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In collaboration with the *Università della Tuscia*  
as part of the *Italian Mountain Lab* project

## INTERNATIONAL ADVANCED COURSE

# SUSTAINABLE TOURISM FOR MOUNTAIN AREAS

## FROM MARCH 2018



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DiSAA  
DIPARTIMENTO  
DI SCIENZE  
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# Sustainable Tourism for Mountain areas



Knowledge provided by universities and professionals in the tourism sector



Local experiences: the most innovative cases in mountain tourism



Business models, innovative services and strategies for start-ups and growth of businesses in the mountains



Marketing and communication to improve the position of mountain businesses on the market



**70 hours**  
on-site and in the  
virtual classroom

Enrolment fee  
**850€**

## OBJECTIVES

The advanced training course aims to provide the tools required to **develop and enhance businesses in the mountain tourism sector** and is targeted in particular at young entrepreneurs, stakeholders and institutions working in tourism in the Alpine Macroregion.

- tourist accommodation technicians and similar professions
- organizers of fairs, exhibitions and cultural events
- organizers of conferences and receptions
- tour entertainers and similar professions
- travel agencies, tour operators, tour guides
- nature, experiential, cultural and sport guides and escorts
- public administrations

The course aims to prepare participants for possible job and professional opportunities throughout the **Alpine Macroregion**. It will be provided entirely in English.