The strategic role of higher education:
The experience Of the university of Florence

euromeeting

The experience Of the university of Florence

There is a long tradition in Florence, which began about 60 years ago

with the Course in "Economics of Tourism" founded by Prof. Alberto Bertolino (Dean of the Faculty of Economics), that went on with a first level degree and a second level degree.

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The experience Of the university of Florence

Recently (academic year 2010/11) there are still two degrees:

 I level degree "Tourism studies" in Pistoia (*classe* L15) 180 ECTS-credits (three years)

 II level degree "Design of tourist systems " in Florence (*classe* LM49) 120 ECTS-credits (two years)

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The experience Of the university of Florence

In Italy there is a very strict regulation, due to the fact that there is a legal value of degrees.

For each *classe* we have different rules, fixed by the Ministry of Education, which bind (at least partially) the topics to be included in the curricula.

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LM15 – scienze turistiche (tourism studies)

Private Law
Public Law
Discipline of the Show
Business I
Economics of Tourism
French Language
English
Spanish Language
History of Modern Art
Economic History of Tourism
Agriculture And Rural Tourism

LM49 – PROGETTAZIONE DEI SISTEMI TURISTICI (Design of tourist systems)

Economics of Property and Cultural Activities

Economy of Food Markets

Economics of Sustainable Tourism

Geography and Environmental Landscape

Tourism Legislation

French - Advanced Level

Advanced Level English Language

Spanish - Advanced Level

German Language - Advanced Level

LM49 – PROGETTAZIONE DEI SISTEMI TURISTICI (Design of tourist systems)

In the A.Y. 2010/11 we have **52** students enrolled for the first year,

while **42** students are enrolled for the second year, and only **17** students are out of the prescribed period.

Currently enrolled = **111** students
In total ≥ **142** (**20** from outside Italy)

Origin of the 52 students enrolled for the first time:

30 from the University of Florence (only 12 from the I level degree in Tourism)

22 from other Universities

LM49 – PROGETTAZIONE DEI SISTEMI TURISTICI (Design of tourist systems)

University		II level Degree	Total	I year
4^ in Italy for # of enrolled students A.Y. 2009-2010				
Napoli Feder. II	Economia / Lettere e Filosofia	Progettazione e gestione dei sistemi turistici	239	110
Roma T. V.	Lettere e Filosofia	Progettazione e gestione dei sistemi turistici	144	74
MI Bicocca	Sociologia	Turismo, territorio e sviluppo locale	95	56
Firenze	Economia / Lettere e Filosofia	Progettazione dei sistemi turistici	86	50
Salento	Economia / Scienze Sociali, Politiche e del Territorio	Gestione delle attività turistiche e culturali	70	47
Cosenza	Economia	Valorizzazione dei sistemi turistico culturali	54	54
MI IULM	Scienze della Comunicazione e dello Spettacolo	Promozione e management della cultura e del turismo	45	21
Teramo	Scienze Politiche	Progettazione e gestione dei sistemi turistici	42	21
Bra	Scienze Gastronomiche	Promozione e gestione del patrimonio gastronomico e turistico	37	17
Macerata	Scienze della Formazione	Progettazione e gestione dei sistemi turistici	35	19
Messina	Scienze della Formazione	Turismo e spettacolo (pluriclasse)	34	12
Torino	Economia	Economia, gestione e valorizzazione del turismo	23	23
Trento	Economia/Lettere e Filosofia	Mediazione linguistica, turismo e culture	23	23
Cagliari	Economia	Progettazione e gestione dei sistemi turistici	19	1
Bergamo	Lingue e Letterature Straniere	Progettazione e gestione dei sistemi turistici	14	14
TOTAL			958	542

9

LM49 – PROGETTAZIONE DEI SISTEMI TURISTICI (Design of tourist systems)

Plans for A.Y. 2012/13

The teaching activities will be in English

JEMPSTDD)

LM49 – PROGETTAZIONE DEI SISTEMI TURISTICI (Design of tourist systems)

	Courses	CFU
	French – Advanced level German – Advanced level Spanish – Advanced level	9
	Tourism businesses organization, human resources and events management	9
	Economic history of tourism	9
	Travel and tourism contracts	9
	Italian turist legislation	6
	Statistical information systems **or** *Tourism economical statistics*	6
	Environment and landescape geography	9
	Business demography	6
	Agricultural and food market economy **or** Economy and management of agritourist enterprises	6
	New technology and environment chemistry	9
Optional Courses		12
Dissertation		21
Laboratory or Internship		3
English Language Laboratory		6
Total		**120**

Some ideas for curricula in design of Sustainable toUrist systems

In my opinion there are (at least) three possible curricula:

1.

2.

3.