



**European  
Mobility**



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**SEMINAR ON  
MARKETING AND MANAGEMENT  
OF TOURISM**

Duration: 1 week



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## OBJECTIVES

The objective of the international Seminar on Marketing and Management of Tourism aims to provide those who are operating in the tourism sector, both at private (hotel, B&B, rural tourism SME's, tour operators, travel agencies managers and staff), and public level (Agencies for the promotion of tourism, local authorities, etc.) with the necessary skills to enhance the competitiveness of tourist management, focused on three main issues: quality of the offer, communication and marketing.

The Marketing and Management of Tourism international Seminar focuses on the following topics:

- Analyse the Tuscan model for tourism management and explore its transferability potential
- Analyse the experiences of SME enterprises operating in the tourism sector in Tuscany, their specific characteristics, their working methods and organisational models
- Analyse the Tuscan model for the promotion of the tourism sector, through the exploitation of the Web and Web 2.0
- Analyse the experiences of Tuscany in establishing and enhancing a close connection among the richness of the territory and culture and the tourist offer: museums, wine routes, historic routes, food tasting, rural tourism etc.

## TARGET GROUP

The international Seminar on Marketing and Management of Tourism is addressed to people working in public and private bodies of the Tourism sector, interested in learning more on how to promote their territory and support the tourism sector growth.



## PROGRAMME

Day	Time Table	Contents
DAY 1 Monday	Morning <b>TRAINING AT PIXEL</b>	<ul style="list-style-type: none"> <li>• Presentation of Pixel</li> <li>• Presentation of the participants</li> <li>• Presentation of the course</li> <li>• The Tourism sector in Tuscany: present and future perspective</li> <li>• Projects developed in Tuscany for the tourism sector</li> </ul>
	Afternoon	<ul style="list-style-type: none"> <li>• Cultural visit of Florence guided by Pixel Staff</li> </ul>
DAY 2 Tuesday	Morning <b>TRAINING AT PIXEL</b>	<ul style="list-style-type: none"> <li>• Marketing of tourism enterprises</li> <li>• Creation of tourism packages: the Tuscan model and practices</li> <li>• Organisation of tourism services: the Tuscan model and practices</li> <li>• Marketing of the territory for the promotion of tourism</li> <li>• Effective communication for the small tourism business</li> <li>• Contents of the communication for the tourism sector</li> </ul>
	Afternoon <b>STUDY VISIT</b>	<ul style="list-style-type: none"> <li>• Study Visit to Toscana Promozione, agency of the Tuscany region for tourism. It will be possible to meet the staff so as to learn about their strategies and practices for the promotion of tourism.</li> </ul>
DAY 3 Wednesday	Morning <b>TRAINING AT PIXEL</b>	<ul style="list-style-type: none"> <li>• Activation of quality process in the small tourism business</li> <li>• Identification of quality objectives in the small tourism business</li> <li>• Management of the client according to quality standards in the tourism sector</li> <li>• Quality in practice in the tourism business</li> <li>• Effective Communication for the small tourism business</li> <li>• Analysis of the different interactions while communicating with clients in the tourism sector.</li> </ul>
	Afternoon <b>STUDY VISIT</b>	<ul style="list-style-type: none"> <li>• Study Visit to CIA – Confederation of SME working the Agricultural sector. Meeting with the agency dealing with Agriturismo and with typical local productions. The purpose of the study visit is to meet the staff and discuss on issues related to marketing of the territory.</li> </ul>
DAY 4 Thursday	Morning <b>TRAINING AT PIXEL</b>	<ul style="list-style-type: none"> <li>• Marketing of tourism sector</li> <li>• Web Marketing</li> <li>• Web-Marketing and the use of Web 2.0 for marketing of tourism enterprises</li> <li>• Presentation of the Portals and web based initiatives developed for the promotion of the tourism sector in Tuscany</li> </ul>
	Afternoon <b>STUDY VISIT</b>	<ul style="list-style-type: none"> <li>• Study Visit to an Agriturismo (Rural Tourism accommodation). The purpose of the study visit is to meet the staff and see how the structure is managed, organised and promoted.</li> </ul>
DAY 5 Friday	Morning <b>TRAINING AT PIXEL</b>	<ul style="list-style-type: none"> <li>• The Tuscan offer in the tourism sector: the attention to niches and special needs and the personalization of the offer</li> <li>• The strong connection among the richness of the Tuscan territory and the tourism offer: rural tourism, museum routes, historic routes, wine tasting, slow food and traditional food</li> <li>• Evaluation and closure of the mobility initiative</li> </ul>
	Afternoon	<ul style="list-style-type: none"> <li>• Free Time for visiting Florence and the surroundings</li> </ul>

