# #01 IT TOOLS [12h]

**Objectives**: to provide a basic knowledge of the main IT tools for work management (Office package, Google, online meeting platforms). **Learning outcome**: knowing how to work with the main IT tools for the management and scheduling of moorings and port services for the care of nautical tourists.

| Lesson Content | Learning Objectives | Learning Methodology | Learning Assessment | Lessons Hrs. |
|---|---|---|---|---|
| **Introduction to Port Information & Management Systems**<br>• Overview of information systems and management systems in the portal area and their main functions. | • Knowledge of managing and planning of tourist port services. | Online learning via a virtual classroom | Self-evaluation questionnaire | 2 |
| **The Port Management System**<br>• Study of a port management system (Navis3, BlueShell, Marina Management) with examples and practical applications.<br>• Tools for receiving & managing boats and crews.<br>• Tools for planning and organizing port's resources. | • IT knowledge on port management and planning systems, including Revenue management tools.<br>• Be able to manage and maintain the port's mooring plan and berth map.<br>• Be able to manage the organization and provision of qualified services to crew and people on board pleasure crafts. | Self-learning on teaching materials, e-learning by suggested platforms | Self-evaluation questionnaire | 4 |
| **Introduction to the concepts of corporate CRM**<br>• Introduction to the concepts of corporate CRM applied to ports: reception activities, management of moorings, services to crew & people on board, local tourism offer. | • Basic knowledge of corporate Customer Relationship Management (CRM) function and practices as applied to the provision of nautical-tourism port services. | Class lesson with teacher | Self-evaluation questionnaire | 2 |
| **The Tourist Port CRM Case**<br>• Tools for Planning, programming, and organizing of local tourism offers.<br>• Definition of the parameters to be introduced in the CRM to carry out good marketing policies and profile customers. | • IT knowledge on tools for marketing and customer profiling in nautical and coastal tourism.<br>• IT knowledge on tools for planning, programming, and organizing of local tourism offers.<br>• Ability of defining the parameters to be used in the CRM pertaining to local tourism offer. | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **TU ASSESSMENT** | | | **Multichoice test** | **12** |

## #02 BUSINESS ENGLISH [18h]

**Objectives**: to verify the ability and mastery of the English language in online conversations and meetings and to propose any courses or individual improvement tools. **Learning outcome**: communicate in an appropriate way both spoken and written the aspects related to the management of pleasure boats in port.

| Lesson Content | Learning Objectives | Learning Methodology | Learning Assessment | Lessons Hrs. |
|---|---|---|---|---|
| **Business English: corporate, commercial, and technical communication**<br>• elements of grammar and syntax<br>• comprehension activities (listening)<br>• comprehension activities (reading)<br>• verbal interaction and linguistic registers.<br>• Interaction, in the family and work context, in conversations or dialogues, answering and / or asking questions on topics that are very familiar or that concern immediate needs<br>• production and interaction activities (written)<br>• social conversations, cultural aspect, and variability of language. | • To be able to demonstrate a correct usage of English grammar in writing and speaking.<br>• To be able to give oral presentations and receive feedback on their performance.<br>> Be able to interact, in the family and work context, in conversations or dialogues, answering and / or asking questions on topics that are very familiar or that concern immediate needs<br>> Ability of production and interaction activities (written)<br>> Ability of social conversations, cultural aspect, and variability of languages | Class lesson with teacher | With conversation activities and writing short texts | 6 |
| **Business English: corporate, commercial, and technical communication**<br>• Technical English: vocabulary typical of the sector in English<br>• micro-language relating to the profession and the nautical sector - Standard Maritime Vocabulary<br>• name of the monuments, cities, and artistic masterpieces<br>• English for reception in a tourist port / passenger port / cruise terminal | • Technical-nautical linguistic knowledge.<br>• Be able to communicate in an appropriate way both spoken and written the aspects related to the management of a tourist port. > conversation in English<br>• Ability of writing business letters for reservations and requests for information<br>• Ability of correspondence by e-mail<br>• Ability of conversing in specific port terminology | Class lesson with teacher | With conversation activities and writing short texts | 12 |
| **TU ASSESSMENT** | | | **A short oral test to verify the level of knowledge of the English technical terms.** | **18** |

