



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 A.Y. 2019/2020

Design of Sustainable Tourism Systems

(Classe di laurea LM-49)

Prof. Daniele Vignoli
daniele.vignoli@unifi.it

September 25 2019



OUTLINE

- School, departments, classroom, etc.
- Website
- The study plan
- Courses of the I year, I semester
- Courses and labs of foreign languages
- Practical info for UNIFI students
- Contacts



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The **School of Economics and Management** is at **Polo di Novoli (Social sciences)**

Via delle Pandette 32, Firenze

Office: D1, 1st floor

CLASSROOMS

D4, D5, D6, D15

Foreign students office, International relations, Labs: D15

STUDY ROOMS D14

POLO DI NOVOLI





THE DEPARTMENTS

Dipartimento di scienze per l'economia e l'impresa (DISEI) www.disei.unifi.it (D6)

Dipartimento di Scienze giuridiche www.dsg.unifi.it (D4)

Dipartimento di Statistica, Informatica, Applicazioni www.disia.unifi.it

NEAR CAREGGI HOSPITAL (20 minutes walking)

Dipartimento di lingue, letterature e studi interculturali www.lils.unifi.it

IN THE CENTER OF THE CITY



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UNIFI WEB SITE

www.unifi.it

INFO FOR STUDENTS

<http://www.unifi.it/ls-47-students.html?newlang=eng>

<http://www.unifi.it/vp-10301-catering-and-accommodation.html>

<http://www.unifi.it/vp-10508-sedi-e-trasporti.html>



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WEB SITE : www.dsts.unifi.it

The screenshot shows the website header with the university logo, name, and school information. It includes a search bar with the text "Find people, subjects..." and a link to the "official register". A "library" button is visible on the right. Below the header are four main navigation tabs: "master program", "course offering", "dsts life", and "calendar and timetable". The "dsts life" tab is active and lists various resources like events, journals, and documents. The "calendar and timetable" tab features the logo for SISTUR (Società Italiana di Scienze del Turismo). On the right side, there is a vertical menu with links to "students (unifi)", "university life", "erasmus students", "e-learning with moodle", "university of florence", and "sol - online services". At the bottom, there are "news" and "notices" buttons.

