



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.

TURING.NET

FUNDED BY	PROVINCE OF LUCCA
DURATION AND METHODOLOGY	COURSE DURATION: 250 HOURS 25 CLASSROOM BASED HOURS 180 HOURS ELEARNING
PRE-REQUISITES	None
COURSE OBJECTIVES	Develop the ICT skills of the participants for company promotion and for the management of foreign relations using English
BENEFICIARIES	15 individuals from companies working in the tourism sector in the Province of Lucca
CLASSROOM TYPE	IT classroom
LANGUAGE OF LESSONS	Italian

TRAINING PROGRAMME

MODULE 1	INTERNET & E-MAIL (10 CLASSROOM HOURS 50 ELARNING HOURS)
	Internet as an information source Internet for internal and external communication New opportunities created by the Internet Training through the Internet Managing e-mail bookings Client information and client satisfaction through e-mail Characteristics of an Internet website How to describe and obtain a company website Managing relations with a Web-agency
MODULE 2	ECOMMERCE AND WEB-MARKETING (10 CLASSROOM HOURS 60 ELEARNING HOURS)
	E-mail for business use Internet for commercialisation Introduction to Ecommerce Online business modules (Business to Business and Business to Consumer) Payment and security forms Improve the visibility of a website Evaluation of Internet websites Elaboration of web marketing strategies for the tourist company Territorial marketing through the Internet
MODULE 3	ENGLISH FOR COMPANIES OPERATING IN THE TOURISM SECTOR (5 CLASSROOM HOURS 70 ELEARNING HOURS)
	Communicating in English <ul style="list-style-type: none"> • Managing a conversation • Techniques for understanding and translation • Holding a telephone conversation English for companies operating in the tourism sector <ul style="list-style-type: none"> • Introducing and describing services (rooms, typical dishes, menu, local products) • Describing location and local area • Give information on prices, payment systems, special offers • Give directions Client management <ul style="list-style-type: none"> • Understanding the clients' needs and requests • Managing complaints