



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

Prof. Elena Pirani

elena.pirani@unifi.it

Director of the Master Program



OUTLINE

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



WHY A MASTER PROGRAM ON TOURISM?

- Tourism and recreational and cultural activities face numerous challenges nowadays



ENVIRONMENTAL PRESSURE



POPULATION AGEING



GROWHT OF ICT

The Master Program in Design of Sustainable Tourism Systems offers you tools and knowledge to take sustainable actions in the complex world of tourism.



WHY A MASTER PROGRAM ON TOURISM?

- DSTS Master program offers the opportunity to acquire **new professionalism and expertise** to grasp the challenges and opportunities of the tourism sector,
- especially the instances of **environmental** and **social sustainability**, transforming them in tourist routes and activities.
- **Interdisciplinary** competences and skills in area of
 - sustainable organization and management of activities related to natural, cultural, and economic local resources;
 - new trends and technology for environmental issues;
 - legislative, historical and geographical knowledge for tourism actions.



CHARACTERISTICS OF THE MASTER PROGRAM

- Master Degree of the School of Economics and Management
- Dipartimento di riferimento: Dipartimento di Statistica, Informatica, Applicazioni "G. Parenti" (DiSIA)
- Altri dipartimenti: Formazione, Lingue, Intercultura, Letterature e Psicologia (FORLILPSI); Scienze per l'Economia e l'Impresa (DiSEI)
- 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

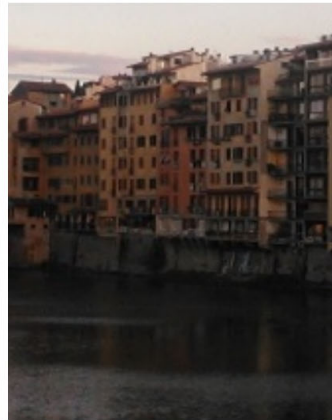


master program

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."

Pëtr Il'ič 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
(unifi)

university
life

erasmus
students

e-learning
with
moodle

university
of florence

sol -
online
services



master program	course offering	dsts life	calendar and timetable
description	study plan	events	calendar
where we are	courses, labs and s	scientific journals	class schedule
contacts and org	internship and job p	national & intern	exams
dsts people	international mobility	organizations	
how to enrol	e-learning	useful documents	
how to graduate	student guide	international phd programs	
rules, regulations & forms		theses	
quality of education		online and wi-fi service	
restricted area		students with disabilities	
		sport@unifi	

