

## OBJECTIVES and PROSPECTIVE STUDENTS

### a) Objectives

The course “Specialist in the management of tourism companies in the Food and Beverage sector” aims to train skilled professionals in the Tourism Industry as well as experts at using innovative technology related to food service and food and wine areas

The experts in Tourism Industry management are forward-looking professionals. Not only are they able to work in traditional areas, but they can also combine their tasks with the promotion of the territory, supported by the new technologies. In doing so, the tourist will receive an unforgettable experience, which is becoming the core of Tourism industry.

Upon completing the program, the above professional profile will be able to create and offer innovative services aimed at hotel and restaurants enterprises both in terms of food and wine, linked to the enhancement of local companies, and in terms of tourism business; to develop and promote the tourism offer linked to the pleasure of wine & tasting; to participate at actions that optimize the quality of tourism services and the organization of events and congressional activities with a view on enhancing the resources related to food and wine and cultural heritage of a region.; to realize networks of enterprises for the promotion of regional products.

The course is focused on training and preparing specialized young people enhancing their skills in the F&B sector, service, and hospitality industries. The above new experts will be able to propose a technological solution required by the tourism companies and introduce innovative and competitive elements of product and process. The program blends management culture and methodology with knowledge and specific skills for these sectors, thanks to the teaching and commitment of the best academics, experts, and professionals, as well as to a close contact with Italian excellence. A goal that brings the ITS System to become a Hub where the small and medium enterprises can meet and start a network in the attempt to build a tourism product increasingly dedicated and directed to sustainability and green economy with a low environmental impact.

The goal is, indeed, to raise the quality of catering services with greater attention at the cultural value of food as an experience, in a market increasingly demanding and concentrated on the quality and pleasure of food.

It is expected for these figures to be mostly employed by consortia, retailers, business networks, hospitality hotel chains, pro loco and companies that attract all those tourists who, during their holiday, are furthermore interested in knowing the products of the territory as a means of knowledge and dialogue with local people.

By the end of the course the specialist will have the skills necessary to manage innovations and constantly update his/her professional curricula in line with the rapid changes of the job market at both a local and global level.

Beyond course-specific skills and knowledge, students will acquire transferable skills including those in the technological field supported by industry 4.0, described in the Decree of the MISE of 22-December-2017 and resumed in the DM Ministry Decree no. 394 of 16.05.2018, At the end of the course students will be able to use:

- 1- computer systems for booking, management, e-commerce and e-trade,
- 2- mobile and internet payment systems,

- 3-Geo-localization, also through the prototyping of new paths with the help of drones.
- 4- IT systems related to product quality such as RFID, bar code, tracking and tracing system

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

F&B Department from attendant to manager

Food & Wine services from attendant to manager

Warehouse Supply from attendant to manager

Banqueting Service from attendant to manager

Marketing and web marketing expert for catering and food and wine companies and production companies

Chef de Rang /Maitre d'Haute Hotellerie

Sales representative of food and wine products

Catering staff (chain restaurants, wine bars ... more), banqueting agencies and events Manager

Restaurant Manager

Operator airport catering companies and cruise manager

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 knowledge and skills in the use of innovative multimedia and communication technologies for the planning and organization of activities, management of tourism services such as food and wine products and restaurants valorization, or events and conferences.

### **COURSE PROGRAM**

The content and organization 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 Assotrasvi) and offer all course participants concrete job opportunities.

#### **Certifications**

- Knowledge of English 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 and e-commerce
- High quality laboratories for companies, for the innovation of food and wine sector and for sustainability
- Wine & tasting laboratories
- English

### Skills acquired

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

- analyze national and international tourist flows linked at territorial dynamics in order to outline communication and marketing strategies of the tourism enterprise
- use innovative techniques to enhance quality and features of food and wine products in the tourism system
- organize the warehouse supplying for agricultural enterprises and catering with use of the RFID barcode, systems of tracking and tracing
- use the English language in the working place
- use information systems (e-commerce and e-trade) to offer tourism services and improve the visibility of a company;
- use IT platforms for hospitality and reception management by means of IT systems and mobile and /or internet payment systems
- know laws and regulations in the tourism field

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

- Set up and manage, with simple tools, websites (also in English) and update data as required by the tourism market;

- create audiovisual and multimedia communication tools (photos, videos, interviews, etc.) according to company needs (also in English)
- use multimedia communication tools on the web for "Brand Reputation", optimizing public relations and online presence with specific reference to social networks;
- analyze and identify the characteristics of the natural and cultural assets of the area, thanks to the geo-location with the use of drones, and promote their image through multi-media communication
- organize events and conferences for the marketing of local products (food and wine, local crafts and catering) and tourism services linked to events and congressional activities
- collaborate with institutional partners for the development of integrated and sustainable tourism
- develop an entrepreneurial idea for the creation of a tourism company
- Know the laws concerning quality management, health and safety in the tourism sector.

