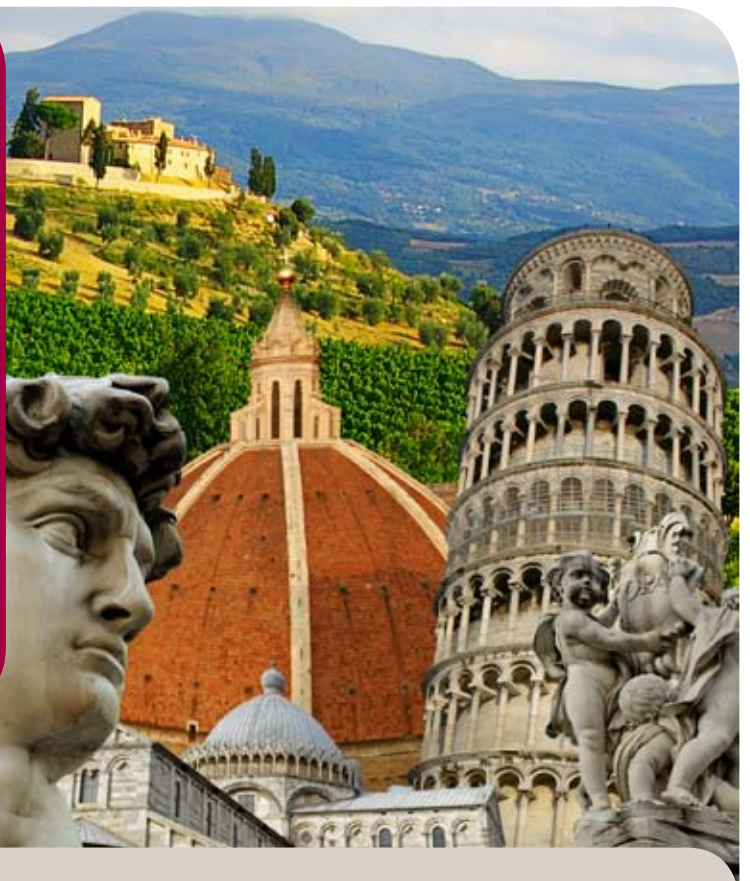


Course in Tourism Management for Chinese Tour Operators

September 20 - October 10, 2009



Scuola Superiore
Sant'Anna
di Studi Universitari e di Perfezionamento



The course is designed by Scuola Superiore Sant'Anna (Pisa, Italy), which is a public university institute (www.sssup.it) and will be hosted in Volterra by SIAF-International School for Advanced Education (www.siafvolterra.eu), one hour from Pisa, Siena and Florence.

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 COURSES

Course 1 (September 21 – October 3)

Course 1 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 objectives 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*-.

Course 2 (October 4-9)

Course 2 will last one week and will be optional for participants to course 1. The structure of this course will be the same as course 1: during this week participants will have the chance to go into tourism management in Tuscany thoroughly, to visit further sights and to meet professionals in tourism.

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.

Participants will be asked to cover only their travel expenses from China to Rome or Florence or Pisa and to take care of their visa.

The programme will include:

- Tutoring
- Accommodation & Food
- Classroom teaching
- Teaching materials
- Transports in Italy
- Touristic sights guided tours
- Social events

For further info about the programme, please visit the web site www.siafvolterra.eu or contact tourism-course@siafvolterra.eu



In collaboration with:
**Chongqing
Nan An District
Government**



旅游管理 培训课程

2009年9月20日至10月10日



Scuola Superiore
Sant'Anna
di Studi Universitari e di Perfezionamento



本课程主要由以下单位承办：

- (1) 意大利比萨圣安娜大学 (www.sssup.it) 意大利比萨圣安娜大学是一所高等教育和研究都享有盛名的精英公立大学。
- (2) SIAF (圣安娜大学国际培训中心) (www.siafvolterra.eu) SIAF是意大利比萨圣安娜大学的直属部门，可以为每位学生及培训人员提供良好的、独具特色的学习和教学环境。该学校位于Volterra，距离Pisa、Florence 和 Siena约一小时的路程。

课程目的：

此课程主要面向中国旅游界管理人员，主要介绍意大利旅游的现状和发展情况，针对托斯卡纳州的旅游情况进行详细的分析。

课程将介绍旅游管理相关的最新前沿信息，提高培训人员对国际旅游前沿知识的了解与掌握，并为中国与托斯卡纳州旅游公司提供合作平台，增加中国到托斯卡纳的旅游量及培训人员与托斯卡纳大区旅游公司之间的合作关系。

课程安排：

1. 课程一（9月21至10月3日）

(A) 课程时间为2周，培训形式主要分为课堂教学与实地参观考察两部分，其中课堂教学时间占总课时的30%，实地参观考察时间占总课时的70%。授课教师为托斯卡纳州旅游界，学术界知名人士、旅游界著名顾问，饭店连锁店经理，旅游局工作人员等。课程内容包括：意大利旅游的前沿信息介绍、旅游的新科技介绍，建立意大利与中国旅游业面对面及网络合作平台。

(B) 实地参观考察占总时间的70%，主要的流程为：培训人员不仅能参观托斯卡纳大区的著名景区还有机会

去参观一些非常美丽而很少中国游客的地区，探索托斯卡纳大区的人文景观。

2. 课程二（10月4日至10月9日）

课程时间为一周，在课程二中，培训人员可与有选择性继续参加课程一的学习或是直接进行托斯卡纳大区深度旅游。

申请流程

请把您的个人简历（英文版）发送到 tourism-course@siafvolterra.eu 此次培训招收30人。

培训人员每人只需支付其签证费及旅费（从中国到罗马或佛罗伦萨或比萨）

此次培训经费由意大利政府教育部资助，包含：

- A. 课前辅导
- B. 住宿和美食
- C. 课堂教学
- D. 教材与培训用品
- E. 旅游景点参观交通及景点导游
- F. 社交活动

更多的信息请登录网站：www.siafvolterra.eu

或者发送电子邮件至：contact_tourism-course@siafvolterra.eu



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