news notices

only become my
you realize you

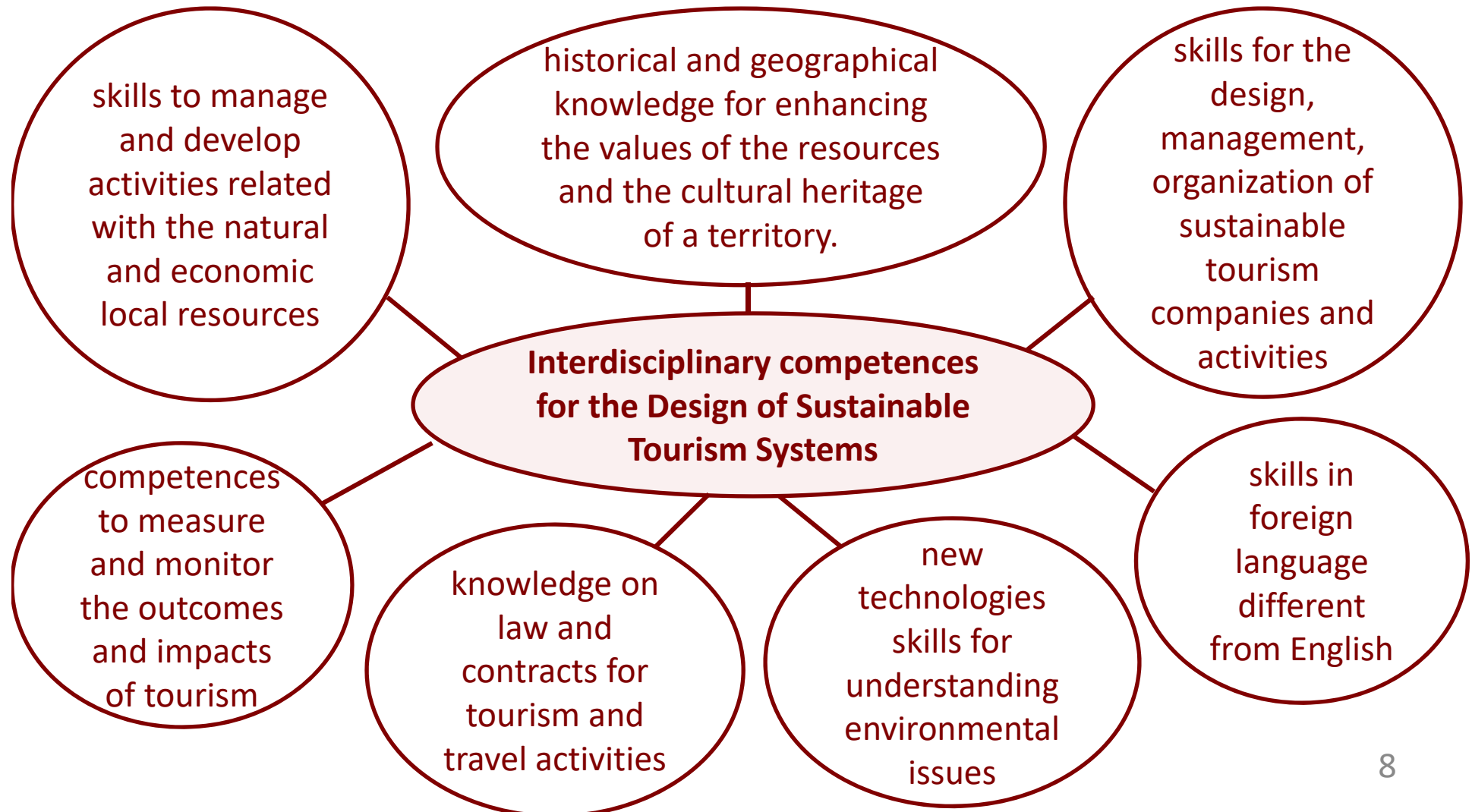
- students (unifi)
- university life
- erasmus students
- e-learning with moodle
- university of florence
- sol - online services

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PROSSIMO RICEVIMENTO



WHAT WE OFFER





	Course	Semester	credits
First year	<i>Choose one from (^):</i> English for tourism French for tourism Spanish for tourism German for tourism	1 st 1 st 1 st 1 st	9
	Economic history of tourism	1 st	9
	Travel and tourism contracts	2 nd	9
	Sustainable tourism for local system development	2 nd	6
	Demography and tourism	1 st	6
	Agri-food economics	2 nd	6
	<i>Choose one from:</i> Destination management Tourism and wine marketing Organization design and people management in the tourism industry	1 st 2 nd 2 nd	9

(^) Specific restrictions are applied for this choice. Please see the FAQs on the website for details.



	Course	Semester	credits
Second year	<i>Choose one from:</i> Statistical information systems for tourism Economic statistics for tourism Social statistics for tourism	2 nd 1 st 1 st	9
	Tourism and law	2 nd	6
	<i>Choose two from:</i> Economics and management of agritourism Financial markets and institutions Food quality and culture for tourism New technologies and environmental chemistry	2 nd 2 nd 1 st 1 st	12
	<i>Choose one from:</i> Stage Foreign language lab (*) Data analysis lab Laboratory	---	3
	<i>Optional courses</i>	---	18
	Final examination (thesis)	---	18

(*) Possible choices: Foreign language lab of English, French, German, Spanish, Italian



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Progettazione dei sistemi turistici

