



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

- 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 60-70 **students from all over the world**

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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

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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,

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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**

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UNIVERSITÀ DEGLI STUDI FIRENZE		Scuola di Economia e Management	corso di laurea magistrale Design of sustainable tourism systems — Progettazione dei sistemi turistici	> CHARACTERISTICS > OFFER > ADMISSION > JOB PROFILES > CONTACTS > MISCELLANEOUS
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 	1	1	
Economic history of tourism	Tourism and law			
Travel and tourism contracts	<ul style="list-style-type: none"> Economics and management of agri-tourism Financial markets and institutions Food, globalization, and sustainability 		2	
Sustainable tourism for local system development	Stage/lab			
Demography and tourism	Optional courses (18 credits)			
Agri-food economics	Final examination (thesis, 18 credits)			
<ul style="list-style-type: none"> Destination management Tourism and wine marketing Organization design and people management in the tourism industry 		1		
120 credits				

HOW TAKE A DEEPER LOOK ON OUR COURSES

The screenshot shows the 'Courses' page for the 'Design of sustainable tourism systems' program. It includes a navigation menu, a breadcrumb trail, and two sections of course offerings: 'Academic Year 2021-2022' and 'Academic Year 2020-2021'. A red arrow highlights 'DEMOCRAPHY AND TOURISM' in the 2021-2022 list.

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
- DEMOCRAPHY 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



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HOW TAKE A DEEPER LOOK ON OUR COURSES

B028006 - DEMOGRAPHY AND TOURISM

Academic Year 2021-22

Versione Italiana	Coorte 2021 - Second Cycle Degree in DESIGN OF SUSTAINABLE TOURISM SYSTEMS
Main information	Course year First year - First Semester
Teaching Language	Belonging Department Statistics, IT and its applications "G. Parenti" (DISIA)
Course Content	Course Type Single education field course
Suggested readings	Scientific Area SECS-S/04 - DEMOGRAPHY
Learning Objectives	Credits 6
Prerequisites	Teaching Hours 48
Teaching Methods	Teaching Term 13/09/2021 - 07/12/2021
Type of Assessment	Attendance required No
Course program	Type of Evaluation Final Grade
The course uses online resources	Course Content show
	Course program show
	Lectureship
	<ul style="list-style-type: none"> ▶ PIRANI ELENA ▶ VIGNOLI DANIELE

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](#) ←
- ▶ [DEFINITION AND MANAGEMENT OF TOURISM](#)
- ▶ [HISTORY OF TOURISM](#)
- ▶ [TOURISM](#)
- ▶ [TOURISM](#)
- ▶ [TOURISM](#)
- ▶ [TOURISM](#)
- ▶ [DESIGN AND PEOPLE MANAGEMENT IN THE TOURISM INDUSTRY](#)
- ▶ [TOURISM](#)
- ▶ [TOURISM FOR LOCAL SYSTEM DEVELOPMENT](#)
- ▶ [WINE MARKETING](#)
- ▶ [TOURISM CONTRACTS](#)

2nd year (Academic Year 2022-23)

- ▶ [LAB](#)
- ▶ [STATISTICS FOR TOURISM](#)
- ▶ [MANAGEMENT OF AGRITOURISM](#)
- ▶ [TOURISM](#)
- ▶ [MARKETS AND INSTITUTIONS](#)
- ▶ [LANGUAGE AND CULTURE FOR TOURISM](#)
- ▶ [LANGUAGE LAB \(ENGLISH\)](#)
- ▶ [LANGUAGE LAB \(FRENCH\)](#)
- ▶ [LANGUAGE LAB \(GERMAN\)](#)
- ▶ [LANGUAGE LAB \(ITALIAN\)](#)
- ▶ [LANGUAGE LAB \(OTHER LANGUAGE\)](#)
- ▶ [LANGUAGE LAB \(SPANISH\)](#)
- ▶ [LABORATORIES AND ENVIRONMENTAL CHEMISTRY](#)
- ▶ [SOCIAL STATISTICS FOR TOURISM](#)
- ▶ [STAGE](#)
- ▶ [STATISTICAL INFORMATION SYSTEMS FOR TOURISM](#)
- ▶ [TOURISM AND LAW](#)



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International mobility

- Every year UniFI opens a **selection process** (in January-February) 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)
- 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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Stage & internships

