

# TOURISM: QUALITY, COMMUNICATION AND MARKETING

## Study Visit Programme

DAYS	ACTIVITIES
<b>MONDAY</b> <b>24<sup>TH</sup> JULY</b>	<p><b>9.00</b> – Your bus to Pixel</p> <p><b>9.00 a.m. to 1.00 p.m.</b> - Training course on the following topics:</p> <ul style="list-style-type: none"> <li>• Educational systems, methods and practices implemented by Pixel,</li> <li>• How the training department is organized</li> <li>• Presentation of Pixel's activities in the field of tourism</li> <li>• The Tourism sector in Tuscany</li> <li>• Sustainable tourism in Tuscany</li> <li>• Training initiatives for the tourism sector</li> <li>• Distance learning for the tourism sector</li> </ul> <p><b>11.00</b> - Coffee Break</p> <p><b>1.00 p.m.</b> - Lunch at Pixel.</p> <p><i>Afternoon – free time in Florence</i></p>
<b>TUESDAY</b> <b>25<sup>TH</sup> JULY</b>	<p><b>9.30</b> – Your Bus to Pixel (for meeting with Pixel staff)</p> <p><b>10.00</b> - Meeting, with the assistance of Pixel staff, with APT Firenze (Public Body for the Promotion of Tourism for the Florence area)</p> <p><b>11.30</b> – Meeting with hotel managers in Florence (Hotel Machiavelli and Hotel Mirage)</p> <p><b>13.30</b> - Lunch at Pixel.</p> <p><i>Afternoon – free time in Florence</i></p>
<b>WEDNESDAY</b> <b>26<sup>TH</sup> JULY</b>	<p><b>9.00</b> – Your bus to Pixel</p> <p><b>9.00 a.m. to 1.00 p.m.</b> - Training course on the following topics:</p> <ul style="list-style-type: none"> <li>• Marketing of tourism</li> <li>• Web Marketing</li> <li>• Organization of web based tourism services.</li> <li>• Presentation of the Internet search engine developed for the promotion of the tourism sector in Tuscany</li> <li>• Case studies</li> </ul> <p><b>11.00</b> - Coffee Break</p> <p><b>1.00 p.m.</b> - Lunch at Pixel.</p> <p><i>Afternoon – free time in Florence</i></p>
<b>THURSDAY</b> <b>27<sup>TH</sup> JULY</b>	<p><b>9.00</b> – Meeting Point at Hotel Ibis with Pixel Staff</p> <p><b>9.30</b> - Your Bus to Pisa with Pixel staff</p> <p><b>11.00</b> - Meeting, with the assistance of Pixel staff, with APT Pisa (Public Body for the Promotion of Tourism for the Pisa area)</p> <p><b>13.00</b> - Lunch in a bar in Pisa</p> <p><i>Afternoon – free time in Pisa</i></p>

<p><b>FRIDAY 28<sup>TH</sup></b></p> <p><b>JULY</b></p>	<p><b>9.00</b> – Your bus to Pixel</p> <p><b>9.00 a.m. to 1.00 p.m.</b> - Training course on the following topics:</p> <ul style="list-style-type: none"> <li>• Regional and National policy about in-company vocational training,</li> <li>• Education and training of the staff working as tourism managers in enterprises, Local Authorities and Development bodies. The tourism manager professional profile, application of ICTs in transferring knowledge, expertise and innovative practices for the management of training and human resources,</li> <li>• Opportunities to finance such training activities by means of EU programmes,</li> <li>• Discussion and opinion exchange about the LLL systems in both countries - advantages and disadvantages</li> <li>• Vocational training in accredited Vocational Training Centres,</li> <li>• System adopted for the continuous diagnosis – identification of the training needs,</li> <li>• Staffs' training, working in the enterprise as responsible of the international activities and especially with candidate countries</li> </ul> <p><b>11.00</b> - Coffee Break</p> <p><b>1.00 p.m.</b> - Lunch at Pixel.</p> <p>Afternoon – free time in Florence</p>
<p><b>SATURDAY 29<sup>TH</sup></b></p> <p><b>JULY</b></p>	<p><b>9.00</b> – Your bus to Pixel</p> <p><b>9.00 a.m. to 12.00 a.m.</b> - Training course on the following topics:</p> <ul style="list-style-type: none"> <li>• Brief description-evaluation of the exchange on behalf of each trainee – opinion exchange,</li> <li>• Brief review of the exchange on behalf of the Epimorfotiki Kilkis ltd responsible, as well as of Pixel,</li> <li>• Leave-talking of the trainees.</li> </ul>