HOW TAKE A DEEPER LOOK ON OUR COURSES

course offering

dsts life

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](#)

UNIVERSITÀ
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corso di laurea magistrale

Design of sustainable
Progettazione dei sistemi

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](#)



UNIVERSITÀ
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Scuola di Economia
e Management

master program

course offering



- study plan
- courses, labs and seminars**
- internship and job placement
- international mobility
- e-learning
- student guide

"Of all the foreign cities
favorite. The more you live there, the more you realize you
like it"



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](#)



- [HISTORY OF TOURISM](#)
- [TOURISM](#)
- [TOURISM](#)
- [TOURISM](#)
- [IN DESIGN AND PEOPLE MANAGEMENT IN THE TOURISM INDUSTRY](#)
- [TOURISM](#)
- [TOURISM FOR LOCAL SYSTEM DEVELOPMENT](#)
- [WINE MARKETING](#)
- [TOURISM CONTRACTS](#)
- Second year (Academic Year 2022-23)**
- [LAB](#)
- [STATISTICS FOR TOURISM](#)
- [AND MANAGEMENT OF AGRITOURISM](#)
- [ATION](#)
- [RKETS AND INSTITUTIONS](#)
- [AND CULTURE FOR TOURISM](#)
- [UAGE LAB \(ENGLISH\)](#)
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- [UAGE LAB \(ITALIAN\)](#)
- [UAGE LAB \(OTHER LANGUAGE\)](#)
- [UAGE LAB \(SPANISH\)](#)
- [OLOGIES AND ENVIRONMENTAL CHEMISTRY](#)

HOW TAKE A DEEPER LOOK ON OUR COURSES

B028006 - DEMOGRAPHY AND TOURISM

Academic Year 2021-22

Coorte 2021 - [Second Cycle Degree in DESIGN OF SUSTAINABLE TOURISM SYSTEMS](#)

- [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

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	<ul style="list-style-type: none"> ▶ PIRANI ELENA ▶ VIGNOLI DANIELE

- ▶ [SOCIAL STATISTICS FOR TOURISM](#)
- ▶ [STAGE](#)
- ▶ [STATISTICAL INFORMATION SYSTEMS FOR TOURISM](#)
- ▶ [TOURISM AND LAW](#)



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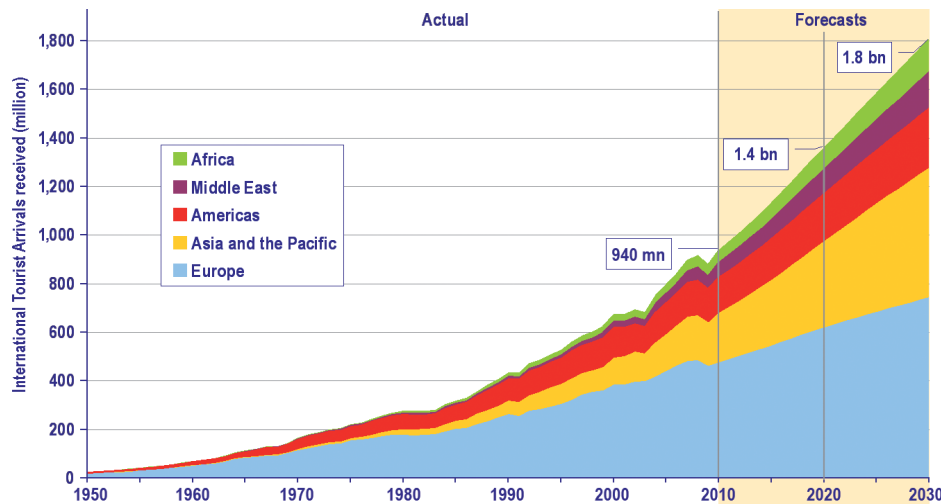
Presentation of some courses