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

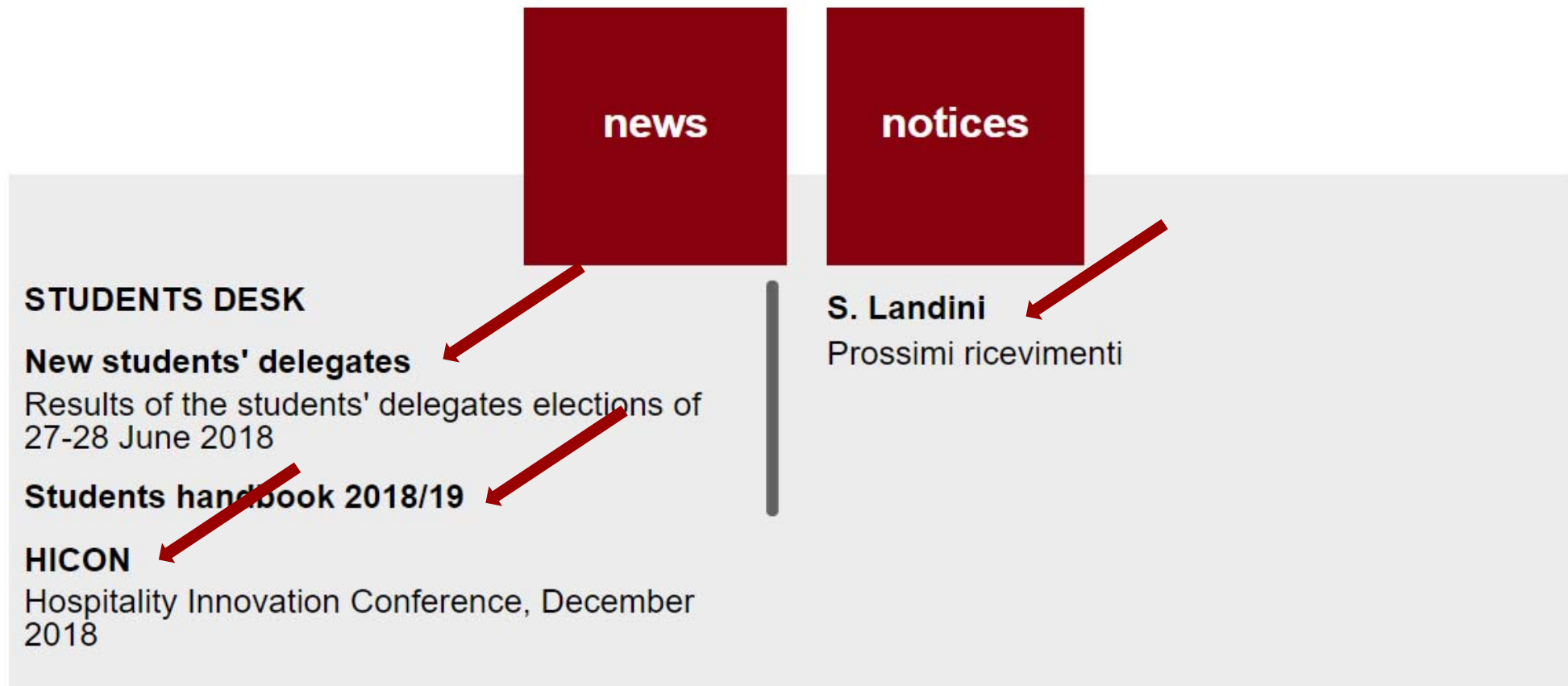
Italo Calvino, Le città invisibili

news

notices



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Scuola di Economia e Management

Find people, subjects... official register

UNIVERSITÀ DEGLI STUDI FIRENZE

corso di laurea magistrale **Design of sustainable tourism systems — Progettazione dei sistemi turistici**

library

master program course offering dsts life calendar and timetable

home page

Description

Where we are

Contacts and Organization

DSTS people

How to enrol

How to graduate

Rules, Regulations & Forms

Quality of education

Self-evaluation of course quality

Students' teaching evaluation

Students satisfaction and placement (AlmaLaurea)

UniversItaly

Restricted area

Home page > Master Program > Quality of education > Students' teaching evaluation

Students' teaching evaluation

Students' teaching evaluation takes place by filling in a series of on-line questionnaires developed by the Research Group on Evaluation and Monitoring of Policies and Services of the University of Florence ([Valmon](#), external link, in Italian).

- ▶ You can take a look of the teaching evaluation expressed by UniFI students:
 - ▶ [DSTS students' courses evaluation at a glance \(pdf, Academic Year 2016/17\)](#)
 - ▶ [look for a UniFI course in the Valmon database](#) (in Italian)
- ▶ [Fill the questionnaire](#) (UniFI link, in Italian: go to the section "Questionari di valutazione")

Useful UniFI links

- ▶ [What is it?](#) (UniFi link, in Italian)
- ▶ [How to fill the online questionnaire?](#) (UniFi link, in Italian)

online services



STUDENTS' DELEGATES

- Elena Carenzia (elena.carenzia@stud.unifi.it)
- Giulia Matteo (giulia.matteo@stud.unifi.it)
- They participate to formal meetings of the master program (admissions; quality of teaching; preparation of study plan; comments, suggestions, complains...)



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Find people, subjects... ▶

official register

corso di laurea magistrale
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library

master program	course offering	dst life	calendar and timetable
	<ul style="list-style-type: none"> study plan courses, labs and seminars internship and job placement international mobility e-learning student guide 		<p>SISTUR Società Italiana di Scienze del Turismo</p>

students
(unifi)

university
life

erasmus
students

e-learning
with
moodle

university
of florence

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

Italo Calvino, Le città invisibili



STUDY PLAN, 2019-20

Students are required to **fill their study plan during the first year** of master degree.

Students can submit their study plan through the **on-line system**, according to the deadlines indicated by UniFI each Academic Year.

Dates and deadline will be communicated as soon as possible.