## ITS COURSE

### “Specialist in the management of tourism companies in the food and beverage sector”

#### List of Subjects according to year of study

#### Year 1

1. English level I	88 hours
2. Information Technology	42 hours
3. Job orientation	10 hours
4. Communication techniques and soft skills	22 hours
5. Tourism geography	22 hours
6. Cultural Anthropology in the tourism field	10 hours
7. Anthropology of the taste	20 hours
8. Statistics for customer satisfaction	20 hours
9. Tax & Law	20 hours
10. Warehouse supplyment and management	40 hours
11. Employment law for the tourism sector	18 hours
12. Merceology and food processing techniques	24 hours
13. Nutrition and dietary nutrition	18 hours
14. Geographies of food and wine excellences	20 hours
15. Standards for high quality in agri-food sector	10 hours
16. Preservation and Valorization of typical products	16 hours
17. Accounting, budgeting and cost analysis in the food sector	30 hours
18. Food & Beverage management	30 hours
19. Tourism and catering Marketing and web marketing	40 hours
<b>Total hours 1<sup>st</sup> year</b>	<b>500 hours</b>

#### Year 2

1. English level II	88 hours
2. Introduction to internships and job interviews	20 hours
3. Hazard Assessment Critical Control Points (HACCP)	16 hours
4. Multimedia and innovative technologies for the food and beverage sector	16 hours
5. Off-line and online sales techniques	18 hours
6. Warehouse supplyment and management II	16 hours
7. Management techniques of the restaurant area	16 hours
8. Management techniques of the bar and breakfast area	16 hours
9. Paths and itineraries of Lazio region	18 hours
10. Georeferencing laboratories	16 hours
11. Food styles, product customization and cultural codes	16 hours
12. Menù and wine list engineering	16 hours
13. Marketing strategy & Brand indentity	8 hours
<u>Laboratories for enterprises:</u>	
14. innovation in hotel catering	16 hours
15. catering and self-entrepreneurship	16 hours
16. Work organization and Team Building in catering and hospitality	16 hours
<u>Laboratories "Food":</u>	
17. Cheese tasting laboratories/insights by ONAF+ Certification	20 hours
18. Experiential Menu and taste communication	16 hours
19. Creative laboratory: organize an event together with the food sector of a local company	16 hours
20. Creative laboratory: banqueting and the world of wedding	16 hours
<u>Laboratories "Beverage"</u>	
21. Sommelier course by FIS + Sommelier certification	104 hours
 Total hours 2 <sup>nd</sup> year	 500 hours

## SYLLABUSES

### 1. English

88 hours (professional)

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.

## **2. Information technology**

42 hours (professional)

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. Management of websites, informatics analysis of data from tourism firms. XLM. Manage and create a website with simple tools. Cyber Security and privacy

## **3. Job orientation**

10 hours (professional)

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. National and regional tools and services for active job searching. The importance of soft skills in the world of work employability. What skills to build.

## **4. Communication techniques and soft skills**

22 hours (professional)

Organisations in the tourism sector are increasingly attentive to cross-cutting skills. It's important since the first year to develop interpersonal relationships skills, creativity, problem solving skills, teamwork skills and the ability to read and manage processes in complex organizations.

The following topics will be discussed: Theory of the social technique of information, Science of opinion, Relational modes: control of barriers and development of communicative skills, The art of listening and its communicative function, Interpersonal relations and non-verbal communication, Techniques of written and oral communication, Problem solving, Dynamics of social groups and leadership.

## **5. Tourism Geography**

22 hours (university professor)

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.

## **6. Cultural Anthropology in the tourism field**

10 hours

Contents: The determinants of the tourist behavior during destination choice. factors that influence the tourist under its behavioral profile and relationship with hospitality, case studies on some populations: tourist behavior and consequences.

