGRITOURISM

Prof. Benedetto Rocchi

MAIN CONTENTS

- 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 agritourism activity



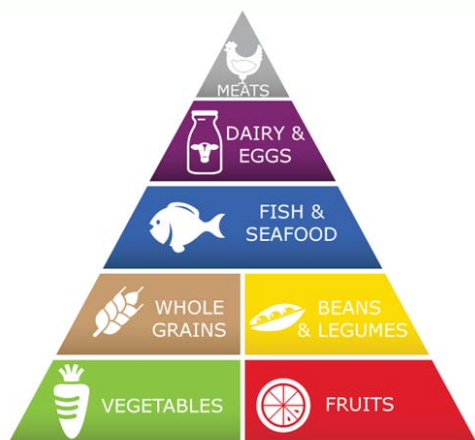
FIELD ACTIVITY

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

FOOD QUALITY AND CULTURE FOR TOURISM

Prof. Patrizia Pinelli

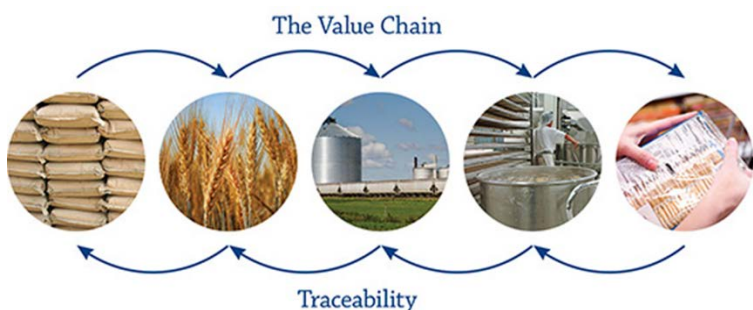
Mediterranean Diet Pyramid



What are the positive and negative impacts of food globalization?

MAIN CONTENTS

- Food classification, dietary principles and frauds
- Water as a natural resource
- Food preservation methods and packaging
- Food safety management systems and HACCP
- Food Globalization, Politics, and Sustainability



EXPERIMENTAL PART

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



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NEW TECHNOLOGIES AND ENVIRONMENTAL CHEMISTRY

Prof. Annalisa Romani, Prof. Stefano Alessandri

MAIN TOPICS

- 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).
Bioeconomy and green economy: from theory to practice. Case Study of Tuscan Micro-Enterprise.



ORGANIZATION DESIGN AND PEOPLE MANAGEMENT IN THE TOURISM INDUSTRY

Prof. Daria Sarti

MAIN CONTENTS

- 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

Attending students will be asked to actively participate in class activities (case studies, exercises and guest lectures) and produce a final project report on selected topics.

SOCIAL STATISTICS FOR TOURISM

Prof. Elena Pirani

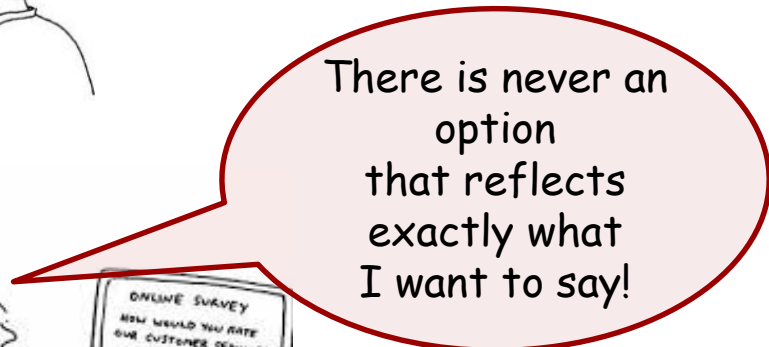
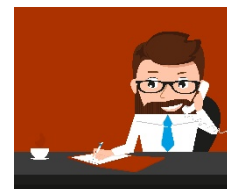
What we will discuss in this course:

How to craft a good survey instrument

How to design effective survey questions

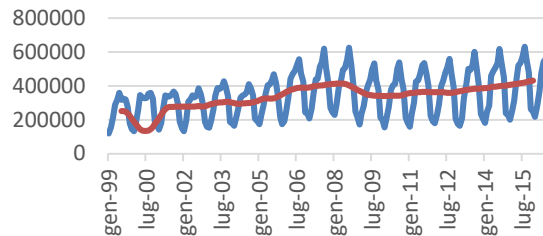
How to make some description of data collected

Some rudiments about statistical text analysis



ECONOMIC STATISTICS FOR TOURISM

Prof. Francesca Giambona



Time Series Analysis and Forecasting

Composition Model

Exponential Smoothing Models

The Role of Prices

Time and Space Comparisons

The Interdependencies of the Economic System

DATA ANALYSIS LAB

Prof. Laura Grassini & Prof. Daniele Vignoli

- Introduction to key statistical tools for data analysis
- Questionnaire construction and implementation (Lab sessions with LimeSurvey)
- Basic data processing and analysis (Lab sessions with STATA)





CONTACTS

Director of the Master Program

[Prof. Daniele Vignoli](#)

Email: daniele.vignoli@unifi.it

Phone 055 2751597 - Fax 055 2752525

Quality of teaching

[Prof. Patrizia Pinelli](#)

Email: patrizia.pinelli@unifi.it



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Study plan

[Prof. Andrea Marescotti](#)

Email: andrea.marescotti@unifi.it

[Prof. Elena Pirani](#) (especially for questions about languages)

Email: elena.pirani@unifi.it

Learning agreement, international relations and Erasmus

[Prof. Francesca Giambona](#)

Email: francesca.Giambona@unifi.it

Internships and job-placement activities

[Prof. Laura Grassini](#)

Email: [grassini\(AT\)disia.unifi.it](mailto:grassini(AT)disia.unifi.it)



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CONTACTS

Student office

[Francesca Dardi](#)

Email: segreteria.est-Firenze@economia.unifi.it,
francesca.Dardi@unifi.it

Phone 055 2759022 - Fax 055 2759968

Foreign students office

[Rita Russo](#)

Email: internationaldesk@unifi.it, didattica@pec.unifi.it,
rita.russo@unifi.it

Phone 055 2759771

How to get in contacts with a professor

- <http://www.unifi.it>
- Write the person's surname in the website search engine
- Click on the person's name which appears
- Visit the person's page where you will find all the information (courses, office hours and special messages).

THANK YOU

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SHUKURIA
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DANKSCHEEN
TASHAKKUR ATU
YAQHANYELAY
SUKSAMA
EKHMET
TINGKI
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SHUKRIA
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