STUDY PLAN, 2019-20

**Before asking questions to the study plan's delegates,
please check in the website:**

- Course description
- How to fill it out
- Instructions and FAQs



STUDY PLAN, 2019-20

YOU ARE NOT ALLOWED TO TAKE EXAMS IF THEY ARE NOT ALREADY INCLUDED AND APPROVED IN YOUR STUDY PLAN, EVEN IF THE TEACHERS ALLOW YOU TO DO SO



First year, first semester

- One exam of foreign language (9 credits)
- Economic history of tourism (9 credits)
- Destination management (9 credits)

→ You may also attend any future exam (for example: Computer lab, 3 credits) and **attend propedeutic courses of foreign language** (remember: you must study a foreign language different from English; two foreign languages if native English)



	Course	semester	Subject code	credits	Typology
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	L-LIN/12 L-LIN/04 L-LIN/07 L-LIN/14	9	caratterizzante
	Economic history of tourism	1 st	SECS-P/12	9	caratterizzante
	Travel and tourism contracts	2 nd	IUS/05	9	caratterizzante
	Sustainable tourism for local system development	2 nd	M-GGR/02	6	caratterizzante
	Demography and tourism	2 nd	SECS-S/04	6	caratterizzante
	Agri-food economics	2 nd	AGR/01	6	affine
	<i>Choose one from:</i> Destination management Tourism and sport marketing Organization design and people management in the tourism industry	1 st 1 st 2 nd	SECS-P/08 SECS-P/08 SECS-P/10	9	caratterizzante

(^) Special requirements and restrictions are applied for this choice. Please see the FAQs for details.



	Course	semester	Subject code	credits	Typology
Second year	<i>Choose one from:</i> Statistical information systems for tourism Economic statistics for tourism Social statistics for tourism	2 nd 2 nd 2 nd	SECS-S/03 SECS-S/03 SECS-S/05	9	caratterizzante
	Tourism and law	2 nd	IUS/09	6	caratterizzante
	<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	AGR/01 SECS-P/11 SECS-P/13 SECS-P/13	12	affine
	<i>Choose one from:</i> Stage Foreign language lab (*) Data analysis lab	--- --- 1 st	- - -	3	altre attività
	<i>Optional courses</i>	---	-	18	scelta autonoma
	Final examination (thesis)		-	18	-

(*) Possible choices: Foreign language lab (English), Foreign language lab (French), Foreign language lab (German), Foreign language lab (Spanish), Foreign language lab (Portuguese), Foreign language lab (Russian), Foreign language lab (other language).



NOTE

- Teaching hours of courses of different years (first or second) can overlap!



ATTENTION!

- The exam of *Tourism and sport marketing*

is moved to the **SECOND SEMESTER!**



English, French, German, Spanish

Courses are offered by the master program. There are also **propedeutic labs** for accessing advanced level courses

Portoguese: both language center or Dipartimento di lingue, letterature e studi interculturali

Other languages (Italian excluded)

Dipartimento di lingue, letterature e studi interculturali

www.lilsì.unifi.it

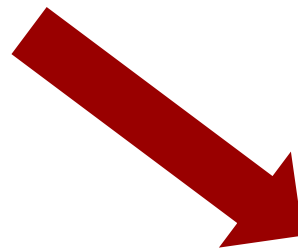
Before attending, be sure that the course is accepted in the study plan. Please contact Prof. Marescotti or Prof. Pirani.



Courses of Italian language

Special course (no fee) reserved for DSTS students:
I semester, level A1-A2

More info in the
news section of
DSTS website



news

Tourism & Sport Marketing course
Important! New schedule

Welcome day for new students
September 25

Italian language course
for DSTS students. Scheduling of the course



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Courses of Italian language at CLA (Language Center)

Other levels courses: at the Language Center of UNIFI (**CLA**):

www.cla.unifi.it

The screenshot shows the website for the CLA (Centro Linguistico di Ateneo) at the University of Florence. The header includes the university logo and name, a search bar, and a link to the Italian version. The navigation menu has tabs for 'cla', 'language testing', 'foreign languages', 'italian I2', and 'agenda'. The 'italian I2' tab is selected, and a dropdown menu is open, listing 'training', 'certificates of proficiency', and 'enrolment'. A red box highlights this dropdown menu. Below the navigation is a photograph of students in a classroom setting. On the right side, there is a button labeled 'erasmus+'.



Student ID, PW and badge

After the enrolment, you receive:

- a student number (ID) and a password for accessing the web services of UNIFI;
- a badge for accessing the services reserved to UNIFI students (libraries, canteen, sports, etc.)