- A period of job and training during university career training to apply and enhance skills and professionalism acquired in one's course of study
 - 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 stages and internships (1 credit = 25 working hours):
 - regular internship: 3 (or max 6) credits
 - extended internship (upon certain conditions): 12 credits
- 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 Quality & Culture for Tourism, 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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ADMISSION REQUIREMENTS

CURRICULAR REQUIREMENTS

PERSONAL COMPETENCIES

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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*"

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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**

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HOW TO PRESENT THE APPLICATION REQUEST

(Domanda di valutazione)

Home page > Master Program > How to enrol

- Applicants holding **academic degree obtained in Italy**
 - To submit the filled form, together with all the documents needed to prove requirements, through a google form system
 - The final evaluation will be communicated by the office
- 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.

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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
 - to send additional documents (through the same system),
 - pass an exam
 - or 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

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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.



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JOB OPPORTUNITIES

Occupational status(%)	Laureates 2020 (1 year)	Laureates 2018 (3 years)	Laureates 2016 (5 years)
Employed	59.0	77.0	94.0
Not employed not searching	10.2	15.4	3.1
Not employed, in search	30.8	7.6	3.1

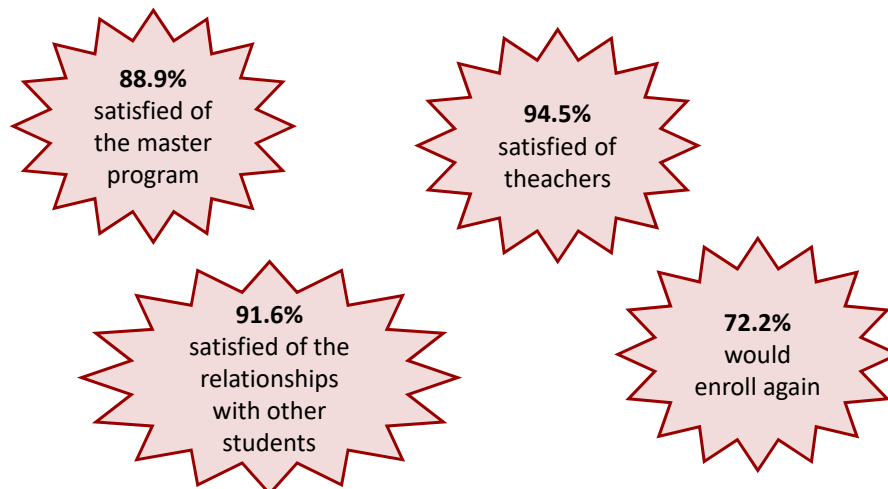
Employed			
LM-49 in Italy	56.6	74.1	81.9
DSTS – survey 2019	75.0	90.3	88.9
DSTS – survey 2020	46.2	81.8	94.4

Almalaurea data, 2021

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STUDENTS EVALUATION



Almalaurea data, 2021

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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!



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
english.msc@economia.unifi.it
internationaldesk@unifi.it

DSTS WEBSITE
> Master Program
> Contacts and Organization
> Contacts



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- > CHARACTERISTICS
- > OFFER
- > ADMISSION
- > JOB PROFILES
- > CONTACTS
- > MISCELLANEOUS

Miscellaneous

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

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people
site search

official register

master program



course offering



dsts life



calendar and timetable



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

Mark Twain, The Innocents Abroad / Roughing It

news

notices


Academics meet Practitioners
April 14th, 2023 - h. 14.00-19.00
Stage available at Human Company
"In itinere" Orientation Programmes
a UniFI initiative

B. Rocchi
Economics and Management of
Agritourism

library

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

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

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master program	course offering	dsts life	calendar and timetable
			 <p>SISTUR Società Italiana di Scienze del Turismo</p>

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+ newsletter

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D1: Offices of the School of Economics and Management + UniFI include

E2: canteen

E3: student's secretary

D10: Library

D15: Foreign students and International relations office, Computer labs

D4, D5, D6, C9 classrooms

Parco
 Uffici - Parcheggio Sotterraneo
 Area Commerciale
 di Novoli

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ONLINE SERVICES

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

DIPARTIMENTI SCUOLE

ATENE0 DIDATTICA RICERCA TERZA MISSIONE INTERNAZIONALIZZAZIONE

ORIENTAMENTO ISCRIZIONI SERVIZI AGLI STUDENTI VIVERE L'UNIVERSITÀ UNIFI COMUNICA

agenda

venerdì 5 novembre
 Iscrizione agli anni successivi al primo: scadenza prima rata delle tasse universitarie



