



[www.dsts.unifi.it](http://www.dsts.unifi.it)

[www.economia.unifi.it](http://www.economia.unifi.it)

**MASTER PROGRAM**  
**Design of Sustainable Tourism Systems**

Prof. Elena Pirani  
[elena.pirani@unifi.it](mailto:elena.pirani@unifi.it)  
*Director of the Master Program*



**OUTLINE**

- CHARACTERISTICS OF THE DSTS MASTER PROGRAM
- COURSES OFFER & OTHER ACTIVITIES
- ADMISSION REQUIREMENTS
- JOB PROFILES & OPPORTUNITIES
- CONCLUSIONS & CONTACTS
- MISCELLANEOUS



## CHARACTERISTICS OF THE MASTER PROGRAM

- Master Degree of the School of Economics and Management
- University Departments involved
  - Statistics, Computer Science, Applications (DiSIA) (reference dept.)
  - Sciences for Economics and Enterprises (DISEI)
  - Education, Languages, Interculture, Literature and Psychology (FORLILPSI);
- Duration: **2 years** (120 credits)
- Medium of instruction: **English**
- Type of degree (Classe di laurea): LM-49 “Progettazione e gestione dei sistemi turistici ”
- Online learning resources: MOODLE platform: <https://e-l.unifi.it>
- Each year, about 70-80 **students from all over the world**

3



## 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

4



## 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,

5



## 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**

6

SCHOOL OF ECONOMICS AND MANAGEMENT	
UNIVERSITÀ DEGLI STUDI FIRENZE	
Corso di Laurea Magistrale in Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici	
FIRST YEAR	SECOND YEAR
<ul style="list-style-type: none"> <li>English for tourism</li> <li>French for tourism</li> <li>Spanish for tourism</li> <li>German for tourism</li> </ul> <p>1= 9 cfu</p>	<ul style="list-style-type: none"> <li>Economic statistics for tourism</li> <li>Social statistics for tourism</li> <li>Statistical information systems for tourism</li> </ul> <p>1= 9 cfu</p>
Economic history of tourism (6 cfu)	Tourism and law (6 cfu)
Travel and tourism contracts (6cfu)	<ul style="list-style-type: none"> <li>Economics and management of agri-tourism</li> <li>Financial markets and institutions</li> <li>Food, globalization and sustainability</li> </ul> <p>2= 12 cfu</p>
Sustainable tourism for local system development (6 cfu)	Stage/lab (3 cfu)
Demography and tourism (6 cfu)	Optional courses (18 credits)
Agri-food economics (6 cfu)	Final examination (thesis, 18 credits)
<ul style="list-style-type: none"> <li>Destination management</li> <li>Tourism and wine marketing</li> <li>Organization design and people management in the tourism industry</li> </ul> <p>1= 9 cfu</p>	
<b>120 credits</b>	

SCHOOL OF ECONOMICS AND MANAGEMENT

UNIVERSITÀ DEGLI STUDI FIRENZE

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

## Course offering

The list of exams that a student has to pass

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

Home Master Program **Course offering**

- Study Plan
- Courses, Labs and Seminars
- Stage & internship
- International mobility
- E-learning
- Student guide
- Job placement

### TOURISM SYSTEMS – PROGETTAZIONE DEI SISTEMI TURISTICI

Coorte 2023

**Insegnamenti del Primo Anno (Anno Accademico 2023-2024)**

- 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

**Insegnamenti del Secondo Anno (Anno Accademico 2024-2025)**

- DATA ANALYSIS LAB
- ECONOMIC STATISTICS FOR TOURISM
- ECONOMICS AND MANAGEMENT OF AGRITOURISM
- FINAL EXAMINATION
- FINANCIAL MARKETS AND INSTITUTIONS

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


**SCHOOL OF ECONOMICS AND MANAGEMENT**  
 UNIVERSITÀ DEGLI STUDI FIRENZE  
 Corso di Laurea Magistrale in  
**Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici**

