

OBJECTIVES and PROSPECTIVE STUDENTS

a) Objectives

The aim of the course is to train professionals to be competent in both the specific professional skills of the tourism sector and innovative technology.

“The specialist in the promotion and marketing of the tourism industry and cultural heritage sector” uses various communication technologies (Web, Visual, multimedia communication services) to operate the information systems of businesses, to develop and promote the supply of tourism services in the industry (from travel agencies to hotels), to plan and manage activities to optimize the quality of services and the organization of events and conferences, with a view to enhancing the value of resources and cultural heritage of a region. By the end of the course the specialist will have the skills necessary to manage innovations and constantly update his/her professional skills to respond to rapid changes in the job market at both a local and global level.

The participants who complete the course will be able to hold a position with management responsibilities at various levels, such as:

Area manager

Reservations manager

Systems analyst

Centralised sales manager

Level 1 CNNL (national contract) Turismo Federalbeghi-Confindustria

Level 3 of public services

b) Who is the course for?

The course is aimed at young people and adults who have a secondary school certificate or equivalent qualification from a Member State of the European Union, interested in acquiring the knowledge and ability to use innovative multimedia and communication technologies in tourism and in the management of tourism services, such as reservations and centralized sales.

COURSE PROGRAM

The content and organisation of the course have been specifically designed to respond to the needs of operators in the tourism sector who have developed the project (federalberghi and Assotavel) and offer all course participants concrete job opportunities.

Certifications

- Knowledge of English and Spanish according to the Common European Framework.
- Knowledge of information technology, with advanced ECDL.

Supplemental instruction is available to bring all students up to entry level.

Length and structure of the course:

The course has been organized in accordance with the standards indicated by the MIUR (Ministry of University and Research) and the Latium Region.

The length of the course is two years, corresponding to 1800 hours, of which:

1000 hours of classroom activities (500 hours with teachers, 500 hours with experts in the sector)

800 hours of internship in public or private bodies or companies

An exam will be held at the end of classroom activities to assess the newly-acquired knowledge of the various subjects. There will also be an assessment made at the end of the internship based on a report of the work experience written by the participant.

The approach adopted throughout the course is aimed at problem-solving.

Attendance of lessons is compulsory (approximately five hours a day, five days a week) and they are usually held in the morning.

The internship lasts 5-6 months at a public or private body or company and aims to put into practice the methodologies acquired in the classroom. The schedule will be decided by the host company.

Main Subjects

- Information technology
- Communication techniques and management of tourism services
- Multi-medial technology
- English and Spanish

Skills acquired

At the end of the **first year** students will be able to:

- analyse national and international tourist flows linked in terms of territorial dynamics
- identify management and marketing strategies for tourism companies
- understand and use English and Spanish in the workplace
- use information systems to offer tourism services and improve the visibility of a company

and will have a Knowledge of the laws and regulations on tourism

At the end of the **second year** students will be able to:

- set up and manage websites (also in English and Spanish) and update data and information as required by the tourism market;
- analyse the competitiveness of prices and use Revenue management to set prices in the tourist industry
- create audiovisual and multi-medial communication tools on the internet for “Brand Reputation”, optimizing public relations and online presence with specific reference to social networks;
- analyse and identify the characteristics of the natural and cultural assets of the area and promote their image through multi-medial communication;
- collaborate with institutional partners for the development of integrated and sustainable tourism;
- organise tourism services for events and conferences;

and will have a knowledge of the laws and regulations concerning quality management, privacy, health and safety in the tourist sector.

ITS COURSE

“Specialist in the promotion and marketing of the tourism industry and cultural heritage sector”

List of Subjects according to year of study

Year 1	
1. Introduction to the course	14 hours
2. Mathematics	16 hours
3. Information Technology	48 hours
4. English	72 hours
5. Spanish	72 hours
6. Economics of tourism	34 hours
7. Economy and management of tourism firms	44 hours
8. Marketing and marketing techniques for tourism firms	48 hours
9. Tourist web marketing	52 hours
10. Tourism planning and programming	32 hours
11. Tourism geography	32 hours
12. Tourism legislation	18 hours
13. Employment law for the tourism sector	18 hours
Total hours 1st year	500 hours
Year 2	
1. Introduction to internships and job interviews	16 hours
2. Interpersonal communication and welcoming techniques	16 hours
3. Tourism statistics	24 hours
4. Information systems for business management	48 hours
5. English for tourism	72 hours
6. Spanish for tourism	54 hours
7. Corporate organization	24 hours
8. Revenue management	32 hours
9. Applied web marketing, multimedia and social networks	88 hours
10. Meetings, incentives, conferencing and exhibitions	24 hours
11. Local cultural heritage institutions and the valorisation of cultural heritage	24 hours
12. Starting a business. From a business idea to a business plan	24 hours
13. Methodologies and tools for quality management in firms	14 hours
14. Laws and regulations in tourism: privacy, health and safety in the workplace and food hygiene	24 hours
15. Valorisation of typical products	16 hours
Total hours 2nd year	500 hours

SYLLABUSES

1. INTRODUCTION TO THE COURSE

The ITS course – objectives and professional outlets. Professional skills and profiles; description of the social and geographical context; employment needs and employability of the professional profile.

