

Annex 1: DATA SHEET – SUSTAINABILITY TRAINING SYSTEM

TITLE OF TRAINING SYSTEM	
Master in sustainable and responsible tourism, Management of tourism businesses	
Please assign the training course to one or more of the 10 Tourism2030-Topcis ¹ : Marketing & Certification	
COURSE FRAMEWORK DATA	
Time period and dates: (→ Dates/frequency/ period of course offer)	From 23/10/2023
Type of training course: (→ seminar, workshop, self-checks)	Master
Course venue: (→ Online/In-situ)	Flex Learn (Online and In-situ)
Amount of working hours to complete the course:	300
Language of instruction:	Italian
Training course provider:	Accademia Creativa Turismo
COURSE CONTENT	
Short course description:	To train tourism professionals capable of combining tourism development with the conservation of cultural, environmental and social heritage. Participants will develop operational, managerial and IT skills to build travel, catalogs etc
Competences and skills: (→ What will be learned)	Participants will be able to support tourism businesses committed to dealing with the current competitive scenario that requires rapid changes and the ability to operate in complex and changing contexts. At the end of the Master, the participants will have a highly specialized set of skills in tourism planning, distribution and planning, which can be used within specialized agencies and tour operators.
Specific course topics: (→ E.g. circular economy, plastic, food, energy, water, waste, biodiversity, green procurement, culture, etc...)	Territorial Marketing
Structure of course (Syllabus):	Marketing, tourism planning, travel designer, distribution channels etc.

¹ Natural Heritage & Biodiversity, Climate Change, Energy & Resource Efficiency, Travel, Transport and Mobility, Good Governance and CSR, Marketing & Certification, Cultural Heritage, Lifestyles and Diversity, Value Chain Management & Fair Trade, Human Rights & Labor Rights, Destination Management, Knowledge Networking, Training, Education

Working methods:	Face-to-face and remote lessons, workshops, visits, project work, internships
PARTICIPATION DETAILS	
Target group: (→Hotels, apartment providers, camp sites, tour operators, restaurants, other)	Tourism supply chain
Number of participants:	-
Participants prerequisite:	-
Technical requirements	-
FURTHER INFORMATION	
Certificate:	Master's degree
Course fee:	installment payment
Registration (modalities):	online registration
CONTACT DETAILS TRAINING ORGANISATION	
Name:	Accademia Creativa Turismo
Postal address:	Via S. Croce di Gerusalemme 83 – Roma ITALY
Website:	https://www.accademiacreativaturismo.it/master-turismo-sostenibile-responsabile