## #03 CONFIGURATION AND COMPOSITION OF SAILING AND MOTOR YACHTS AND BASIC REFITTING TECHNIQUES [24h]

**Objectives**: to provide general and transversal knowledge on the composition and main characteristics of the manufacturing supply chain of shipbuilding and refitting. **Learning outcome**: knowing how to provide information and initial indications on any needs related to technical problems on board.

| Lesson Content | Learning Objectives | Learning Methodology | Learning Assessment | Lessons Hrs. |
|---|---|---|---|---|
| **Introduction to the nautical sector**<br>• Brief introduction to the nautical sector: Types & descriptions of vessels; Introduction to boatyard and marina operations.<br>• The nautical code as a reference – Int'l Maritime Law & National nautical codes. | • Basic knowledge of the nautical sector.<br>• Knowledge of the nautical code as a reference – Int'l Maritime Law & National nautical codes. | Online learning via a virtual classroom | Self-evaluation questionnaire | 2 |
| **The sailing & motor yachts: the main parts and the construction and assembly techniques**<br>• General notions on sailing and motorboats: the chain of suppliers involved in the design, construction, and the after sales services.<br>• Yacht, Boatyard and Marina Operations: Lifting and Slipping Yachts; Storage Ashore; Mast Movements.<br>• General Repairs to Yachts & Superyachts. | • Knowledge of the main parts and the construction and assembly techniques of different types of yachts.<br>• Knowledge of the yacht, boatyard, and marina operations.<br>• Knowledge of the regional chain of suppliers involved in yacht design, construction, and the after sales services.<br>• Knowledge of identifying the technical needs and ability to plan service innovations. | Self-learning on teaching materials, e-learning by suggested platforms | Self-evaluation questionnaire | 10 |
| **The life cycle of the boat and the necessary technical services**<br>• General notions on the life cycle of a yacht.<br>• Analysis of the chain of suppliers involved in their construction and in the after sales services.<br>• General notions about maintenance, refit and repair of yachts and superyachts. | • Knowledge of the life cycle of a yacht.<br>• Knowledge of the main refit and repair services.<br>• Knowledge of the regional chain of suppliers involved in the life cycle of a yacht.<br>• Be able to provide information and initial support on any needs related to maintenance, refit, and repair of yachts. | Class lesson with teacher | Self-evaluation questionnaire | 6 |
| **On-board equipment**<br>• The main on-board navigation equipment, main functions.<br>• Other types of equipment on-board (communication, entertainment, mobile health, etc.) | • Knowledge of the main on-board equipment, and their function.<br>• Be able to provide information and initial support on any needs related to technical problems on board. | Class lesson with teacher | Self-evaluation questionnaire | 6 |
| **TU ASSESSMENT** | | | **Multichoice test** | **24** |

## #04 NAUTICAL TOURISM ANALYSIS AND STRATEGIC PLANNING [12h]

**Objectives**: to provide models and tools for the analysis of nautical tourism, favoring the logic of local clusters. **Learning outcome**: use the methods of segmentation and market analysis to offer personalized answers to the nautical tourist.

| Lesson Content | Learning Objectives | Learning Methodology | Learning Assessment | Lessons Hrs. |
|---|---|---|---|---|
| **Nautical tourism**<br>• Market analysis and trends.<br>• Nautical tourism in the framework of a regional development strategy. | • Knowledge on models and tools for the analysis of nautical tourism, favoring the logic of local clusters.<br>• Ability to identify trends in nautical and coastal tourism markets. | Class lesson with teacher | Self-evaluation questionnaire | 3 |
| **Segmentation of the yachting market**<br>• Segmentation of the yachting market<br>• Sector analysis and local potential evaluation models.<br>• Outline of the structure of the nautical tourism sector and map of the stakeholders. | • Knowledge of stakeholder analysis of nautical markets.<br>• Knowledge of territorial and market analysis methods and tools.<br>• Ability of conducting territorial and market analysis.<br>• Ability of customer segmentation based on nautical service profiling. | Class lesson with teacher | Self-evaluation questionnaire | 3 |
| **A strategic plan for the local nautical tourism**<br>• Introduction to basic methodologies and tools for strategic planning in nautical tourism.<br>• The regional demand for nautical tourism services and the purchasing model.<br>• Territorial offer analysis.<br>• Planning, programming, and organizing of local tourism offers. | • Ability of using the methods of market analysis and segmentation to offer personalized answers to the nautical tourist.<br>• Ability to know how to identify customer needs and interpret customer expectations to define tailor-made service offers.<br>• Ability to plan, organize and manage port personnel in the provision of quality services of nautical and coastal tourism. | Class lesson with teacher | Self-evaluation questionnaire | 6 |
| **TU ASSESSMENT** | | | **Multichoice test** | **12** |

