

Marketing & Destination Management

Head office in **Rome**

Two-year Ministerial Course
POST DIPLOMA

Academic year
2025 - 2027



Our goal is to train high-level professionals

- ▶ **Duration:** 2 years in attendance
- ▶ **Places:** Join the top 25
- ▶ **Entry requirement:** High School Diploma
- ▶ **Job:** Guaranteed apprenticeship
- ▶ **Cost:** Free

Program

1st year

- English language
- Spanish language
- Job orientation
- Communication techniques and soft skills
- Informatics
- Economics and organization of companies in the tourism sector
- Marketing and marketing techniques in tourism industry companies
- Anthropology of tourism
- Statistics for territorial analysis
- Local cultural heritage institutions and promotion of cultural heritage and the territory
- Tourism planning and programming
- Sustainable tourism in tourism organizations (ESG)
- Web & Social Media Management 1
- Tourism Web Marketing, Big Data, AI
- Destination Management 1
- Event Management 1
- Labor legislation in the tourism sector
- English Microlanguage Language Laboratory

Program

2nd year

- English language
- Spanish language
- Internship and job interview guidance
- Negotiation and networking techniques
- Health and safety in the workplace
- Labor legislation in the tourism sector
- Mandatory regulations in the tourism sector: Privacy
- Territory marketing
- Planning and Budgeting for Tourism Development
- Web & Social Media Management 2
- Tour Operating incoming and out going - Pricing techniques
- Travel Design
- Business Management Information Systems (CRS Galileo)
- Event Management 2
- Destination management 2
- Destination management system
- Destination Management Laboratory (incoming, events, territory)
- Fundraising workshop for project development
- English Microlanguage Language Laboratory

Our Foundation

For more than a decade, we have been the point of reference for the training of highly qualified professionals in the **tourism** and **cultural heritage sector**.

Our goal is to bridge the gap between labour supply and demand by providing tourism companies with **professionals** equipped with cutting-edge technical and technological skills.

We innovate tourism training every year and provide our students with **high-level technical, digital** and **language skills**, preparing them to operate in an international and increasingly sustainable context.

Over

90%

our students find work in
the area of reference
both in **Italy** and **abroad!**



Contacts



We are available from

Monday to Friday from **9am** to **17pm**



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