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Futuri Studenti



Studenti Iscritti



Laureati


Studenti Iscritti

Applicativo Gestione Carriera Studente
 Accedi a GCS [spid](#)

Funzionalità:

- Consultazione dati studente (libretto, iscrizioni)
Il libretto presente all'interno della consultazione dei dati personali mostra l'elenco degli esami sostenuti e sostenibili in base al piano di studio. Per qualsiasi problema contattare la propria segreteria studenti.
- Modifica dei dati anagrafici, email personale, inserimento iban per rimborsi autonoma da parte degli studenti
- Pubblicazione di tutti i debiti studenti in formato MAV e, a partire dagli addebiti emessi dal 11 dicembre 2018, pagamenti telematici con PagoPa (carte e home banking). Sono disponibili i bollettini MAV della prima rata 2019/2020.
- Inserimento della dichiarazione di invalidità DSA che consente di applicare l'esonero dalle tasse di iscrizione agli aventi diritto
- Rilascio via web delle autocertificazioni studenti basate su atti di carriera depositati nel sistema di gestione
- Immatricolazioni online senza consegna della domanda cartacea anche per corsi a numero programmato
- Abbreviazioni di corso
- Immatricolazione online per master, PF24 e corsi di formazione per educatori
- Iscrizione a corsi singoli online
- Passaggi di corso online
Servizio per la presentazione della domanda di passaggio di corso [consulta la Guida](#).
- Trasferimenti online in entrata e in uscita
- Iscrizione agli esami e alle prove di verifica intermedie
Servizio per la prenotazione e la presa visione degli esiti degli esami.
È possibile consultare la bacheca speciale ad accesso libero (senza autenticazione).
- Inserimento allegati carriera richiesti dagli uffici
- Compilazione questionari compresa la valutazione della didattica
 - Rilevazione sulla Valutazione dei Servizi offerti agli studenti
Questionario di valutazione dei Servizi (aule didattiche, laboratori tecnico-informatici, punti immatricolazione, segreteria studenti e callmail center) nell'ambito delle politiche di innalzamento della qualità degli interventi a favore degli Studenti.
 - Questionari per la valutazione della didattica
Dopo l'autenticazione aprire il menu in alto a destra e scegliere la voce "Questionari"
 - Indagine "Scoperta - Corsi"
- Piani di studio
 - La procedura per la compilazione dei piani di studio è attivata per i Corsi di Studio, per le coorti di immatricolazione e nei

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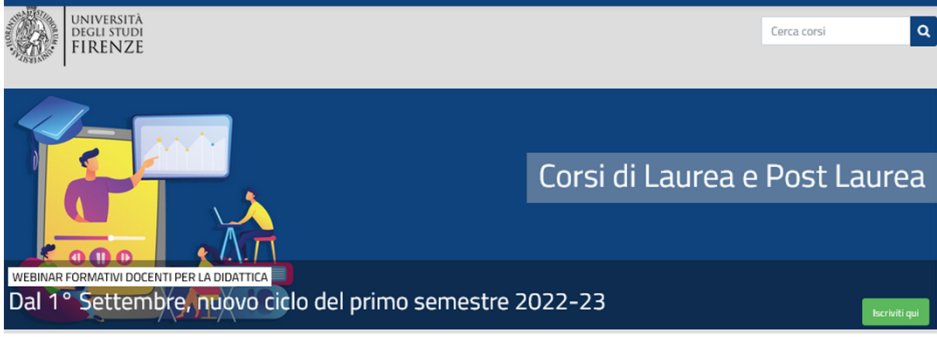
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ONLINE LEARNING RESOURCES: MOODLE Platform

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



Corsi di Laurea e Post Laurea

WEBINAR FORMATIVI DOCENTI PER LA DIDATTICA
Dal 1° Settembre, nuovo ciclo del primo semestre 2022-23 Iscriviti qui


Corsi di Laurea

Accedi agli insegnamenti dei Corsi di laurea

Corsi Post Laurea

Accedi a Dottorati di ricerca, Scuole di

ABC Didattica con Moodle


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ONLINE LEARNING RESOURCES: MOODLE Platform