## #05 LEGISLATION AND SECTOR RULES [12h]

**Objectives**: overall regulatory framework on boating, maritime concessions and obligations relating to the boat. **Learning outcome**: obtain a logical framework of the rules and regulations relating to the management of the tourist port and navigation in port waters.

| Lesson Content | Learning Objectives | Learning Methodology | Learning Assessment | Lessons Hrs. |
|---|---|---|---|---|
| **Legal Aspects Associated with a Tourist Port**<br>• The regulatory framework<br>• The Nautical Code as a reference – International Maritime Law & National nautical codes<br>• The maritime state concessions regime<br>• Environmental protection legislation<br>• Compendium of sources to consult for continuous updating. | • Obtain a logical framework of the rules and regulations relating to the management of the tourist port and navigation in port waters<br>• Knowledge of the nautical code as a reference – Int'l Maritime Law & National nautical codes<br>• Know how to compile a list of sources to consult for continuous updating. | Online learning via a virtual classroom | Self-evaluation questionnaire | 4 |
| **Legal aspects associated with the Service offer**<br>• The Law of Contract<br>• The Law of Tort (Negligence)<br>• Liability in Contract and Tort | • Basic knowledge of commercial contract law regarding the provision of services | Online learning via a virtual classroom | Self-evaluation questionnaire | 2 |
| **Policies and Procedures**<br>• Port management regulations<br>• Permit to Work Systems<br>• Practices relating to the boat and the crew (registration, licenses, crew, safety, and health)<br>• Health and Safety<br>• General Security - ISPS Code<br>• Safety Management System<br>• Environmental Threats<br>• Emergency Procedures | • Obtain a logical framework of the policies and procedures relating to the management & operations of the tourist port and navigation in port waters<br>• Knowledge of the practices relating to the boat and the crew (registration, licenses, crew, safety, security, and health) | Self-learning on teaching materials, e-learning by suggested platforms | Self-evaluation questionnaire | 6 |
| **TU ASSESSMENT** | | | **Multichoice test** | **12** |

# #06 TOURISTIC PORTS: ORGANIZATION OF RESOURCES AND MANAGEMENT OF ACTIVITIES (12h)

**Objectives:** to face the organizational aspects and to know how to relate in a port area. **Learning outcome**: organize the services offered by the port starting from welcoming new customers and responding to specific needs.

| Lesson Content | Learning Objectives | Learning Methodology | Learning Assessment | Lessons Hrs. |
|---|---|---|---|---|
| **Market Analysis of Tourist Ports**<br>• Tourist ports segmentation and their strategic positioning<br>• Market analysis & trends | • Knowledge of the main features of a port based on its position and market segmentation.<br>• To be able to study market research reports and manage the tools for a market analysis.<br>• Ability of identifying the market trends affecting the port business. | Class lesson with teacher | Self-evaluation questionnaire | 2 |
| **Organization of the port**<br>• Organization & management of human resources and instrumental and financial resources in a port<br>• Overview of information systems and management systems in the portal area<br>• Port management regulations | • Knowledge of the fundamentals of organization and management of human resources and instrumental and financial resources in a port.<br>• IT knowledge on information & management systems in the portal area.<br>• Regulatory knowledge in the nautical field. | Class lesson with teacher | Self-evaluation questionnaire | 2 |
| **Roles and functions at the service of boaters**<br>• Receiving and managing boats and crews<br>• The offering of technical services to yachts and pleasure crafts. | • Knowledge of customer service techniques applied to ports: reception activities, management of moorings.<br>• Technical-nautical knowledge.<br>• To be able to identify the types of technical services offered to yachts and pleasure crafts. | Class lesson with teacher | Self-evaluation questionnaire | 2 |
| **Fundamentals of port management**<br>• Fundamentals of organization and management of human resources and instrumental and financial resources in a port.<br>• Organization and provision of qualified services related to pleasure craft. | • Knowing how to interface with the roles of the various stakeholders in the port area to direct service activities according to the procedures defined.<br>• To be able to manage and maintain the mooring plan and berth map.<br>• To be able to organize & manage the provision of qualified services related to pleasure craft. | Online learning via a virtual classroom | Self-evaluation questionnaire | 6 |
| **TU ASSESSMENT** | | | **multichoice test** | **12** |