## **7. Anthropology of the taste**

20 hours (university professor)

The course, analysing the different social, geographical and cultural contexts related to food consumption, aims at bringing out the role culture plays in shaping, orienting and changing the taste towards food. Knowing the crucial steps dictated by changes in taste, following a geographical and chronological itinerary. Through a wide range of situations examined in the gastronomic and oenological field, it is also proposed to clear up how the experience of taste, starting from an experiential physiological plan, ends up involving psychological and symbolic dimensions that, together with the sense organs, cooperate in defining the food voucher expressed as class, age, gender.

## **8. Statistics for Costumer Satisfaction**

20 hours (university professor)

Object and statistical evolution. Statistics as a cognitive technique: the main phases of discipline. Collective phenomena. General survey plan. Total and sample surveys. Numerical presentation of statistical data. Simple and multiple classification: measuring scales; qualitative and quantitative phenomena; quantification; multi-input tables and data matrices. Graphic representations.

Survey system, customer segmentation, Sampling, requirements identification, channel selection and questionnaire processing, survey execution, interpretation and data processing, matrix or priority map.

## **9. Tax and Law (Commercial law for procurement\* VAT and excise duties)**

20 hours (university professor/professional)

The legal foundations of taxation in Italy and worldwide, the legal forms of enterprises in Italy, the different forms of taxation for individuals and firms, the limits of taxation, tax evasion and incentives to firms, opportunities and limits.

## **10. Warehouse supplyment and management**

40 hours (professional)

Integrated logistics; companies organization and supply chain management; management of the warehouse; supplies and their management; techniques of supplying; different kinds of purchases; control and conservation of the goods ; use of the RFID barcode, systems of tracking and tracing.

## **11. Employment law for the tourism sector**

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.

## **12. Merceology and food processing techniques**

24 hours (university professor/professional)

Food classification: macronutrients, micronutrients and water. Proteins, carbohydrates, lipids. Mineral salts, Vitamins. The causes and effects of food alterations. Technologies for food preservation. Physical methods; high temperatures; low temperatures; radiation exposure; drying; controlled or modified atmosphere; Chemical and biological methods; Food and Natural additives; Fermentation. Packaging. Labelling and food quality; use of innovative technology and automatic capital goods

## **13. Nutrition and dietary nutrition**

18 hours (university professor)

Composition of the human body; calorimetry; measurement of energy expenditure (direct and indirect calorimetry), Energy requirements and its measurement, respiratory ratio; basal and total metabolism; thermogenesis induced by diet. Energy and nutrient needs; nutrigenomics, cell oxidation and antioxidants; adverse reactions to foods (food intolerances and allergies) Functional foods: classification, study method and new knowledge in this area. Foods of vegetable origin, Cereals; bread; pasta. Rice. Corn. Barley. Oats. Legumes. Fruit and vegetables. Oils and fats; alcoholic beverages. Food of animal origin, Meat and dairy products. Milk and dairy products. Fish products. Eggs and derivatives



#### **14. Geographies of food and wine excellences**

20 hour

The study of Excellences - international and Italian standards for the definition of Excellence; Excellence in Italy and their location; travel and food & wine: from birth to its development. Who is the food and wine traveler, case studies of Excellences and enogastronomic tourism.

#### **15. Standards for high quality in agro-food sector**

10 hours

Quality in the agro-food sector: definition and terms; evolution. Quality of a process; workshop on the classification of the components of a process. Evolution of the concept of quality in the production system, from the post-war period to today, from testing to TQM. Insights on institutional and operational aspects of quality in the global market; community approach to legislation and standardization. Standardization systems at international and national level: accreditation and mutual recognition of certification and test results. Classification of regulatory instruments. Overview of management tools and certificated standards. The quality management system according to the Uni EN ISO 9001/15 standard: a general framework for management processes. The role of top management.

GSQ Planning and Risk Based Thinking. Resource management, measurement and testing equipment management, document management and other support processes. Business and customer relations management; purchasing process control, design activities, Production and provision of services; release of products document management and other support processes, Management of business activities and customer relations; Control of purchasing processes, design activities, production and delivery of services.