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



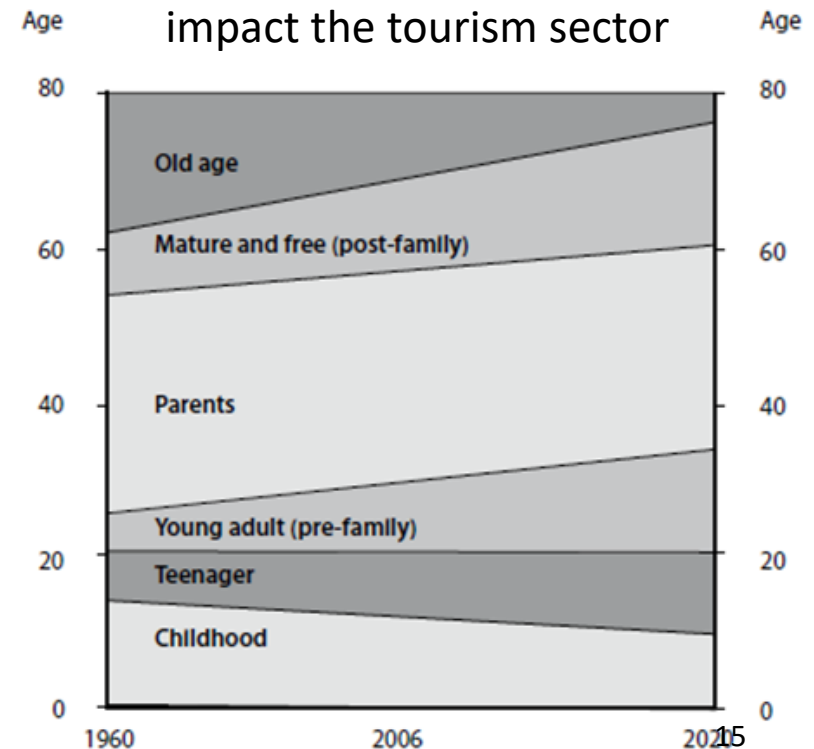


DEMOGRAPHY AND TOURISM

Prof. Daniele Vignoli and Prof. Elena Pirani

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

- 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



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)



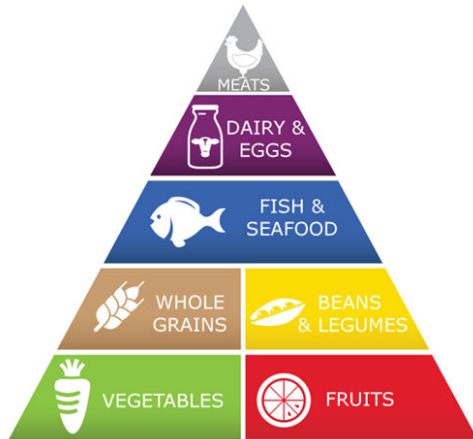
IN CLASS ACTIVITIES Attending students will be asked to actively participate in class activities (case studies, exercises and guest lectures) and produce a final project report on selected topics.



FOOD QUALITY AND CULTURE FOR TOURISM

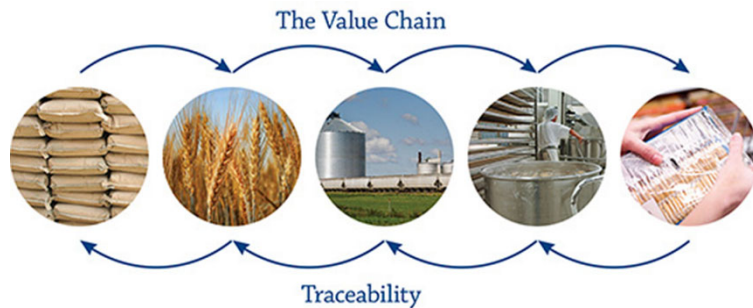
Prof. Patrizia Pinelli

Mediterranean Diet Pyramid



What are the positive and negative impacts of food globalization?

