



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.
Certificate n° SQ.41823.

QMC

QUALITY MARKETING AND COMMUNICATION FOR THE TOURISM SECTOR

FUNDED BY	PROVINCE OF MASSA CARRARA
DURATION AND METHODOLOGY	2 EDITIONS OF THE COURSE EACH LASTING: 50 CLASSROOM HOURS 200 ELEARNING HOURS
PRE-REQUISITES	None
COURSE OBJECTIVES	Develop the skills of the participants on the topics of Quality, Marketing and Communication
BENEFICIARIES	16 employees of companies operating in the tourism sector in the Massa Carrara province
CLASSROOM TYPE	IT classroom
LANGUAGE OF LESSONS	Italian

TRAINING PROGRAMME

MODULE 1	QUALITY AND CUSTOMER SATISFACTION (20 CLASSROOM HOURS AND 70 ELEARNING HOURS) Introduction to the Quality system The Quality system in the tourism sector Customer Satisfaction
MODULE 2	EFFECTIVE COMMUNICATION (15 CLASSROOM HOURS AND 40 ELEARNING HOURS) Communication in the tourism sector Communication - basic concepts Interpersonal communication Integrative communication Services of communication agencies Conflict management Different types of interlocutors
MODULE 3	MARKETING AND TERRITORIAL MARKETING (15 CLASSROOM HOURS AND 70 ELEARNING HOURS) Marketing – basic concepts and commercialisation of products Strategic and operative marketing: Marketing Mix Market research techniques, segmentation of the demand and supply Market analysis and elaboration of positioning strategies Elaboration of marketing plans Definition of Territorial marketing Objectives and processes of territorial marketing Simulation: EAWS method (European Awareness Scenario Workshop).
MODULE 4	SAFETY AT WORK (10 HOURS ELEARNING) Risks linked to the use of IT Prevention and protection