#### **16. Preservation and Valorization of typical products**

16 hours

Knowledge of the different types of typical products and tools for their protection. 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 valorization, The De.Co. New opportunities to valorize typical products. Criteria for guidance between different forms of protection

#### **17. Accounting, budgeting and cost analysis in the food sector**

30 hours (professional)

What is an operating budget and how to build it; the budget; the management control; profit and loss account; costs balances in catering; what is and how to build a business plan; management control tools, performance and critical processes; financial planning how to plan and manage financial needs; defining a cost of a dish. Inventory and warehouse management, mobile and/or Web payment systems; e-commerce and e-trade systems

## **18. Food & Beverage management**

30 hours (professional)

The Food&beverage sector: labour market and features; trends in catering sector and skills required; the organization of a department and the professional figures that make it up; work processes and Leadership in resource management; manager functions in the food&beverage sector; managerial style in managing costs, human resources, events and corporate marketing. Brand Management and web reputation, e-commerce and e-trade systems.

## **19. Tourism and Food & Beverage Marketing and web marketing**

40 hours

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. Insights on technologies for in-store customer experience.

Psycho-social factors influencing customer behaviour in the food and beverage field; Role of marketing and web marketing techniques for customer satisfaction in catering; distinctive features of service in restaurants: quality and innovation of the offer, menus flexibility, schedules of the service.

Web marketing and the support network: online booking; online communication: how to promote your business or product on social media and with modern web marketing tools. Site, platforms, blogs and their impact on their brand/product/company; role of online reviews: advantages and disadvantages; Preparation and management of a website.

## **YEAR 2**

### **1. English level II**

88 hours

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.

## **2. Introduction to internships and job interviews**

20 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

## **3. Hazard Assessment Critical Control Points (HACCP)**

16 hours

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

## **4. Multimedia and innovative technologies for the food and beverage sector**

16 hours

The new scenario of Italian food & beverage sector; digital culture in catering firms; digital technologies in production processes; digital technologies and consumer habits; online booking; disintermediation processes; how digital tools create value; online reviews; online platforms: risks and opportunities; menu engineering.

## **5. Off-line and online sales techniques**

18 hours

Market analysis and competitors. The rule of 5W, sales and promotion strategies, effective mailing, customize communication (direct mail, mailing list, letter, postcard, newsletter, email). Selling over the phone (communication and selling, upselling, dealing with complaints, the different phases of a phone call), case studies. Restaurant Automation Business (from promotion to marketing strategies through new apps).

## **6. Warehouse supplyment and management II**

18 hours

Warehouse file management: transport records, invoices, inventory, orders, deputies software; Warehouse workers and staff, tasks and management; warehouse security: laws; warehouse logistics: Supply chains: from physical flows to information flows; best practice of warehouse management: classification, priority costs and warehouse management system that allow companies to control and administer warehouse operations from the time goods enter a warehouse until they move out.

## **7. Management techniques of the restaurant area**

16 hours

Restaurant Service: from the service technique to “live an experience”; The restaurant staff, equipment and techniques, rules and types of service; Cultural Etiquette at reception; Relational marketing and sales techniques from preparation to disposal. Optimizing staff recruitment: characteristics and attitudes; Incidence of work costs and hiring; Incentives and resources organization.

## **8. Management techniques of the bar and breakfast area**

16 hours

Bar and breakfast service: from service techniques to live an experience; bar and breakfast staff, equipment ,techniques, rules and types of service; Cultural Etiquette during reception in the breakfast room and bar; Relational marketing and sales techniques from preparation to disposal in the breakfast room and in the bar service; breakfast market development and bar service trends; optimal staff recruitment: characteristics and attitudes; Incidence of work costs and hiring; Incentives and resources organization

## **9. Paths and itineraries of Lazio region**

18 hours

The aim of the course is to propose criterias through which design Itineraries, Paths (food & wine and cultural) and their development, offering guidelines to train professionals on the theme of slow travel: Via Francigena, Via Ignazia , religious tourism ( sanctuaries in Lazio), cycling.

## 10. Georeferencing laboratories

16 hours

The course will be carried out as teamwork workshops with the aim of designing a prototype of geo-referencing by analysing and identifying the characteristics of the natural and cultural assets of the area, thanks to the geo-location with the use of drones

## 11. Food styles, product customization and cultural codes

16 hours(university professor/professional)

The course offers a survey inside the culinary culture from a nutritional, health and socio-cultural point of view. In regard, it will present the major eating trends that have marked the last decades highlighting the changing nature of food practices, inspired both by the pursuit of personal wellness and the reach of social distinction in the context of intersubjective, interclassist and intergenerational relations.