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UNIFI LIBRARIES

<http://www.sba.unifi.it/changelang-eng.html>

<http://www.sba.unifi.it/CMpro-l-s-19.html>



Social Sciences Library



ONLINE SERVICES (continuing)

Online Services

Online services managed by [SIAF - Sistema Informatico dell'Ateneo Fiorentino](#) - for

- ▶ **Students**

(Enrol in exams, book an appointment with the Student Administration Offices, look up the academic transcript, download postal payment slips, file graduation requests, book participation at events, tests, initiatives, search the right internship and much more)



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ONLINE SERVICES

The screenshot shows the top navigation bar of the University of Florence website. On the left is the university logo and name. On the right, contact information for the School of Economics and Management is provided. A search bar is located below the logo. A red box highlights the 'online services' link in the navigation menu. Below the navigation bar is a large banner with the text 'STUDYING IN FLORENCE' and a right-pointing arrow. On the far right, a vertical menu contains links to various university services.

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Università degli Studi di Firenze
P.zza S.Marco, 4 - 50121 Firenze
Centralino +39 055 27571
E-mail: urp@unifi.it
Posta certificata: ateneo@pec.unifi.it
P.IVA/Cod.Fis: 01279680480

[versione italiana](#)

search for information or persons

online services

departments
schools
contacts
recruitment
tenders
official register

STUDYING IN FLORENCE



HOW TO: CHECK THE UNIFI EMAIL, BOOK EXAM ONLINE , FILL OUT STUDY PLAN STEP 1

Servizi online

storia e profilo

▶ [Corsi di laurea a numero programmato e master](#)

organi

(Domande di ammissione, Selezioni, Bandi e Graduatorie)

strutture

statuto e normativa

▶ [Studenti](#)

amministrazione

(Iscriversi agli esami, prenotare un appuntamento con la propria segreteria studenti, consultare i dati della propria carriera, scaricare i bollettini MAV per pagare le tasse, presentare la domanda di laurea, prenotarsi a eventi, test, iniziative, ricercare lo stage giusto e altro ancora)

bandi di gara e procedure
immobiliari

bilanci

▶ [Docenti](#)

assicurazione della qualità

(CU e cedolini stipendi, approvazione e validazione tesi di laurea, gestione e valutazione dottorati di ricerca, registro attività didattiche, monitoraggio valutazione della didattica, visualizzazione appelli d'esame, gestione e valutazione tesi di laurea e altro)

5xmille

amministrazione
trasparente

▶ [Personale Tecnico e Amministrativo](#)

elezioni organi

(Call Center SIAF, CU e cedolini stipendi, consultazione stato delle presenze)

▶ [Assegnisti, Dottorandi e Specializzandi](#)

(CU e cedolini stipendi)



HOW TO: CHECK THE UNIFI EMAIL, BOOK EXAM ONLINE , FILL OUT STUDY PLAN

Studenti

STEP 2

Studenti

A partire dall'anno accademico 2018-19, gli iscritti all'Università di Firenze riceveranno la carta "**Studiante della Toscana**" che varrà come libretto universitario, tessera mensa e titolo di viaggio per i mezzi pubblici urbani dell'area fiorentina, compresa la tramvia. **Per poter ricevere la carta è indispensabile caricare la propria foto formato tessera sul profilo ([Aggiorna dati personali](#)) secondo le seguenti [istruzioni](#) (pdf)**

Avviso: il giorno 28/09/2018 dalle ore 16:30 alle ore 17:00 alcuni servizi potrebbero subire delle interruzioni a causa di aggiornamenti tecnici sul sistema carriere studenti.



Futuri Studenti



Studenti Iscritti



Laureati

Studenti Iscritti

Carriera Didattica

► **Passaggio di corso** new

Servizio per la presentazione della domanda di passaggio di corso, dal 06/09/2018 alle ore 13 al 21/12/2018, [consulta la Guida](#).

► **Consultazione e variazione dei dati degli studenti** new

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.

► **Visualizza piani studio** 

Servizio temporaneamente sospeso, i piani di studio saranno resi visibili in autunno.