**HOW TAKE A DEEPER LOOK ON OUR COURSES**

**TOURISM SYSTEMS – PROGETTAZIONE DEI SISTEMI TURISTICI**

Coorte 2023

**B028006 - DEMOGRAPHY AND TOURISM**

**Anno Accademico 2023-24**  
 Coorte 2023 - **Laurea Magistrale in DESIGN OF SUSTAINABLE TOURISM SYSTEMS – PROGETTAZIONE DEI SISTEMI TURISTICI**

<b>Anno di corso</b>	Primo Anno - Primo Semestre
<b>Dipartimento di Afferenza</b>	Statistica, Informatica, Applicazioni "G. Parenti" (DISIA)
<b>Tipo insegnamento</b>	Attività formativa monodisciplinare
<b>Settore Scientifico disciplinare</b>	SECS-S/04 - DEMOGRAFIA
<b>Crediti Formativi</b>	6
<b>Ore Didattica</b>	48
<b>Periodo didattico</b>	13/09/2023 ⇒ 07/12/2023
<b>Frequenza Obbligatoria</b>	No
<b>Tipo Valutazione</b>	Voto Finale
<b>Contenuto del corso</b>	mostra

Principali informazioni  
 English Version  
 Lingua Insegnamento  
 Contenuto del corso  
 Libri di testo consigliati  
 Obiettivi Formativi  
 Prerequisiti  
 Metodi Didattici  
 Modalità di verifica apprendimento  
 Programma del corso  
 Il corso utilizza in parte materiali e risorse online

demico 2023-2  
 AGENCY IN TR  
 M DEVELOPME  
 cademico 2024  
 TOURISM

9


**SCHOOL OF ECONOMICS AND MANAGEMENT**  
 UNIVERSITÀ DEGLI STUDI FIRENZE  
 Corso di Laurea Magistrale in  
**Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici**

**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**

10



## 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

11



## 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](#)

12



## 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.

13



## ADMISSION REQUIREMENTS

CURRICULAR  
REQUIREMENTS

PERSONAL  
COMPETENCIES

14



## 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**"

15



## 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**

16



## 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 (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.
  - Applications for degrees not yet earned will not be considered.

17



## 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

18



### 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.



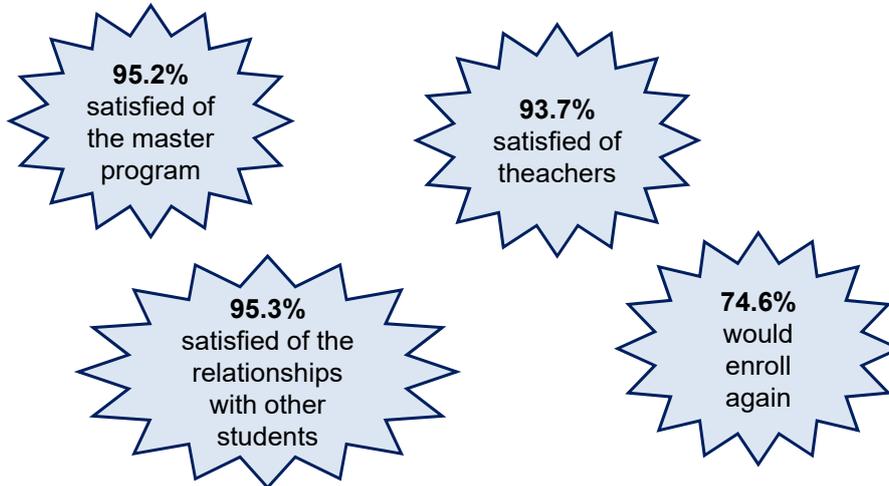
### JOB OPPORTUNITIES

Occupational status(%)	Graduates 2021 (1 year)	Graduates 2019 (3 years)	Graduates 2017 (5 years)
Employed	66.7	81.0	94.1
Not employed not searching	17.9	14.3	5.9
Not employed, in search	15.4	4.8	---

Employed			
LM-49 in Italy	70.8	78.4	84.1
DSTS – survey 2019	75.0	90.3	88.9
DSTS – survey 2020	46.2	81.8	94.4
DSTS – survey 2021	59.0	77.0	94.0



## STUDENTS EVALUATION



AlmaLaurea data, 2022

21



## 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 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, hospitality, event organization, food and wine production.

