

Course in Tourism Management for Chinese Tour Operators

SECOND EDITION



OBJECTIVES

The course is designed for Chinese professionals working in the tourism industry in China and regards training in the field of the tourism business, focusing on Italy and in particular on Tuscany.

The main objectives of the course are:

- to update participants' competencies in the field of tourism management;
- to establish linkages and business relations between the participants and local institutions, professionals working in the tourism business in Tuscany.

STRUCTURE OF THE COURSE

The course will last two weeks with the following general structure:

A) Classroom lessons – 30% of the time

Classes will be structured with lectures given by academics and consultants, and meetings with local institutions and

professionals in tourism management in Tuscany, such as managers of hotel chains, tourism offices and other types of tourism services. The main objective is to create an Italian-Chinese network in tourism business; one-to-one meetings will be also organised.

B) Visits to touristic locations – 70% of the time

Participants will have the opportunity to visit and obtain information not only about the most important touristic places in Tuscany -the *classic Tuscany*-, but also about the alternative itineraries, less known sights -the *hidden Tuscany*-.

HOW TO APPLY

In order to apply please send your cv in English to:

tourism-course@siafvolterra.eu

Each cv will be selected as soon as received. Only 30 people will be selected.

For further info about the programme, please contact:

tourism-course@siafvolterra.eu



THE
LEARNING
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IN TUSCANY



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