## ADVANCED COURSE COORDINATORS

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#### **FURTHER INFORMATION:**

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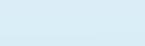






















In collaboration with the **Università della Tuscia** as part of the Italian Mountain Lab project

# INTERNATIONAL ADVANCED COURSE

### SUSTAINABLE TOURISM FOR MOUNTAIN AREAS

FROM MARCH 2018



www.unimont.unimi.it









### **Sustainable Tourism for Mountain areas**





Knowledge provided by universities and professionals in the tourism sector



70 hours
on-site and in the
virtual classroom

Enrolment fee **850**€



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



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.