

34. ECONOMICS, MANAGEMENT, AND DIGITAL INNOVATION FOR TOURISMⁱ

Level I

Department of Economics and Management (DISEI)

Course coordinator

Angela Orlandi

Lorenzo Gai (scientific coordinator)

STUDY PLAN

Subject	Academic Discipline	Credits
1. GIS for environmental and landscape analysis between the present and the past		6
Mod. 1. Environment and landscape in the eyes of the traveler	SECS-P/12	3
Mod. 2. GIS for environmental and landscape analysis	M-GGR/02	3
2. Tourism enterprise business plan and credit access tools		9
Mod. 1	SECS-P/11	6
Mod. 2	SECS-P/11	3
3. Web-based information systems for tourism	SECS-S/01	6
4. Event organization and management	SECS-P/10	6
5. Digital Innovation and Fintech for Tourism		6
Mod. 1	SECS-P/11	3
Mod. 2	SECS-P/11	3
6. Web Marketing	SECS-P/08	6
7. Tourism industry contracting and relationship with OTAs	IUS/01	6
Total credits for face-to-face classes		45
Internship		12
Final examination		3
Total credits		60

ⁱ This document is a translation of the form A.2 relating to the study plan 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