HOW TO: CHECK THE UNIFI EMAIL, BOOK EXAM ONLINE , FILL OUT STUDY PLAN

STEP 3



PRENOTAZIONE ESAMI

domenica 11 settembre 2016



► **Ateneo**

► **Studenti**

Students from abroad

Accoglienza studenti con disabilità

ACCESSO AL SERVIZIO

LOGIN

Matricola:

Password:

entra



STUDENT'S E-MAIL

name.surname@stud.unifi.it

If there are two John Smith:

john.smith@stud.unifi.it

john.smith1@stud.unifi.it

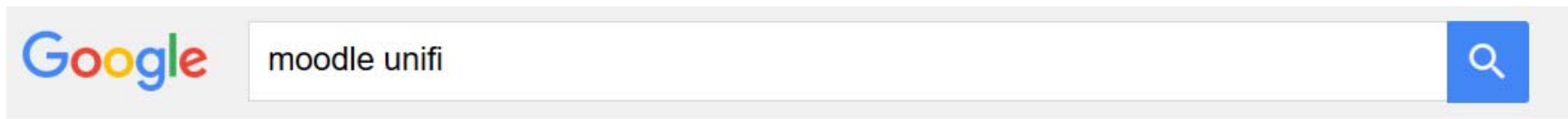
IMPORTANT:

- Remember to check your students' e-mail regularly
- Use this email for correspondence with offices and professors



ONLINE LEARNING RESOURCES: MOODLE platform

HOW TO ACCESS THE MOODLE PLATFORM STEP 1



Tutti Shopping Notizie Video Immagini Altro ▾ Strumenti di ricerca

Circa 10.000 risultati (0,50 secondi)

Piattaforma MOODLE
<https://e-l.unifi.it/> ▾

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

Piattaforma Moodle di Ateneo per gli insegnamenti attivi dall'A.A. 2015-2016 ... Progettazione e realizzazione piattaforma MOODLE in Unifi: SIAF - E-Learning e ...

Corsi di Laurea Triennali e ...

Scuola di Ingegneria - Scuola di Psicologia - Scuola di Architettura

Scuola di Economia e ...

Scuola di Economia e Management ...
Corsi di Laurea ...

[Altri risultati in unifi.it »](#)



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HOW TO ACCESS THE MOODLE PLATFORM

STEP 2

FAQ per Studenti ▾ FAQ per Docenti ▾ Supporto ▾ Italiano (it) Username Password Log In

UNIVERSITÀ DEGLI STUDI FIRENZE SIAF Sistema Informatico dell'Ateneo Fiorentino E-LEARNING Supporto alla Formazione

Cerca corsi Vai

Guide e Tutorial
Supporto all'utilizzo della piattaforma Moodle attraverso guide e video tutorial on-line

Modulistica
Attivazione di un insegnamento

DIDeL: DIDattica in eLearning
Prenotazioni sportello elearning e corso sulle metodologie di didattica on-line

Guida Studenti

La Didattica in E-Learning di UniFi; Docenti e Studenti accedono con le credenziali di Ateneo

- Corsi di Laurea Triennali e Magistrali
- Scuole di Specializzazione
- Dottorati
- Master
- Corsi di Perfezionamento
- Corsi di Aggiornamento Professionale
- TFA
- PAS
- Specializzazione Sostegno
- PF24



Student ID, PW and badge

Before the enrolment:

You can freely attend courses (they are public)

BUT

- You no access to students facilities
- You have no access to courses online material
- You cannot attend courses fieldwork or visits (because you are not covered by insurance)



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CONTACTS

Director of the Master Program

[Prof. Daniele Vignoli](#)

Email: daniele.vignoli@unifi.it

Phone 055 2751597 - Fax 055 2752525

Quality of teaching

[Prof. Francesca Giambona](#)

Email: francesca.giambona@unifi.it



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CONTACTS

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: laura.grassini@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 contact 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).
- When you send an e-mail to the professor, please clearly specify your name, your ID number, as well as the course (i.e., DSTS master program)

GRACIAS
THANK
YOU
BOLZİN
MERCI
ARIGATO
SHUKURIA
JUSPAXAR
GRAZIE
MEHRBANI
PALDIES
TASHAKKUR ATU
SUKSAMA
EKHMET
MAAKE
MAKER
BIYAN
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PALDIES
TASHAKKUR ATU
SUKSAMA
EKHMET
MAAKE
MAKER
BIYAN
SHUKRIA
TINGKI



