



Tourism  
Marketing and Management  
Mobility Initiative



## OBJECTIVES OF THE MOBILITY INITIATIVE

The Mobility Initiative aims to provide participants with the opportunity to get to know new strategies for tourism management, for offering better quality tourist services and for an effective marketing of tourism. The focus will be on the Tuscan experience in the field and on Tuscan strategies for an effective and successful management of tourism services.

The specific objectives of the Mobility Initiative is to give participants the opportunity to:

- Acquire a better understanding of the Italian and Tuscan Tourism Sector and its role and contribution to the national and regional economic system
- Acquire knowledge about the current policies and strategies for the promotion and management of the touristic offer in Tuscany
- Acquire information about how the Tourism enterprises are organised and managed in Tuscany according to 3 different categories: Big Chain of Hotels, Medium and Smaller official structures and Agriturismi (Rural Tourism)
- Acquire information of the existing methods and experiences for the promotion, organisation and management of the Tourism sector through new Media and ICT
- Share best practices with public and private institutions operating in the Tourism Sector in Tuscany
- Develop new contacts and explore opportunities of cooperation with public and private institutions operating in the Tourism Sector in Tuscany

## EXPECTED RESULTS

The individuals who participate in the study visit will have the opportunity to get to know new methods, strategies and solutions for a successful management, promotion and development of tourism services.

Furthermore, the programme will give to the participants the opportunity to meet with managers and directors of the Tuscan tourism industry and of public bodies for the promotion of tourism.

## ROLE OF PIXEL AS HOST ORGANIZATION

Pixel organize the mobility initiative at local level.

Pixel is in charge of the implementation of the programme, of the liaising with local bodies, of the preparation of the visits, of the tutoring during the visits, of the language assistance, of the monitoring and supervision etc.

A representative of Pixel will be accompanying the group during each visit to the local bodies, providing practical assistance in the reaching the institutions to be visited, giving assistance during the visit, making all the necessary reciprocal introductions, moderating the visit and providing linguistic support.

## RELEVANCE OF THE INITIATIVE

The Mobility Initiative is relevant to respond to the needs of the participants involved because it will give them the opportunity to:

- Better understand the specific characteristics, points of strength and main challenges that the Tourism Sector is facing in Italy, and in Tuscany in particular, and get to know what the public bodies and private enterprises are doing in order to enhance the quality of the Touristic offer and services.
- Get to know and understand, in a comparative approach, how the Tourism Sector is organised and managed in Italy and in Tuscany in particular in order to highlight main differences and points in common with the own country system and to identify possible Best Practices to be shared.
- Have a direct contact and get to know the Tourism Sector through meetings with the key actors working in the field, both at Public and Private level, and therefore learning about different existing experiences and work methods of another European Country (i.e. Italy).
- Get in contact with the 3 main types of Tuscany touristic offer: Big Chain Hotels dealing with the challenges associated to the exploitation of big cultural and commercial events; medium and small accommodation structures and their challenges in exploiting the potential coming from the cultural, artistic and environmental heritage to compete on a global scale and the specificity of the "Agriturismi" structures (Rural Tourism).
- Share points of view of colleagues operating in the same sector as theirs in an other country, in order compare everyday challenges and common problems and share the most effective solutions adopted to face them effectively. This will give the participants involved the opportunity to develop a more aware and open minded point of view.
- Develop, during the visits to institutions working in the Tourism Sector important contacts to be exploited in future cooperation initiatives and partnerships.

## PREPARATION

The participants involved in the Mobility Initiative, before the beginning of the mobility project will have to:

- Carry out a brief study on the Italian Tourism and prepare a list of topics of discussion that will be proposed to the representatives of each of the Italian public and private institutions working in the Tourism Sector they will visit during the Mobility Initiative training. The topics of discussions will be shared with the hosting institutions and will then be proposed to each of the institutions visited so to foster the effectiveness of the meetings.
- Carry out a brief presentation of own country Tourism sector organisation to be presented to each of the institutions visited in order to enhance the sharing of mutual challenges and of best practices.

## EVALUATION AND FINAL CERTIFICATION

- Each participant in the Mobility Initiative, at the end of the mobility period, is asked to fill in an evaluation form focusing on all aspects of their mobility experience in Italy. The evaluation forms are collected by Pixel and they are used to create an evaluation Report on the experience. The results of the evaluation are used for the planning of further mobility initiatives that will be based on the strengths of the experiences concluded and will overcome the weaknesses.
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- Each participant involved in the Mobility Initiative receive a the Europass Mobility document to record the competences and experiences acquired during the initiative itself. The document is produced in cooperation between Pixel and the promoting institution. Also, every participant receives a Certificate of Participation in the mobility initiative that provides all the relevant information on the activities carried out during the mobility initiative.
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# THE HOST ORGANIZATION

## GENERAL DESCRIPTION

The Mobility Initiative is organized by Pixel. The mission of Pixel is the promotion of internationalization and European Cooperation.

Pixel was established in Florence (Italy) in 1999 and has therefore over 10 years of experience in the following areas:

- Organization of international training initiatives
- Consultancy for planning and managing European projects
- Organization of transnational mobility events and initiatives
- Direct submission as a promoter or coordinator of European projects
- Organization of international conferences in the field of education and training

Pixel has developed cooperative agreements and partnerships throughout Europe with over 400 institutions in 30 different European countries.

Pixel is engaged in a constant improvement in the quality of training and consulting services performed. Pixel obtained quality certification according to UNI EN ISO 9001:2000. Pixel is accredited as a training agency in the Ministry of Education. Pixel is accredited as a training agency in the region of Tuscany.

