



Sistema Qualità Certificato  
in conformità alla norma  
UNI EN ISO 9001:2000.  
Certificato n° SQ.41823.

Certified Quality System  
in compliance with the standard  
UNI EN ISO 9001:2000.  
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## NTT – NEW TECHNOLOGIES FOR TOURISM INTRODUCTION TO IT, INTERNET AND ECOMMERCE SMES

FUNDED BY	CIRCONDARIO EMPOLESE VALDELSA
DURATION AND METHODOLOGY	2 EDITIONS OF THE COURSE EACH LASTING 250 HOURS: 50 CLASSROOM HOURS 200 ELEARNING HOURS
PRE-REQUISITES	None
COURSE OBJECTIVES	Develop the ICT skills of the participants in order to maximise the competitiveness of the company
BENEFICIARIES	30 employees of companies operating in the tourism sector in the Empolese Valdelsa region
CLASSROOM TYPE	IT classroom
LANGUAGE OF LESSONS	Italian

### TRAINING PROGRAMME

<b>MODULE 1</b>	<b>INTRODUCTION TO IT (25 CLASSROOM HOURS AND 90 ELEARNING HOURS)</b>
	Basic concepts Windows Excel Access Power Point
<b>MODULE 2</b>	<b>INTERNET AND E-MAIL(15 CLASSROOM HOURS AND 40 ELEARNING HOURS)</b>
	Introduction to Internet Finding information on the Internet E-mail
<b>MODULE 3</b>	<b>E-COMMERCE (10 CLASSROOM HOURS AND 50 ELEARNING HOURS)</b>
	Marketing through the Internet Elaboration of a web marketing strategy Business to Business The company website The promotion of a website
<b>MODULE 4</b>	<b>SECURITY IN THE WPRKPLACE (20 ELEARNING HOURS)</b>
	Risks regarding the use of IT Prevention and protection measures