

Tourism Marketing

Head office in Rome

Academic year

2024 - 2026

Two-year Ministerial Course
POST DIPLOMA



Our goal is to train high-level professionals

- ▶ **Duration:** 2 years in attendance
- ▶ **Places:** Join the top 25
- ▶ **Entry requirement:** High School Diploma
- ▶ **Job:** Guaranteed apprenticeship
- ▶ **Cost:** Free

Program

1st year

Subject

- Orientation and introduction to hospitality
- English language
- Spanish language
- Mathematics and elements of statistics
- Computer science
- Economics of tourism
- Labour legislation in the tourism sector: CCNL and CIT
- Economics and Management of Tourism Enterprises
- Marketing and marketing techniques in tourism enterprises
- Tourism web marketing: Big data, industry 4.0 design
- Web marketing: Artificial intelligence
- Tourism planning and programming
- Sustainable tourism
- Public speaking
- Tourism legislation
- Creative writing
- Instagram for tourism and destinations

Program

2nd year

Subject

- Internship and job interview orientation
- English language
- Spanish language
- Relational communication and reception techniques
- Business organisation
- Business creation: from business idea to business plan
- Methodologies and tools for quality management in companies
- Statistics in tourism
- Revenue management
- Meeting, incentives, conferencing and exhibition (MICE): Destination marketing
- Meeting, incentives, conferencing and exhibition (MICE): Event Management
- Local Cultural Heritage Institutions and the Enhancement of Cultural Heritage and the Territory
- Mandatory regulations in the tourism sector: Privacy, Occupational Health and Safety, Food Hygiene
- Food & Beverage
- Incoming techniques
- Business management information systems
- Applied web marketing, multimedia and social networking
- Behavioural approach to the tourist-customer

Our Foundation

For more than a decade, we have been the point of reference for the training of highly qualified professionals in the **tourism** and **cultural heritage sector**.

Our goal is to bridge the gap between labour supply and demand by providing tourism companies with **professionals** equipped with cutting-edge technical and technological skills.

We innovate tourism training every year and provide our students with **high-level technical, digital** and **language skills**, preparing them to operate in an international and increasingly sustainable context.

Over

90%

our students find work in the area of reference both in **Italy** and **abroad!**



Contacts



We are available from

Monday to Friday from **9 a.m.** to **17 p.m.**



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