2. MATHEMATICS

16 hours (professional)

Finite mathematics – A study of parts of traditional and modern maths selected to illustrate the contents of contemporary mathematics and to demonstrate the importance of mathematics in the world today. The topics will include linear relationships, systems of equations, matrices, linear programming and mathematics for finance, probability and statistics.

Precalculus – An introduction to Calculus that focuses on the study of elementary, polynomial, rational, exponential and logarithmic functions, mainly oriented towards practical applications in Economics and Business. Particular emphasis will be given to functions as the first step towards analysing real-world problems in mathematical terms. Notes on fundamental topics of traditional Calculus, such as limits, continuity, differentiation and antidifferentiation.

3. INFORMATION TECHNOLOGY

48 hours

General Informatics for the EDCL (teacher – 30 hours)

Basic concept of ICT: Use of computer and file management. Word processing, Electronic spreadsheets. Use of databases. Presentation tools/software. Navigation and communication online. Informatics applied to tourism : (professional – 18 hours laboratory). Management of websites, informatics analysis of data from tourism firms. XLM.

4. ENGLISH

72 hours (teacher)

The English course aims to develop both written and oral skills in the field of English for special purposes (pre-intermediate level with specialised language) for the 1st year, following the outline of the B1 level of the Common European Framework which is as follows. The Independent User:

- Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc.
- Can deal with most situations likely to arise whilst travelling in an area where the language is spoken.
- Can produce simple connected text on topics which are familiar or of personal interest.
- Can describe experiences and events, dreams, hopes & ambitions and briefly give reasons and explanations for opinions and plans.

5. SPANISH

72 hours (teacher)

The course intends to provide the student with the tools and linguistic-cultural knowledge that will enable him/her to acquire a general knowledge of Spanish and to be able to communicate efficiently. Through a gradual study of the syntax and semantics of the language the student will be able to start reading and become familiar with political and historical texts and more generally with oral and written texts in contemporary Spanish.

The phonetic-phonological system, the writing system, foreign words, general rules of pronunciation, use of the article, nouns, contrastive lexicology (false friends, compound words, altered nouns, key words, etc.), adjectives (position and degree of comparison), use of *ser/estar*, *haber/tener*, *llevar/traer*, pronouns, use of propositions, indicative mood. In addition to the phonetics and morphology of Spanish, the course will include a contrastive study of the lexis based on everyday communication with readings and analysis of narrative-expository texts about Spain and Spanish speaking countries.

6. ECONOMICS OF TOURISM

34 hours (teacher)

Economic characteristics of tourism; description of basic concepts in tourism. Analysis of demand for and supply of tourism. Analysis of the evolution of national and international tourist flows; macroeconomics and the impact of tourism on the national economy, employment, price stability and national accounts. Statistical sources for tourism.

7. ECONOMY AND MANAGEMENT OF TOURISM FIRMS

44 hours

GENERAL ECONOMICS AND MANAGEMENT OF TOURISM FIRMS (16 hours - teacher)

Elements of micro-economics, the tourist sector and its characteristics, descriptive analysis of the budget and the financial ratios of tourism firm.

PRE- AND POST-INTERNET TOUR OPERATORS: 12 hours - professional

THE STRUCTURAL AND ORGANIZATIONAL CHARACTERISTICS OF A HOTEL: 16 hours
teacher/professional

The functions and strategies of a tourism firm. Types of tourism businesses and their functioning. Family-run firms.

8. MARKETING AND MARKETING TECHNIQUES FOR TOURISM FIRM

48 hours

MARKETING FOR TOURISM - (24 hours - teacher)

The history and philosophy of marketing, overview and model of marketing, understanding the tools of the Marketing Mix, Strategic Marketing, Operational Marketing and Experiential Marketing and their application in the tourism sector; the functions of marketing in tourism services, market research in tourism, sampling for the awareness of tourism products, examples of working tourist projects.

