



Bildung und Kultur

Leonardo da Vinci

Pilotprojekte

EU-EQT

European supplementary qualification in tourism management



### Core qualifications

#### Training Fields

#### Modules

<p><b>Key qualifications (DAA)</b></p>	<p>Social Skills Methods Skills Media Skills</p>
<p><b>Marketing (bfi Wien)</b></p>	<p>Marketing Basics Low Budget Marketing Instruments Online Marketing Development of new Services Marketing Actionplan</p>
<p><b>Customer Relationship Management (bfi Wien)</b></p>	<p>Change of values and quality of touristic Services, New Media and Tourism Polarisation of Markets, Customer Value, Measurement of Customer Satisfaction The Customer as King, Customer Clubs, Communication in the field of Customer Loyalty Customer Win-back</p>
<p><b>Human Resource Management (DAA)</b></p>	<p>Legal-organisational frame of personnel work Personnel Management / Management Concepts Human Resource Development</p>
<p><b>Language and Culture (DAA)</b></p>	<p>Intercultural Learning English for Employees in Tourism (Reception, Restaurant, Tourist-Information, Tour Operator, Applications) Practice in Language Preparation of Practical Training Abroad, Support for Individual foreign Language Training</p>