

DIGITAL TOURISM

A new qualification for the Tourisme Course

ISTITUTI TECNICI ECONOMICI



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KA3 DIGITAL TOURISM

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DIGITAL TOURISM TECHNICIAN



Digital Tourism Technician Job Profile



The EQF4 graduated in Tourism with expertise in Digital Tourism in a Technical Economic Institute in Italy will have specific skills in the sector of tourism companies and general skills in the field of national and international macro-economic phenomena, civil and fiscal legislation, and business systems, especially referred to the planning, organization and management of tourism enterprise marketing department.

Under the supervision of the Marketing / Sales Manager, (s)he supports:

- The definition of the online strategy of the organization;
- The implementation of the strategies, policies and legal regulations;
- The preparation of products for an online interactive relationship with the customer;
- The personalized online promotion and advertisement, using text, image, sound and video tools.

(S)he contributes to the negotiation with both suppliers and retailers, over the online channel, gathering, analysing and providing relevant commercial data to the Sales area, so that these online strategies could be decided efficiently.

The EQF4 graduated will know three foreign languages : English B2 level and two more foreign languages that could be Spanish/ French/ German. (S)he will have good communication skills in national and international workplace, be creative and pro-active. (S)he will be well organized and be able to handle relationship with customers.

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DIGITAL TOURISM TECHNICIAN

1st year class III in the Italian School System

- 1056 hours + 75 EXTRA CURRICULAR hours in Digital Tourism
- 120 NATIONAL WBL
- 3 COMPULSORY ECDL EXAMS - International Computer Driving Licence.



	<u>MAXIMUM</u>	<u>400</u>	
	<u>TOTAL</u>	<u>350</u>	
<u>Code</u> <u>LSU</u>	<u>LEARNING SUB UNITS</u>	<u>HOUR</u> <u>S</u>	<u>SUGGESTED</u> <u>SCHOOL YEAR</u>
<u>01.1</u>	<u>Tourism sector organizations and operations</u>	<u>50</u>	<u>1</u>
<u>01.2</u>	<u>Tourism Geography</u>	<u>25</u>	<u>1</u>
<u>01.3</u>	<u>Inclusive Tourism</u>	<u>25</u>	<u>1</u>
<u>01.4</u>	<u>Tourism demand and offer</u>	<u>50</u>	<u>1</u>
<u>02.1</u>	<u>Information and promotion of thematic tourism products</u>	<u>50</u>	<u>1</u>
<u>02.2</u>	<u>Design and organization of tourism programs</u>	<u>50</u>	<u>1</u>
<u>03.1</u>	<u>Tourism Marketing</u>	<u>50</u>	<u>1</u>
<u>04.1</u>	<u>Team Management</u>	<u>25</u>	<u>1</u>
<u>04.2</u>	<u>Safety, Hygiene and Health in Tourism</u>	<u>25</u>	<u>1</u>

275 HOURS OF THE PROPOSED COURSE ARE ALREADY INCLUDED IN THE CURRICULAR HOURS OF THE ITALIAN TOURISM COURSE.
THE STUDENTS HAVE TO INTEGRATE THE TRADITIONAL TOURISM COURSE WITH 75 HOURS OF THE DIGITAL TOURISM PROPOSED COURSE – 3 EXTRA HOURS A WEEK, DURING THE SCHOOL YEAR

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DIGITAL TOURISM TECHNICIAN



2nd year - IV class in the Italian School System

- 1056 hours + 200 EXTRA CURRICULAR hours –
- 120 NATIONAL WBL
- 4 ECDL COMPULSORY EXAMS - International Computer Driving Licence.

			<u>MAXIMUM</u>	<u>400</u>	
			TOTAL	350	
Cod e LU	LEARNING UNIT	Cod e LSU	LEARNING SUB UNITS	HOUR S	SUGGESTED SCHOOL YEAR
05		05.1	Tourism planning and tourism impacts	50	2
		05.2	Sustainable tourism	25	2
06		06.1	Tourism services negotiation and sale techniques	25	2
		06.2	Tourism destination information and promotion	50	2
07		07.1	E-Marketing - general principles	50	2
		07.2	Digital Marketing	50	2
		07.3	Digital Marketing applied to Tourism	50	2
08		08.1	Creativity in Communication	50	2

150 HOURS OF THE PROPOSED COURSE ARE ALREADY INCLUDED IN THE CURRICULAR HOURS OF THE ITALIAN TOURISM COURSE.

THE STUDENTS HAVE TO INTEGRATE THE TRADITIONAL TOURISM COURSE WITH 200 EXTRA HOURS OF THE DIGITAL TOURISM PROPOSED COURSE

- E-Marketing - general principles
- Digital Marketing
- Digital Marketing applied to Tourism
- Creativity in Communication

The extra hours will be distributed as follows :

- 30 HOURS-1ST WEEK OF SEPTEMBER (before the beginning of the school year)
- 80 hours during the school year (3 hours a week)
- 90 the last 3 weeks of June , after the school has finished

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DIGITAL TOURISM TECHNICIAN



3RD YEAR classe V-

- 1056 ORE + 264 COMPUTER SCIENCE EXTRA TEACHER IN CO-PRESENCE WITH THE PROFESSIONAL SUBJECTS TEACHERS
- 5 WEEKS TRANSNATIONAL WBL .
- 30 OPTIONAL HOURS FROM THE POOL

			<u>MAXIMUM</u>	<u>300</u>	
			TOTAL	300	
Code LU	LEARNING UNIT	Code LSU	LEARNING SUB UNITS	HOURS	SUGGESTED SCHOOL YEAR
09		09.1	Digital media	25	3
		09.2	Digital content management	25	3
10		10.1	Communication plans and campaigns - virtual sales	50	3
11		11.1	Digital Marketing techniques and social networks management	50	3
		11.1	Social networks applications	25	3
12		12.1	Digital Law	25	3
13		13.1	Database development	25	3
		13.2	CRM - Customer Relationship Management	25	3
14		14.1	Multimedia project management and methodology	50	3

IN ITALY THE STUDENTS AT THE END OF THE VTH SCHOOL YEAR HAVE TO PASS A STATE EXAM AND GET THE DIPLOMA . THE STATE DIPLOMA IS BASED ON A STANDARD CURRICOLA AND IT IS VERY DIFFICULT TO CHANGE IT . THE PROCESS WOULD BE VERY LONG.

A GOOD ALTERNATIVE COULD BE A COLLABORATION WITH THE REGIONAL TRAINING CENTRE WHICH COULD INTRODUCE AND VALIDATE A SPECIALIZATION IN DIGITAL TOURISM FOR STUDENTS WHO WANT TO BE UPDATED AND COMPETITIVE IN THE LABOUR MARKET , WITH A GOOD IMPACT IN THE REGIONAL ECONOMY .

CONTACTS AND PLANNING WITH REGION UMBRIA ARE ESSENTIAL TO PUT THE SPERIMENTATION IN PRACTICE.

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