Presentation of some courses

Economic history of tourism (I year, I semester) – compulsory →

Demography and tourism (I year, II semester) – compulsory →

Agri-food economics (I year, II semester) – compulsory →

German for tourism (I year, I semester) →

Foreign language lab (German) →

Economic and management of agritourism (II year, I semester) →

Food quality and analytical control (II year, I semester) →

New technologies and environmental chemistry (II year, I semester) →

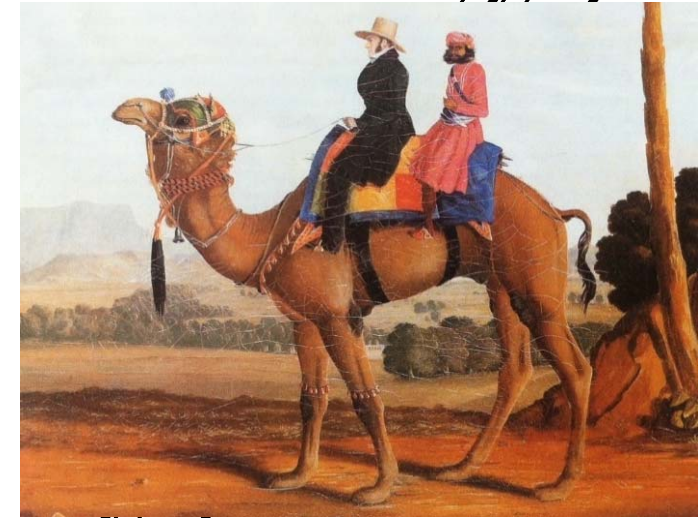
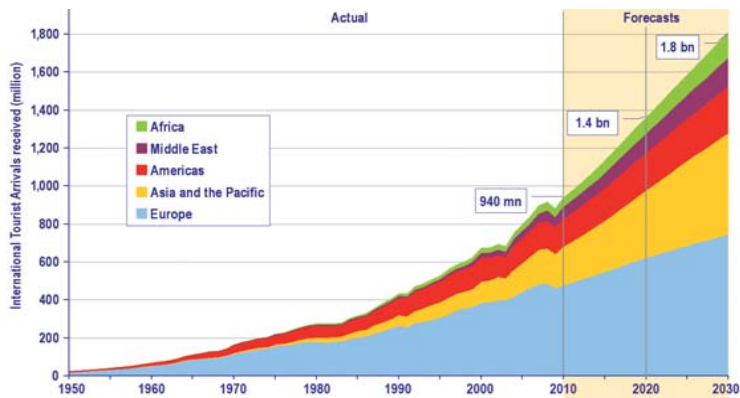
Social statistics for tourism (II year, II semester) →

