

Course Program - Tourism and marketing (TM)

Deviations in the course schedule may occur depending on situational and personnel conditions.

07:00		
08:00		
09:00	Course opening Course information, schedule and objectives	Presentation - Presentation & evaluation
10:00	Theory - Tourism service chain - Destination management - Economic relationships	Theory - Dealing with customers - Communication - Customer relationship management - Cybernetic sales
11:00		
12:00	Lunch break	Lunch break
13:00	Theory - Employment contracts - Liability law in practice - Insurance	Theory - Sales and customer loyalty - Public relations - Public affairs
14:00		
15:00		Workshop - Topic tailored to the course and participants
16:00	Theory - Effective presentation	Information - Federal Certificate of Competence
17:00	Workshop - Events as a marketing tool	Course end - Questions and answers / Summary - Online survey
18:00		
19:00		