- 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

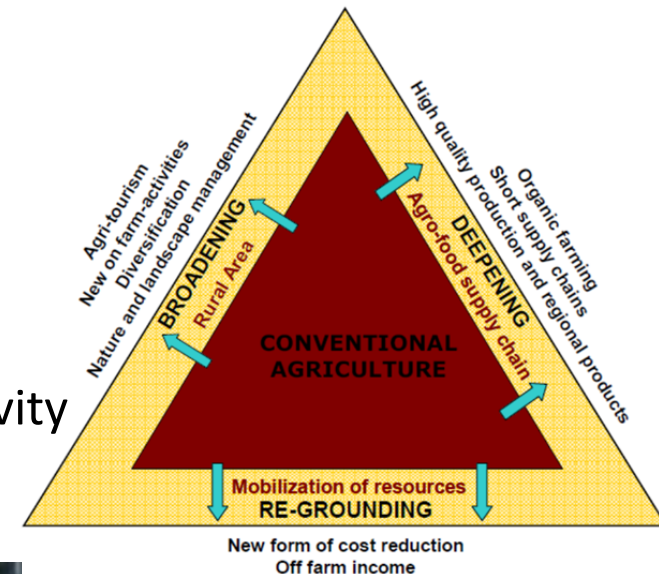
Analytical detection methods for the food quality assessment: densitometry, refractometry, viscosimetry and microscopic analysis (**Mer.Qu.Ris Laboratory, D15, III floor**)



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 agritourism activity



FIELD ACTIVITY

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



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)

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





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)

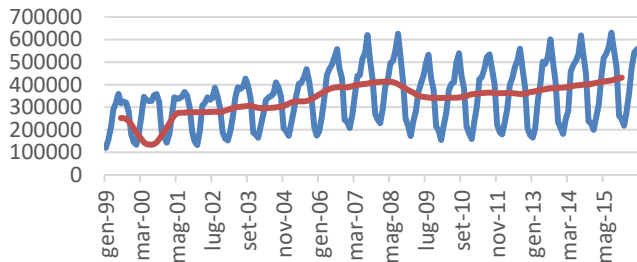


Statistics

(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





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 credits (max 6 credits)



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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 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*"



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**



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.





JOB OPPORTUNITIES

Occupational status(%)	Laureates 2019 (1 year)	Laureates 2017 (3 years)	Laureates 2015 (5 years)
Employed	46.2	81.8	94.4
Not employed not searching	11.5	13.6	5.6
Not employed, in search	42.3	4.5	-
Not employed but enrolled in a course/apprenticeship	-	4.5	5.6
LM-49 in Italy	49.8	73.3	76.4
DSTS – survey 2019	75.0	90.3	88.9



STUDENTS EVALUATION

79.4%
satisfied of
the master
program

87.3%
satisfied of
the teachers

96.8%
satisfied of the
relationships
with other
students

73.0%
would
enroll again



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!





TO CONTACT US

- Director of the Master Program
Prof. Elena Pirani – elena.pirani@unifi.it
- Admissions
Prof. Francesca Giambona – francesca.giambona@unifi.it
- Study plan
Dott. Valentina Tocchioni – valentina.tocchioni@unifi.it
Prof. Elena Pirani – elena.pirani@unifi.it
- International exchange and Erasmus
Prof. Daniele Vignoli – daniele.vignoli@unifi.it
- Internships and job-placement activities
Prof. Benedetto Rocchi – benedetto.rocchi@unifi.it
Prof. Daria Sarti – daria.sarti@unifi.it
- Student Academic Office
Dr.ssa Barbara Brunelli – english.msc@economia.unifi.it
internationaldesk@unifi.it

THANK YOU

GRACIAS
ARIGATO
SHUKURIA

DANKSCHEEN
YAQHANYELAY
TASHAKKUR ATU
SUKSAMA
EKHMET

TINGKI
BI'YAN
SHUKRIA

GRAZIE
MEHRBANI
PALDIES

GOZAIMASHITA
EFCHARISTO

MAARKE
KOMAPSUMNIDA

JUSPAXAR
BOLZIN
MERCI