OPERATIONAL MARKETING TECHNIQUES and TOOLS for TOURISM FIRMS (24 hours - professional) Syllabus: effective mailing, personalising communication (direct mail, mailing lists, letters, postcards, newsletters, email). Classroom lessons with the presentation of concrete examples and interaction with students, practical lessons. Selling over the phone (communication and selling, upselling, dealing with complaints, the different phases of a phone call) Classroom lessons with the presentation of concrete examples and interaction with students. Niche Marketing (market fragmentation, niche tourism, factors for creating a niche, growth opportunities, event marketing). International tourist markets, the new markets (Brazil, Russia, India, China). Taking part in international fairs. Marketing in times of crisis (trends and changes taking place, what to do and not to do, improving performance, listening to clients and rewarding loyalty). The creation of tourist packages and their description (hotel+transport+motivation). Preparation of a hotel website and brochure.

9. TOURIST WEB MARKETING

52 hours (professional)

Websites – clarity and communication, continuous updating, tools of direct Web-Marketing, persuasive copywriting, indirect channels, the role of social networks, technologies for “Mobile” strategies, the implementation of web-marketing, web-marketing plans and their implications in Revenue Management. During the course students will be able to draft their own marketing plans. Internal corporate communication, Social Networks and Web Marketing. International legislation regulating web-marketing.

10. TOURISM PLANNING AND PROGRAMMING

32 hours (teacher)

The planning of tourist areas in terms of a system: the systemic nature of tourism at different levels. The analysis of some case studies about the management/organization of local tourist systems as defined in regional legislation, the analysis of some case studies of Strategic Planning for Tourism at local, provincial and regional levels and abroad, including the Strategic Plan for Ostia and the second Tourist Hub.

11. TOURISM GEOGRAPHY

32 hours (teacher)

Basic notions of economic geography applied to tourist flows and the capacity to produce income in different countries, the characteristics of the territorial transformations arising from tourism, spatial organization, the dynamics of the spatial transformation as a result of the development of tourism

with case studies in Italy and abroad, sustainable tourism, the representation of places to enhance tourism resources.

12. TOURISM LEGISLATION

18 hours (professional)

Analysis of national and regional legislation on the hospitality industry; knowledge of the legislation on hotels and other types of accommodation; classification and licensing of businesses; knowledge of the legislation and principle regulations for hotels and other types of accommodation; tourism legislation and the obligation to notify guests' personal details; knowledge of obligations, penalties and how to notify guests' personal details (Article 109 consolidation act of public security); tourist tax; Title V of the Italian Constitution and its applications.

13. EMPLOYMENT LAW FOR THE TOURISM SECTOR: CCNL (Collective Bargaining Agreement) and CIT

18 hours (professional)

Introduction to the subject – sources of Employment Law, employer-worker relationship: essential elements, short-term contracts, open-ended contracts; fixed-term contracts; apprenticeship, staff leasing, contract, part-time work, extra jobs; casual jobs; organization of work, Illness and Injury, Maternity and Paternity, Constitution, fulfilment of the terms of the job contract; ending of the job contract; contract work.

YEAR 2

1. INTRODUCTION TO INTERNSHIPS AND JOB INTERVIEWS

16 hours (professional)

How to move in the job market; presentation of work and experience, regulations about employment and the real potential for learning during an internship; relations with collaborators and tutors; team work; relating classroom activities to the internship. Analysis of the job market; methods and tools for job seeking; job interviews; Curriculum Vitae.

2. INTERPERSONAL COMMUNICATION AND WELCOMING TECHNIQUES

16 hours (professional/teacher)

Theory of the social technique of information, Science of public opinion, relational modes, the art of listening and its communicative function. Interpersonal relations, non-verbal communication, written and oral communication techniques, problem solving and the dynamics of social groups and leadership.

3. TOURISM STATISTICS

24 hours (teacher)

Pre-experimental statistics, preliminary sample statistics, sampling and data collecting. Data analysis.

4. INFORMATION SYSTEMS FOR BUSINESS MANAGEMENT

48 hours (professional)

TOUR OPERATOR MANAGEMENT SOFTWARE: Channel Manager and OTHA – 24 hours

HOTEL MANAGEMENT: 24 hours- PMS reservations, client history and profile, group, bloc and allotment administration; management of results and tariff availability; Administration of packages; Check-in, in-house, check-out and takings; Accounts; Room management; Restaurant service; Night check.

5. ENGLISH FOR TOURISM

72 hours (teacher)

The B2 course aims to improve and consolidate the communicative skills of students in the field of tourism, in line with the objectives of the ITS course and following the outline of the B2 level of the Common European Framework. The Independent User

- Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialisation.
- Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party.
- Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.

6. SPANISH FOR TOURISM

54 hours (teacher)

Word formation, reflexive-pronominal conjugation, factive construction, the passive and impersonal forms,

simple and compound conditional, introduction to the subjunctive, imperative.

