



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.

## QTL – QUALITY TOURISM LUCCA

FUNDED BY	PROVINCE OF LUCCA
DURATION AND METHODOLOGY	DURATION OF COURSE IS 250 HOURS: 50 CLASSROOM BASED HOURS 200 ELEARNING HOURS
PRE-REQUISITES	None
COURSE OBJECTIVES	Provide the participants with the skills to improve the quality of the services offered to clients and to maximise company promotion
BENEFICIARIES	14 individuals employed in companies operating in the tourism sector in the province of Lucca
CLASSROOM TYPE	IT classroom
LANGUAGE OF LESSONS	Italian

### TRAINING PROGRAMME

<b>MODULE 1</b>	<b>THE QUALITY SYSTEM IN THE TOURIST SECTOR (15 CLASSROOM HOURS 65 ELEARNING HOURS)</b> Obtaining quality Quality indicators Classification of the main processes Procedural flowchart Norms and definitions Improving processes
<b>MODULE 2</b>	<b>CUSTOMER SATISFACTION &amp; EFFECTIVE COMMUNICATION (10 CLASSROOM HOURS 60 ELEARNING HOURS)</b> Basic communication concepts Interpersonal communication Integrated communication Definition and analysis of the client Company – client relations Client management Company organisational processes for client management
<b>MODULE 3</b>	<b>TOURIST PROMOTION IN THE NEW ECONOMY (25 CLASSROOM HOURS 60 ELEARNING HOURS)</b> Definition of Territorial Marketing Objectives and processes of territorial marketing The opportunities of the world wide web Creating a website Internet languages. From HTML to XML The main services available via a website Online bookings Web marketing variables Web Marketing plans
<b>MODULE 4</b>	<b>SAFETY AT WORK (15 HOURS ELEARNING)</b> Health and safety Emergencies and first aid Prevention and protection