## #07 Customer service: reception services and technical services for boaters (24h)

**Objectives:** to acquire knowledge on the main tools of the reception service in the sector, the details related to the digitization of reservations and reception. **Learning outcome**: organize the services offered by the port starting from welcoming new customers and responding to specific needs.

| Lesson Content | Learning Objectives | Learning Methodology | Learning Assessment | Lessons Hrs. |
|---|---|---|---|---|
| **Customer service: The organization of reception services & technical services for boaters**<br>• Receiving and managing boats and crews<br>• Planning and organizing the resources<br>• Analyze the market, promote local tourist offers<br>• Fundamentals of organization and management of human resources and operational and financial resources in a port<br>• **Presentation of cases** | • Knowledge of the fundamentals of the organization of reception services & technical services for boaters.<br>• Ability of defining the type of services to be offered to the yacht owners. | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **Technical services**<br>• Yacht, Marina and Boatyard Operations<br>• Marina supplies (electricity, water, etc.)<br>• Storage and use of Hazardous Materials<br>• Lifting and Slipping Yachts, Storage Ashore<br>• General Repairs to Yachts & Superyachts | • Technical nautical knowledge<br>• Ability of specifying the technical service offer to yachts and superyachts | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **The digital reception and support tools**<br>• Overview of information systems and management systems in the portal area<br>• Mooring plan – Management Software<br>• Customer Relationship Management<br>• Information system on local & territorial tourist offer<br>• Travel experience planning & negotiation<br>• Marketing information system | • Acquire knowledge on the main tools of the reception service in the sector, the details related to the digitization of reservations and reception<br>• IT knowledge on port information & management systems<br>• Knowledge on local event marketing information systems | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **Customer service techniques**<br>• Customer service techniques applied to ports: reception activities, management of moorings<br>• Services offered to the yacht owners & the crew.<br>• Local tourist offers - Organization and provision of qualified services related to pleasure craft | • Ability of organizing the services offered by the port starting from welcoming new customers and responding to specific needs.<br>• Be able to manage and maintain the port's mooring plan and berth map. | Online learning via a virtual classroom and Self-learning on teaching materials & e-learning by suggested platforms | Self-evaluation questionnaire | 12 |
| **TU ASSESSMENT** | | | **multichoice test** | **24** |

