



UNIVERSITÀ
DEGLI STUDI
FIRENZE

School of Economics and Management

Corso di Laurea Magistrale in

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

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Director of the Master Program



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**



We are the right choice if you want to become...



- ...a leader in the enhancement of the natural, historical, and cultural resources of the territory
- ... a key agent in the organization of local events or local promotion
- ...a professional who deal with the development of a multifaceted tourist offer.
- The Master Degree could also give access to PhD Programs in issues related to tourism.

Our 3 key-words



INTERDISCIPLINARITY



SUSTAINABILITY



INTERACTION

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

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,



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**



Study plan: 120 credits

FIRST YEAR

- English for tourism
- French for tourism
- Spanish for tourism
- German for tourism

1= 6 cfu

Economic history of tourism (6 cfu)

Travel and tourism contracts (6cfu)

Sustainable tourism for local system development (6 cfu)

Demography and data analysis for tourism (9 cfu)

Agri-food economics (6 cfu)

- Destination management
- Tourism and wine marketing
- Organization design and people management in the tourism industry

1= 9 cfu

SECOND YEAR

- Economic statistics for tourism
- Social statistics for tourism
- Statistical information systems for tourism

1= 9 cfu

Tourism and law (6 cfu)

- Economics and management of agri-tourism
- Financial markets and institutions
- Food, globalization and sustainability
- Geographic Information System for socio-economic Analysis

2= 12 cfu

Stage/lab (3 cfu)

Optional courses (**18 credits**)

Final examination (thesis, 18 credits)



Course offering

The list of exams that

Laurea Magistrale in
Design of Sustainable Tourism Systems

Home Master Program **Courses**

Courses
Study Plan
Stage &
Internat
E-learning
Job plac

interdisciplinary knowledge
skills necessary to enter the
tourism and make it a pivot
a better future for all.

This degree course...

Courses

The plan of the courses depends on the year of enrolment.

- **Students enrolled in 2024-2025**

- [list of admitted courses](#) PDF
- [Courses syllabus](#) ↗

- **Students enrolled in 2023-2024**

- [list of admitted courses](#) PDF
- [Courses syllabus](#) ↗

- **Students enrolled in 2022-2023**

- [list of admitted courses](#) PDF
- [Courses syllabus](#) ↗



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Unifi course catalogue: <https://unifi.coursecatalogue.cineca.it/>

🏠 Anno di immatricolazione 2024/2025

2025/26 coming soon!

IT EN

[B205] DESIGN OF SUSTAINABLE TOURISM SYSTEMS – PROGETTAZIONE DEI SISTEMI TURISTICI

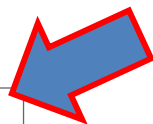
Laurea Magistrale Inglese

Essendo questo Course Catalogue una guida all'offerta formativa corrente dell'Ateneo le descrizioni e le caratteristiche del presente corso di studio si riferiscono sempre all' ultimo ordinamento e regolamento vigenti.

INFO

PIANI DI STUDIO

INSEGNAMENTI OFFERTI



Informazioni generali riferite all'anno accademico corrente

Durata	2 anni
Ordinamento	2014
stato	Aperto
Crediti	120 CFU
Lingua	Inglese
Normativa	Riforma 270/04
Classe di laurea	LM-49 - Classe delle lauree magistrali in Progettazione e gestione dei sistemi turistici
Corso Interateneo	No
Accesso	Libero
Sede	FIRENZE
Dipartimento	Statistica, Informatica, Applicazioni 'G. Parenti' (DiSIA)
Sito web	http://www.dsts.unifi.it
Modalità didattica	Convenzionale
Docenti del corso	Visualizza lista

Requisiti di accesso

Programma, testi e obiettivi



Unifi course catalogue: <https://unifi.coursecatalogue.cineca.it/>

[B019349] ECONOMIC HISTORY OF TOURISM

Percorso: GENERICO

Anno di immatricolazione: 2024

9 CFU

Caratterizzante (LM-49)

Tipo insegnamento: [OBB] - Obbligatorio

For each course, you will find info about n. of credits, semester of teaching, name of professor, and also about study program:

[B028006] DEMOGRAPHY AND TOURISM

Percorso: GENERICO

Anno di immatricolazione: 2024

6 CFU

Caratterizzante (LM-49)

Tipo insegnamento: [OBB] - Obbligatorio

Language

Goals

Subjects

Required skills

Teaching methods

Verification of learning

Extended program

Books

2030 Agenda Goals for Sustainable Development

NON OBBLIGATORI

[B021366] DESTINATION MANAGEMENT

Percorso: GENERICO

Anno di immatricolazione: 2024

9 CFU

Caratterizzante (LM-49)

International mobility

- Every year, UniFI opens a **selection process**, giving students the possibility to attend a 6-month period of study abroad
 - **in Europe**: Erasmus+ for studies program
 - **outside Europe**: extra-EU mobility for studies program.
- We will propose to you selected destinations, where you will find suitable courses
- **Erasmus+ for traineeship** is also offered



Stage & internships

- A period of **job and training** during the university career
 - to apply and **enhance skills and professionalism** acquired
 - **activities consistent** with the educational objectives of the degree program (objectives, activities, and duration are agreed in advance)
 - in **accredited companies and institutions** (agreement with UniFI)
- Various possibilities:
 - 3, 6 or (under specific conditions) 12 credits
 - in agri-tourism activities, food & wine companies, local institutions and operators, travel agencies, DMO, ...



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**

- ✓ **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

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.

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



JOB OPPORTUNITIES

% of employed	Graduates 2022 (1 year)	Graduates 2020 (3 years)	Graduates 2018 (5 years)
DSTS – survey 2023	73.8	81.1	92.3
LM-49 in Italy, survey 2023	75.5	81.7	81.2
DSTS – survey 2019	75.0	90.3	88.9

High relevance/efficacy of Master program for the work

DSTS	43.7	41.3	46.5
LM-49 in Italy	38.7	38.5	50.0

STUDENTS EVALUATION

90.2%
satisfied of
the master
program

93.1%
satisfied of
the teachers

97.2%
satisfied of the
relationships
with other
students

79.2%
would
enroll
again



TO CONTACT US

DSTS WEBSITE

> Master Program

> Contacts and Organization > Contacts

- 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
- Student Academic Office
DSTS Secretary Office: english.msc@economia.unifi.it
Student Office: segreteriastudenti.novoli@unifi.it
International relations office: internationaldesk@unifi.it

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