

Tourism

Duration

40 weeks

About this unit

Contents:

- Tourism as a national and global growth factor.
- Tourism entrepreneurship, occupational role and working environment, networking. Introduction to the branch and the actors, future perspective, development needs, overall view.
- International behavior and cultural awareness. Knowledge about the communication across cultural boundaries.
- Digital work methods and travel writing. Production of blog and production of content for digital travel guides. Digital marketing.
- Sales techniques and sales psychology through theory and interactive sales education. Grouping of customer groups for marketing purposes.
- One-to-one-marketing
- Swat Analysis of Strengths, Weaknesses, Opportunities and Threats as well as strategies.
- Quality Assurance, Marketing Analysis, Accessibility, Segmentation. Standpoint towards customers when creating long term customer relations. Positioning, growth, internalization and focus when tourism services are created for a sustainable tourism.
- Ecotourism and Sustainable Tourism.
- Review of tourism services with focus on disabled and rights for women and children.
- Workplace-based training
- Project work with focus on tourism services and digital technology.

Cost

1200 Eur. per unit.

Upcoming dates:

There are no planned dates for the time being.