...we offer a unique experience to directly touch opportunities and critical aspects of the complex world of tourism!







**AND NOW... IT'S YOUR TURN!**

**QUESTIONS?  
DOUBTS?  
COMMENTS?**

25



## Miscellaneous

- DSTS website
- Novoli Campus
- UniFI Online services
- Moodle platform
- Novoli Library
- Presentation of some courses

26

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*

**Field visit in Chianti - Novem...**  
call for participation

**WELCOME meeting .**  
for 1st year students

**Italian language course.**  
Start in October

**Start of lessons.**  
Important variations to the official schedule, please pay attention

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](#) →

- Description
- Contacts
- Board and Comm
- Where we are
- DSTS people
- How to enrol
- How to graduate
- Rules, Regulation
- Quality of education
- Restricted area

- Study Plan
- Courses, Labs and S
- Stage & internship
- International mobil
- E-learning
- Student guide
- Job placement

- Events
- Theses
- Online and W
- UniFI Include
- Sport@Unifi
- Useful links & documents
- International PhD programs

- Calendar
- Class schedule
- Exams

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

Mark Twain, *The Innocents Abroad*

**Field visit in Chianti - Novem...**  
call for participation

**WELCOME meeting .**  
for 1st year students

**Italian language course.**  
Start in October

**Start of lessons.**  
Important variations to the official schedule, please pay attention

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*

+ newsletter

news

Field visit in Chianti - Novem...  
call for participation

WELCOME meeting .  
for 1st year students

Italian language course.  
Start in October

Start of lessons.  
Important variations to the official  
schedule, please pay attention

UNIVERSITÀ DEGLI STUDI FIRENZE

School of Economics and Management

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

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

**D2:** canteen

**D10:** Library

**D15:** Computer labs

**D4, D5, D6, C9** classrooms

UNIVERSITÀ DEGLI STUDI FIRENZE School of Economics and Management  
 Corso di Laurea Magistrale in Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici

## ONLINE SERVICES

CERCA NEL SITO CERCACHI **SERVIZI ONLINE** ITA | ENG

ATENEVO SERVIZI ONLINE

### Servizi online

- > [Futuri studenti](#)
- > [Studenti iscritti](#) ←
- > [Docenti](#)
- > [Personale Tecnico Amministrativo](#)
- > [Altri](#)

MENTI SCUOLE  
 INTERNAZIONALIZZAZIONE  
 UNIFI COMUNICA  
 agenda  
 Rinnova l'iscrizione  
 Con la prima rata delle tasse 2023/24 entro mercoledì 8 novembre

UNIVERSITÀ DEGLI STUDI FIRENZE School of Economics and Management  
 Corso di Laurea Magistrale in Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici

### Studenti iscritti

- Piattaforma **Gestione carriere studenti** (iscrizione esami, consultazione dati carriera, pagamento tasse online, domanda di laurea, nulla osta Laurea magistrale, password dimenticata e altro ancora)
- E-learning
- Prenotazione eventi
- Richiesta tirocinio/stage
- Destinazioni Erasmus+
- UNIFI App
- Webmail

Consulta anche

- **Insieme in sicurezza, indicazioni operative su didattica ed esami a distanza**


**SCHOOL OF ECONOMICS AND MANAGEMENT**  
 UNIVERSITÀ DEGLI STUDI FIRENZE  
 Corso di Laurea Magistrale in  
**Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici**

**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**

Cerca corsi  

**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


**SCHOOL OF ECONOMICS AND MANAGEMENT**  
 UNIVERSITÀ DEGLI STUDI FIRENZE  
 Corso di Laurea Magistrale in  
**Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici**

[www.sba.unifi.it/p164.html](http://www.sba.unifi.it/p164.html)

**SEVERAL SERVICES OFFERED:**



Biblioteca di Scienze Sociali

- 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.