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

Laurea Magistrale in Design of Sustainable Tourism Systems - Progettazione dei Sistemi Turistici

Home > Corsi > Corsi di Laurea Triennale e Corsi di Laurea Magistrali > Scuola di Economia e Management > Anno Accademico 2022-2023 > Laurea Magistrale in Design of Sustainable Tourism Systems - Progettazione dei Sistemi Turistici

Laurea Magistrale in Design of Sustainable Tourism Systems - Progettazione dei Sistemi Turistici - Dipartimento di Statistica, Informatica, Applicazioni "G. Parenti" (DISIA)

- BO19349 (B205) - ECONOMIC HISTORY OF TOURISM 2022-2023
 Docente: GUIDI BRUSCOLI FRANCESCO
 Anno accademico: 2022-2023
 Semestre / Annualtà: Primo Semestre
- BO21366 (B205) - DESTINATION MANAGEMENT 2022-2023
 Docente: ROSATI MASSIMO
 Anno accademico: 2022-2023
 Semestre / Annualtà: Primo Semestre
- BO26787 (B205) - FOOD QUALITY AND CULTURE FOR TOURISM 2022-2023
 Docente: PINELLI PATRIZIA
 Anno accademico: 2022-2023
 Semestre / Annualtà: Primo Semestre
- BO28002 (B205) - ENGLISH FOR TOURISM 2022-2023
 Docente: CZIBAKY ILONA VICTORIA
 Anno accademico: 2022-2023
 Semestre / Annualtà: Primo Semestre
- BO28003 (B205) - FRENCH FOR TOURISM 2022-2023


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Design of sustainable tourism systems — Progettazione dei sistemi turistici

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



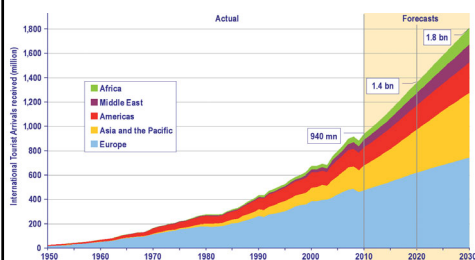
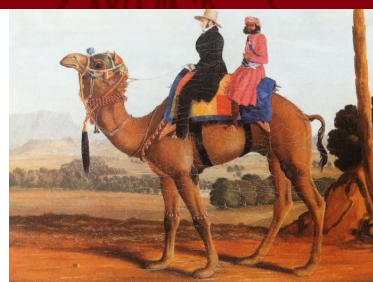
Presentation of some courses



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



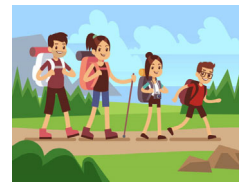
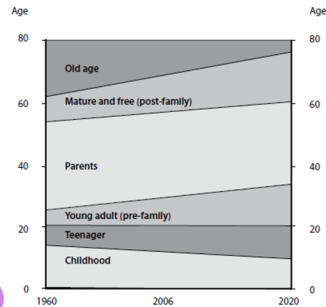
DEMOGRAPHY AND TOURISM

Prof. Daniele Vignoli and Prof. Elena Pirani

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

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 Y, 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 and Prof. Romei

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



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.



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)

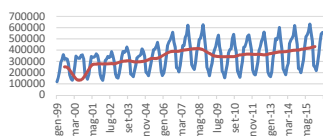


Statistics

(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



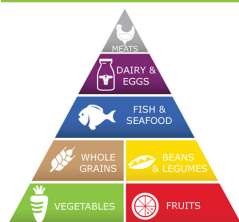
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FOOD, GLOBALIZATION, AND SUSTAINABILITY

Prof. Patrizia Pinelli

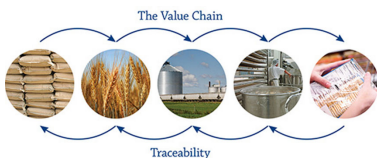
Mediterranean Diet Pyramid



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.



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**)

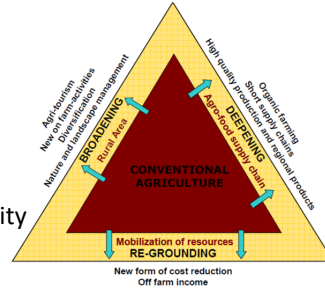




ECONOMICS AND MANAGEMENT OF AGRITOURISM

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