Economic statistics for tourism (II year, II semester) →

Computer science and applications lab (II year, I semester) →

ECONOMIC HISTORY OF TOURISM

Prof. Francesco GUIDI BRUSCOLI



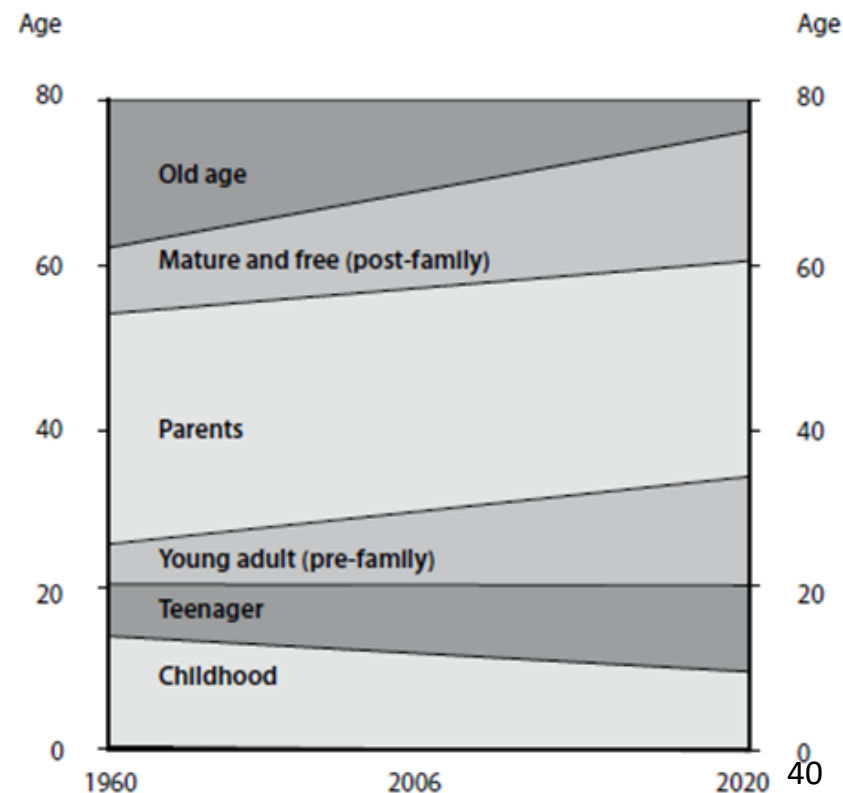


DEMOGRAPHY AND TOURISM

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



German for tourism

Prof. Rena OTTE

Aktuelle Texte zum Thema:

«nachhaltiger Tourismus»

LESEN, VERSTEHEN,

DISKUTIEREN, SCHREIBEN



Foreign language lab (German)

Prof. Rena OTTE

For very beginners:

German for beginners Level A1 without credits (1st semester): preparation of course A2 with 3 creditpoints - 2nd semester)

For intermediate and advanced levels

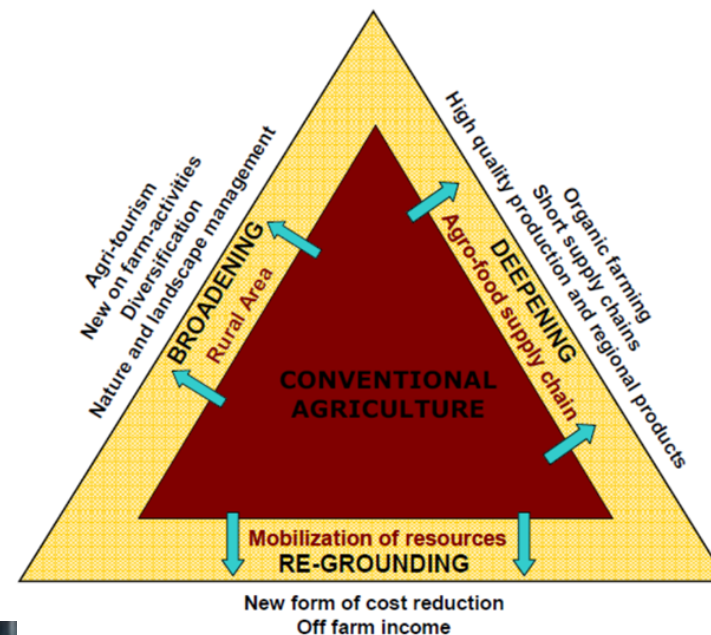
Other activity are available (by partially attending other courses)

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



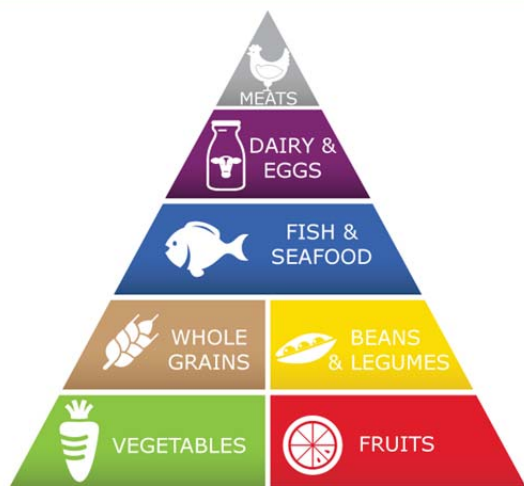
FIELD ACTIVITY

Meeting with agri-tourism entrepreneurs from two rural areas in Tuscany: presentation of business cases and discussion of management issues⁴⁴

