



## TRAINING COURSE AND WORKSHOP ON “TOURISM: QUALITY, COMMUNICATION AND MARKETING” PROGRAMME

DAY		TOPICS / ACTIVITIES	PERSON IN CHARGE
Sunday 16 <sup>th</sup> May		Arrival to the hotel in Florence	
Monday 17 <sup>th</sup> May	Morning	<ul style="list-style-type: none"> <li>• Presentation of the Tourism sector in Tuscany</li> <li>• Presentation of tourist projects developed in Tuscany with a financing of the European Social Fund.</li> <li>• Presentation of distance learning courses developed for the tourism sector</li> </ul>	Dr. Lorenzo Martellini (Head of the Training Unit at Pixel)
	Afternoon	<ul style="list-style-type: none"> <li>• Presentation of the Internet search engine developed for the promotion of the tourism sector in Tuscany</li> </ul>	Dr. Riccardo Rossi (Consultant and Trainer)
Tuesday 18 <sup>th</sup> May	Morning	<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 small tourism business</li> </ul>	Dr. Claudio Iezzi (Consultant and Trainer)
	Afternoon	<ul style="list-style-type: none"> <li>• Visit at the Florence Agency for Tourism, a public body for the promotion of tourism in Florence (meeting with the director)</li> <li>• Visit at the Association of Industrials of Florence (meeting with the manager of tourism services)</li> </ul>	Dr. Elisabetta Delle Donne (President of Pixel)
Wednesday 19 <sup>th</sup> May	Morning	<ul style="list-style-type: none"> <li>• Effective communication for the small tourism business</li> <li>• Contents of the communication for the tourism sector</li> <li>• Analysis of the different interactions while communicating with clients in the tourism sector</li> </ul>	Dr. Claudio Iezzi (Consultant and Trainer)
	Afternoon	Guided tour of Florence or free time in Florence	Dr. Anna Dalrymple (European Project manager Junior)
Thursday 20 <sup>th</sup> May	Morning	<ul style="list-style-type: none"> <li>• Marketing of tourism</li> <li>• Creation of tourism packages</li> <li>• Organisation of tourism services</li> </ul>	Dr. Ilaria di Baccio (Trainer)
	Afternoon	<ul style="list-style-type: none"> <li>• Presentation of Consorzio Terre del Levante Fiorentino, a consortium of tourism organisations (held by the Consorzio's manager)</li> </ul>	Mrs. Marta Giani (Manager of Consorzio Terre del Levante Fiorentino)
Friday 21 <sup>st</sup> May	Morning	<ul style="list-style-type: none"> <li>• Visit at SIMA, tour operator in Florence, meeting with the manager</li> <li>• Visit at Hotel Machiavelli of Florence and meeting with the director</li> </ul>	Dr. Anna Dalrymple (European Project manager Junior)
	Afternoon	From 11.00 a.m. free time to visit Tuscany (Florence, Siena, Pisa, Lucca) or to go to Rome.	
Saturday 22 <sup>nd</sup> May		Departure from Florence	