## 12. Menù and wine list engineering

16 hours

Wine List Engineering Factors to consider before writing a wine list. Guidelines for the realization of a good wine list. Errors not to be made and useful rules. Correct wording and layout. Subdivision of labels by type .The wine brands. The wine at the bar

Menu Engineering. Geomarketing analysis applied to catering: how it works and why it's used; Features and peculiarities of the different types of restaurants; The organization chart: Dining Brigade and Kitchen Brigade

## 13. Marketing strategy & Brand indentity

8 hours

Marketing strategy The marketing plan structure. market analysis and purchasing behaviour (targeting, segmentation, hypersegmentation and Eurisko tables). The marketing mix; the business plan

(technical-productive analysis, strategic analysis and product placement) Commercial marketing (distribution, sales channels, pricing and launch strategies) "Green Marketing" in food (corporate social responsibility)

Brand identity The creation of the new brand as an additional value. Brand identity and Visual Identity Rebranding Consumer and target mechanisms. Naming construction. Crucial Emotional Experience (identification of unique features) Brand positioning

### Laboratories for enterprises

#### **14. Innovation in hotel catering**

16 hours

Talent Management and Innovation, Strategic Plan Development, Best Practice and Innovation. Digital catering, Social responsibility, Consumer experience. The upcoming start ups

#### **15. Catering and self-entrepreneurship**

16 hour

Design a Concept, explore the territory and its target; management solutions. Focus on the tools for the creation of a start-up.

#### **16. Work organization and Team Building in catering and hospitality**

16 hour

Work development by targets; handle in the best manner the dynamics of a team job; develop a personal style of managing staff, focusing on their skills and areas of improvement; differentiation and valorization tools of human resources; motivational techniques and strategies for work groups; achieve effective communication between all company divisions and departments.

### Laboratories "Food"

#### **17. Cheese tasting laboratories/insights by ONAF+ Certification**

16 hour (professional)

Cheese tasting method. Milk: chemical and selling aspects. Milk microbiology. Introduction to dairy technology. Soft cheeses, goat cheeses. Semi-hard and hard cheeses, pecorino cheeses. Pasta filata cheeses. Culture and dairy legislation. Use and matching of cheeses

#### **18. Experiential Menu and taste communication**

16 hour (university professor)

The present laboratory aims to train student's ability to transfer the importance of taste for promoting food and wine products and services. The skills acquired can be used for communication inside companies to promotion of food and wine tourism, for the organization of events to research and dissemination of food culture. Moreover, the course aims to transfer the idea on how the innovations of the food chain can respond to the challenges of eating with taste, respecting the new global paradigms dictated by increasing population, climate changes and the need to optimize available resources and health protection.

### **19. Creative laboratory: organize an event together with the food sector of a local company**

16 hour

The present workshop will focus on the most common practices of food and wine consumption - catering, food service, restaurants, food show, cooking training and wedding - offering students a selected overview of case studies and best practices. A general view on the phenomenon of finger food, street food and truck food will allow students to understand what are the problems related to events organization in the catering field, and food and wine offer related to leisure tourism-holidaymaker: from food preparation to communication, from logistics to space set-up.

### **20. Creative laboratory: banqueting and the world of wedding**

16 hour

Banqueting: The banqueting market and its professional figures; from the design to the realization of an event; analysis and visit at innovative projects

Wedding catering: The market of catering and wedding catering; different types of business and services; The organization of a firm: service and staff. The main figures, equipments and service techniques; The International Cultural Etiquette, what the market asks; The right staff: characteristics and attitudes; Motivation and valorization tools of human resources.

### **Laboratories "Beverage"**

### **21. Sommelier course by FIS + Sommelier certification**

104 hours

Professional course for sommeliers of high wine training and wine sensory analysis  
How to communicate "taste" in the beverage sector;

Wine laboratory and tasting for marketing;  
Viticulture. From vines to grapes;  
Wine labelling: from design to consumer protection;  
The biological processes of winemaking and conservation of white and red wine;  
Tasting techniques for typical food and wine;

Director of the Foundation  
Savino Colucci