Coordination and subordination, indefinite modes (infinitive, gerund and participle), verbal periphrases, the use of tenses and verbal moods. Reading and comprehension of written historical-political and economic-tourism texts and articles about current events and tourism in Spain and Spanish-speaking countries. Conversation.

7. CORPORATE ORGANIZATION

24 hours (teacher)

Concept of organization; Organizational theories and design; organizational planning; the impact of technologies on organization; main organizational models for tourism; the role of corporate

organization in tourism businesses: hotels, tour operators, travel agencies; Learning and organizational change; organization and staff in different tourism firms; organizational behaviour and its determinants; motivation; skills; assessment, differentiation and valorisation tools of human resources.

8. REVENUE MANAGEMENT

32 hours (professional)

Market segmentation and sales channels; organization, analysis and comparison of historical data; data processing; Forecasting, agenda, calendar, tariff strategy. Introduction to Revenue management; average revenue, RevPAR, indices, analysis of the dynamics of tariffs in different market segments in different seasons and their application. Pricing, channels of distribution, sales and promotion strategies. Use of a firm's historical data through mathematical and statistical models, Yield management, revenue and Financial analysis.

9. APPLIED WEB MARKETING, MULTIMEDIA AND SOCIAL NETWORKS

88 hours (professional)

Transition from traditional marketing to web marketing; From the marketing plan to the web marketing plan; the "traditional" tools of Web Marketing: SEO & SEM; Optimization of a website: usability and user experience; the importance of communication on the Internet; Google: what is being searched? how is it being searched? who is searching?; Google: the essential tools; Mobile integration with off-line marketing; Mobile integration with on-line marketing; Mobile Search Engine Optimization (how do search engines work for the mobile? Behaviour for the mobile SEO); the importance of measuring; the mobile market; Social media strategy; the marketing mix of a tourism business; the app universe; advertising & promotion in tourism; Social CRM; the drafting of an operational plan, international legislation on the subject.

10. MEETINGS, INCENTIVES, CONFERENCING AND EXHIBITIONS (MICE)

24 hours (professional)

Fairs; organization of a Fair; becoming a PM of a fair; organization of events and conferences; organization of workshops and organization of festivals.

Operators in the conference and events sectors; types of social events; types of organization; case study of a hotel with meeting rooms; conference centre / events office manager.

11. LOCAL CULTURAL HERITAGE INSTITUTIONS AND THE VALORISATION OF CULTURAL HERITAGE

24 hours (teacher/professional)

Visits to cultural heritage sites using existing technological tools virtually and theoretically, as tourist attractions; guided tours of some sites, such as Appia, Francigena, Ostia Antica, Via degliAcquedotti and at least two not very well known museums or museum attractions in Rome and

Lazio; knowledge of the local tourism bodies and cultural institutions for the organization and management of cultural heritage. Lastly, the course offers a laboratory simulation of a tourist package to valorise resources in Lazio.

12. STARTING A BUSINESS. FROM A BUSINESS IDEA TO A BUSINESS PLAN

24 hours (professional)

The business idea; market analysis; SWOT analysis and marketing mix; the business plan; assessment and sources of finance.

13. METHODOLOGIES AND TOOLS FOR QUALITY MANAGEMENT IN FIRMS

14 hours (professional)

Main laws and regulations, methodologies and tools in use for regulating the management of quality systems in firms: ISO 9001 -10670, ISO 14001, Tourism and environment: Ecolabel, EMAS.

14. LAWS AND REGULATIONS IN TOURISM: PRIVACY, HEALTH AND SAFETY IN THE WORKPLACE AND FOOD HYGIENE

24 hours (professional)

New rules and compliance, the new code (Decree 196/2003), business compliance requirements; information for employees, clients and suppliers; training for clients' data protection and privacy; privacy in contracts; safety documentation; civil, criminal and administrative responsibility; the warrantor; Decree 81/08 and Health and Safety in the workplace; Concept of Risk, damages, prevention, protection; prevention in the firm; rights and duties of individual firms; bodies of surveillance, control and assistance. The management of food hygiene in the company: the HACCP system (tasks and functions); the importance of visual inspection; the importance of checking stored goods and the importance of its turnover; basic hygiene norms to protect against insects and rodents; assessment and control of temperature and microclimate.

15. VALORISATION OF TYPICAL PRODUCTS

16 hours (teacher/ professional)

Knowledge of the different types of typical products - protected geographical indication (PGI), DOC Controlled designation of origin (CDO), protected designation of origin (PDO), local products (km0), etc, typical products of the commodities sector – wines, oils, cheeses, etc... - and their valorisation, communication and promotion on tourist websites.