More information on the expertise of Pixel can be found at: <http://www.pixel-online.net>.

## STAFF EXPERIENCE AND EXPERTISE

The Mobility Initiative, at Pixel, is organized by:

- Dr. Elisabetta Delle Donne has over 15 years of experience in the planning and management of international education and training events. She is in charge of the creation of the programme for the group of participants, of the identification of the trainers and experts who deliver the practical course, who are chosen among the network of about 100 experts who continuously cooperate with Pixel.

- Dr. Andrea Peraldo has over 9 years experience in the planning and management of international education and training events. He is in charge of accompanying the group during each visit to the institutions, giving assistance in the use of Public transports, moderating the visit and giving linguistic assistantship when necessary

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Accreditamento presso il  
Ministero della Pubblica Istruzione  
con Decreto del 25/07/2006

Accredited by the Italian  
Ministry of Education with the  
Legislative Act of 25/07/2006



Accreditamento presso la  
Regione Toscana con  
Decreto n. 1722 del 25/03/2003

Accredited by the Tuscany County  
Council with Legislative Act n.  
1722 of 25/03/2003

# THE MOBILITY INITIATIVE PROGRAMME

Day	Time Table	Contents
DAY 1 Monday	Morning 9:00 – 13:30 Training in Pixel	<ul style="list-style-type: none"> <li>• Presentation of participants</li> <li>• Presentation of the Mobility Initiative programme and of practical issues</li> <li>• The Italian and Tuscany Tourism System</li> <li>• Vocational Education initiatives in the tourism sector in Tuscany</li> <li>• Presentation of “Benchtour” and “Forstour” European projects in the field of tourism</li> <li>• Presentation of the “Welcome” and “Quality for Tourism” ESF projects in the field of tourism</li> </ul>
	Afternoon	<ul style="list-style-type: none"> <li>• Cultural visit of Florence</li> </ul>
DAY 2 Tuesday	Morning 8:00 – 13:00 Mobility Initiative	<ul style="list-style-type: none"> <li>• Visit to the Agency for the Promotion of the Tourism Sector of Lucca. Public Agency in charge of the planning and management of the promotion of the Tourism in the Lucca Area. Meeting with the Director</li> </ul>
	Afternoon 14:00 – 17:00	<ul style="list-style-type: none"> <li>• Cultural visit of Lucca</li> </ul>
DAY 3 Wednesday	Morning 10:00 – 12:00 Training in Pixel	<ul style="list-style-type: none"> <li>• Visit to CIA – Confederazione Italiana Agricoltori (Confederation of Italian Farmers). Association representing the interests of Rural Touristic enterprises of the Tuscany Region</li> </ul>
	Afternoon 15:00 – 17:00 Mobility Initiative	<ul style="list-style-type: none"> <li>• Visit to Industrial Association of Florence – Tourism Promotion Area. Association of Enterprises representing the interest among others of the big Hotels and touristic structures of the Firenze Province.</li> </ul>
DAY 4 Thursday	Morning 9:00 – 13:30 Training in Pixel	<ul style="list-style-type: none"> <li>• Presentation of MOT the official tourist search engine for Tuscan Tourist Sector</li> <li>• New Technologies for the promotion of tourism in Tuscany</li> <li>• Discussion</li> </ul>
	Afternoon 15:00 – 17:00 Mobility Initiative	<ul style="list-style-type: none"> <li>• Visit to Agency for the Promotion of the Tourism Sector of Florence. Public Agency in charge of the planning and management of the promotion of the Tourism in the Florence Area. Meeting with the Director</li> </ul>
DAY 5 Friday	Morning 10:00 – 12:00 Mobility Initiative	<ul style="list-style-type: none"> <li>• Visit at the “Antica Fattoria Montagliari” Rural Tourism Farmhouse and meeting with the Manager</li> </ul>
	Lunch + Afternoon	<ul style="list-style-type: none"> <li>• Free Time for Wine Tasting Experience and visit to the “Antica fattoria Montagliari” production of Wine artisan factory</li> </ul>

# GENERAL INFORMATION

<b>Target Group</b>	Professionals, managers, teachers and trainers working in tourism vocational education and training; Operators in the field of Tourism; managers of public authorities in charge of tourism.
<b>Languages</b>	The Mobility Initiative will be held in English
<b>Location</b>	Florence (Italy)
<b>Total Duration</b>	1 week
<b>Fees</b>	<p><b>Option 1:</b>  <b>€ 1.200 per person.</b>            The fee includes an all inclusive package:            Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc.            Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in single rooms with private bathrooms            Breakfasts, lunches, dinners.</p> <p><b>Option 2:</b>  <b>€ 1.050 per person.</b>            The fee includes an all inclusive package:            Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc.            Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in shared double rooms (for 2 people) with private bathrooms            Breakfasts, lunches, dinners.</p> <p><b>Option 3:</b>  <b>€ 900 per person.</b>            The fee includes an all inclusive package:            Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc.            Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in shared rooms for 4 people with private bathrooms            Breakfasts, lunches, dinners.</p> <p><b>Option 4:</b>  <b>€ 800 per person.</b>            The fee includes an all inclusive package:            Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc.            Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in shared rooms for 4 people with private bathrooms            Breakfasts, lunches</p> <p><i>The fees are related to groups of minimum 12 participants. For smaller groups the price could be higher.</i></p>



## FURTHER INFORMATION

For further information, please contact:

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