**UNIVERSITÀ DEGLI STUDI FIRENZE**

School of Economics and Management  
 Corso di Laurea Magistrale in  
**Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici**

## Presentation of some courses

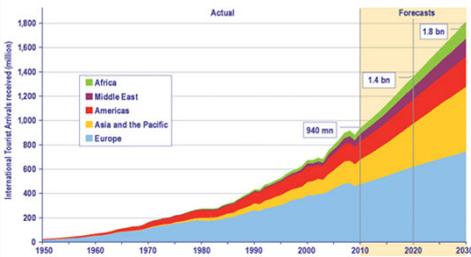

**UNIVERSITÀ DEGLI STUDI FIRENZE**

School of Economics and Management  
 Corso di Laurea Magistrale in  
**Design of Sustainable Tourism Systems – Progettazione dei sistemi turistici**

## 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



Year	Total Arrivals
2010	940 mn
2020	1.4 bn
2030	1.8 bn

- The origins of tourism
- The grand tour
- The birth of modern tourism
- Thomas cook
- Mass tourism
- Global tourism





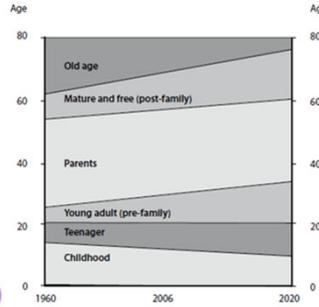

### DEMOGRAPHY AND TOURISM

Prof. Daniele Vignoli and Prof. Elena Pirani

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

1. basic demographic tools,
2. demographic trends and their implication in a variety of tourism contexts, e.g.:

- Population growth, declining fertility rates, increased longevity, immigration
- Life-course stages and tourism:
  - Generation tourism, volunteer tourism, and global citizenship
  - Family change and family tourism



### 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.





## 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.

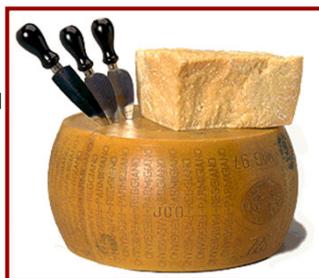
39



## 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

40



## 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.

41



## 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





## DESTINATION MANAGEMENT

### What we 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 cases 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



## SOCIAL STATISTICS FOR TOURISM

Prof. Valentina Tocchioni

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)

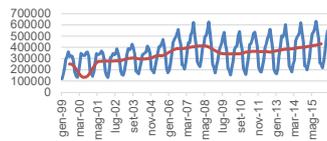


### Statistics

(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



45



## DATA ANALYSIS LAB

Prof. Laura Grassini

- 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)



46

## FOOD, GLOBALIZATION, AND SUSTAINABILITY

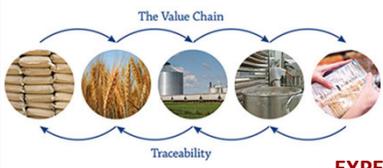
Prof. Patrizia Pinelli

### 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.



### TASTING PART

description of specific supply chains: coffee, wine, pasta, honey... and guided consumer tests for judging the tasted food

### EXPERIMENTAL PART

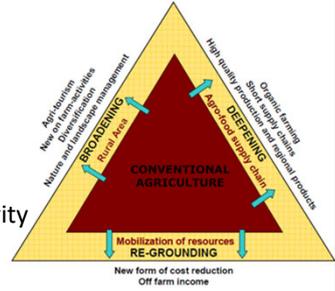
Analytical detection methods for the food quality assessment: densitometry, refractometry, viscosimetry and microscopic analysis (**Mer.Qu.Ris Lab, D15, III floor**)



## 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

