

34. ECONOMICS, MANAGEMENT AND DIGITAL INNOVATION FOR TOURISMⁱ	
Level I	
Department of Economics and Management (DISEI)	
Course coordinator	Angela Orlandi
Executive Committee	Angela Orlandi Lorenzo Gai (scientific coordinator) Federica Ielasi Elisa Bocchialini Nicola del Sarto
Contact person for information regarding teaching organization, class schedule, course content	lorenzo.gai@unifi.it Phone 055 275 9705
Practical-professional profile of the course and industry sector of reference	The Master Course in Economy, Management and Digital Innovation for Tourism aims to provide students and those already working in the tourism sector with new managerial tools and innovative professional skills suitable for ensuring the effectiveness of all initiatives taken in tourism. Alongside core disciplines related to the fundamentals of tourism market management (web marketing, tourism business plan, and tools for accessing credit, tourism information systems, tourism industry contracting, event organization and management, digital innovation and fintech for tourism, GIS for the analysis of the environment and landscape between the present and the past), ample space is given to both theoretical and practical aspects related to new technologies applied to tourism. In the IT field, in particular, the course provides theoretical and practical tools aimed at acquiring the ability to design and manage proprietary web content and platforms effectively, as well as for the use of customer-generated media in tourism promotion. To complete the training, ample space is devoted to conducting project work and internships (or practical activities) in leading companies in the industry. At the end of the training course, professionals can work in multiple areas: in institutions and public bodies that deal with tourism governance, in the top management and marketing and administration areas of the main companies in the tourism system, and, finally, in all places geared to the development and internationalization of companies in the sector.
Access prerequisites	A bachelor's or master's degree or single-cycle degree awarded according to the system under Ministerial Decree No. 270/2004 or under Ministerial Decree No. 509/1999 or previous systems.
How the admission procedure takes place	The selection of candidates for admission into the Master Course, per each contingent, consists of evaluating online applications and resumés.
Duration	12 months
Teaching methods	The teaching mode is mixed. Classes are in-person and simultaneously streamed for distance learning. Lectures are recorded to be usable in asynchronous mode.
Language of instruction	Italian
Verification of knowledge of the language in which the course is delivered	The language in which the course is delivered is Italian. For foreign students it is necessary to have a B2 level of knowledge of the Italian language. The aforementioned level of knowledge will be verified by the Organizing Committee with an interview via email.
Attendance requirements	67%
Location of the course	In-person teaching activities take place at the Department of Economics and Management, Via delle Pandette, 9 - 50127 Florence.
Foreseen lecture schedule	Classes will be held on Thursday (afternoon) and Friday (morning and afternoon). Some classes are also scheduled on Saturdays (mornings).

Examinations procedures and schedule	The assessment of educational activities consists of examinations with a grade expressed in thirtieths and possible mention of honors or with a pass/fail grade in some cases and communicated to the Student Administrative Office by the Coordinator of the Master. Tests are conducted at the end of each module.
Final examination	The final examination consists of the presentation of a paper.

Available places and enrolment fees	
Full-fee students	
Minimum number	9
Maximum Number	34
Enrolment fee	€3,900
Free-of-charge supernumerary places	
UNIFI employees	1
Single Modules	
None planned	

Description of the activities and training objectives of the internship	<p>Students will carry out a period of internship aimed at acquiring professionalizing tools at tourism promotion and event organization organizations in various fields (congresses, concerts, events), hotels and accommodation facilities (receptionists, front office, and back office), and other tourism institutions affiliated with the University of Florence.</p> <p>The internship may be replaced with other training activities of a practical nature agreed upon with the working student, particularly if the student demonstrates work activity in the specific field.</p> <p>The credits provided for the internship are awarded to the student upon certification by the Master's Coordinator that the internship has been duly completed.</p>
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^{i 1} This document is a translation of the form A.1 relating to the characteristics of the course attached to the Decree of the Deputy number 848 (record 153310) of 2th of July 2024, drafted in Italian and issued on the Master | Didattica | Università degli Studi di Firenze | UniFI and which therefore constitutes the only official document. This English translation cannot be used for legal purposes and has the sole purpose of supplying information in English on the content of the public notice.