FOOD QUALITY AND ANALYTICAL CONTROL

Prof. Patrizia Pinelli

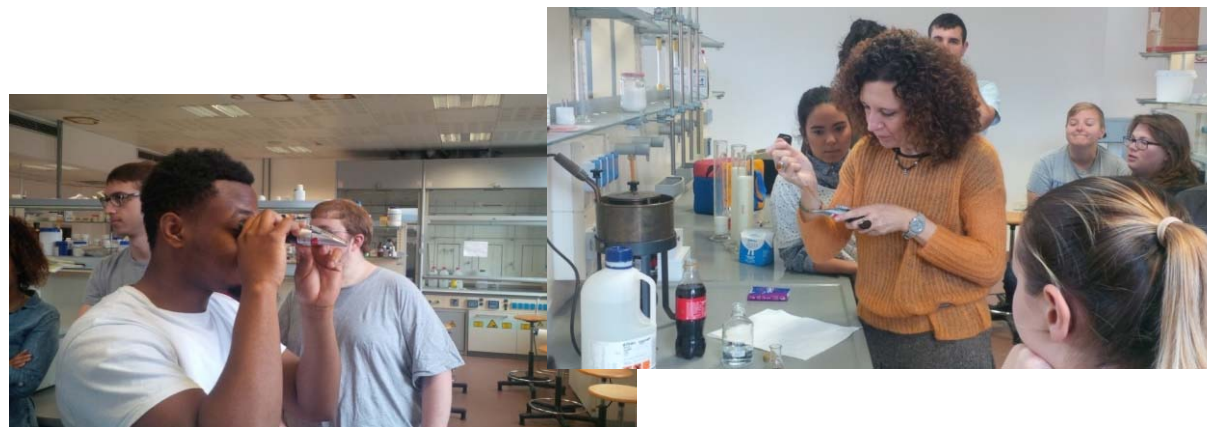
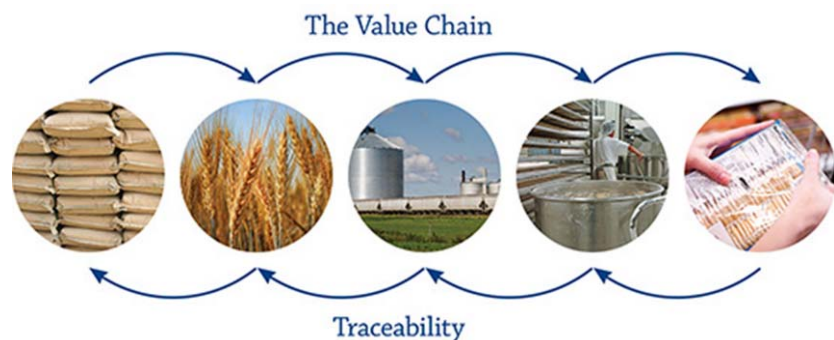
Mediterranean Diet Pyramid



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**)



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

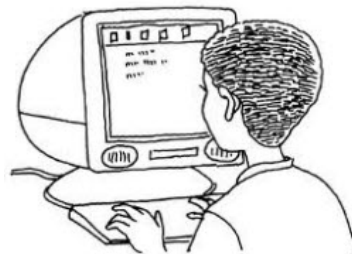
environmental gas detection, radioactivity detection, **(Mer.Qu.Ris Laboratory, D15, III floor).**
Bioeconomy and green economy: from theory to practice. Case Study of Tuscan Micro-Enterprise.

SOCIAL STATISTICS FOR TOURISM

Prof. Valentina Tocchioni

What we will discuss in this course:

How to craft a good survey instrument



How to design effective survey questions



There is never an option that reflects exactly what I want to say!

How to make some description of data collected



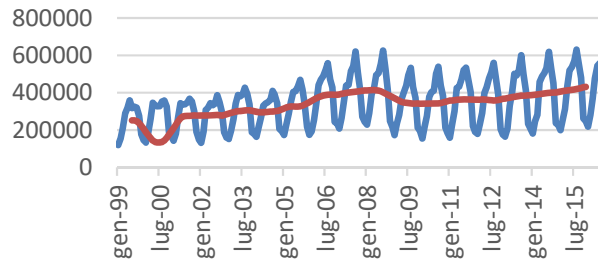
Some rudiments about statistical text analysis





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



COMPUTER SCIENCE AND APPLICATIONS LAB

Prof. Laura Grassini & Prof. Elena Pirani

- 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)



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.