# #08 PROJECT MANAGEMENT

Learning outcome: operate on the basis of management and project objectives

| Lesson Content | Learning Objectives | Learning Methodology | Learning Assessment | Lessons Hrs. |
|---|---|---|---|---|
| **Project Planning**<br>• Analysis and management control techniques in routine, development, and improvement project activities.<br>• The role and techniques of Project Management (PM).<br>• Preparing Quotations | • Knowledge of the role and techniques of Project Management. | Self-learning on teaching materials, e-learning by suggested platforms | Self-evaluation questionnaire | 2 |
| **Project Management Tools**<br>• Techniques and tools for measuring and monitoring performance.<br>• Project Cycle Management tools. | • IT knowledge on project management tools and techniques.<br>• Knowledge on Project Cycle Management tools. | e-learning by suggested platforms | Self-evaluation questionnaire | 2 |
| **Financial Management**<br>• Financial Analysis and management control techniques in routine and project activities | • Knowledge of the fundamentals of financial Project Management.<br>• Know how to make best use of the economic control tools of the port's activities | e-learning by suggested platforms | Self-evaluation questionnaire | 2 |
| **Management of the Project**<br>• Analysis and management control techniques in routine and project activities.<br>• Project objectives.<br>• Project plans, Work Programmes, Project Workflow.<br>• Operational feasibility study of the project. | • Knowledge of analysis and management control techniques in routine and new project activities.<br>• Ability of conducting an operational feasibility study of the project. | e-learning by suggested platforms | Self-evaluation questionnaire | 2 |
| **Quality Assurance & Control**<br>• Quality management and continuous improvement<br>• Techniques and tools for measuring and monitoring performance.<br>• Sustainability.<br>• Effectiveness of project objectives | • Knowledge on Quality management and continuous improvement<br>• Knowledge of techniques and tools for measuring and monitoring performance.<br>• Know how to assess the effectiveness of project objectives. | e-learning by suggested platforms | Self-evaluation questionnaire | 2 |
| **Special Topics**<br>• Sustainability<br>• Impact assessment<br>• Triple-Bottom Line metrics<br>• ESG KPIs & metrics<br>• Change Orders<br>• Use of Subcontractors | • Be able to plan new services and projects by identifying the conditions of feasibility.<br>• Knowledge on the impact assessment of the project. | e-learning by suggested platforms | Self-evaluation questionnaire | 2 |
| **TU ASSESSMENT** | | | **multichoice test** | **12** |

## #09 Marketing and communication for nautical tourism (24h)

**Objectives:** At the end of the module the participants will be able to plan and implement market analysis and **marketing mix** strategies for the offer sector, with the use of the most coherent and effective communication tools.

| Lesson Content | Learning Objectives | Learning Methodology | Learning Assessment | Lessons Hrs. |
|---|---|---|---|---|
| **Marketing Strategy**<br>• Marketing Strategy - Vision, Mission and Strategic Objectives.<br>• Sources of Competitive Advantage<br>• Growth Strategy<br>• Design a customer-driven marketing strategy | • Knowledge of the fundamental principles and theories of Marketing Strategy.<br>• Knowledge of the fundamental principles of Destination Marketing | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **Market & Competition Analysis**<br>• Analysis of the current situation and trends<br>• Organization of local resources<br>• Competitive Position Analysis<br>• Strategic Frameworks – SWOT & Porter's Five-Forces | • Knowledge of service market analysis systems.<br>• Knowledge of market monitoring systems and tools.<br>• Knowledge of stakeholders mapping and management tools.<br>• Knowledge of CRM tools.<br>• Ability of territorial and sectoral market analysis.<br>• Ability to identify stakeholders and manage territorial market relations. | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **Segmentation, Differentiation & "Customer Value Proposition."**<br>• Segmentation, Targeting, Positioning (STP)<br>• Differentiation – Key to Establishing a Competitive Advantage<br>• The "Customer Value Proposition"<br>• Positioning Statement, Value Proposition & the Slogan<br>• Target and user profiling based on services - Profiling techniques<br>• Characteristics of the different types of targets and markets<br>• Customer segmentation criteria and service management | • Knowledge of market segmentation, targeting, and positioning.<br>• Knowledge of Differentiation & "Customer Value Proposition."<br>• Ability to create a marketing information system for supply and demand. | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **The Marketing mix of tourist and nautical services**<br>• Pricing and positioning of price and quality<br>• Marketing mix plan<br>• Verification of marketing mix | • Ability to listen and interpret the customer's tastes and expectations.<br>• Knowledge of the tools for analyzing and planning the marketing mix of new services.<br>• Ability of defining marketing strategies and objectives, based on the analysis of the results of the analysis of supply and demand. | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **Marketing and Communication techniques & tools**<br>• Methodologies and techniques of dissemination and promotion | • Knowledge of the tools for the Marketing and Communication techniques. | Class lesson with teacher | Self-evaluation questionnaire/ multichoice test | 4 |

| | | | | |
|---|---|---|---|---|
| • Marketing & Sales: Online and offline channels of intermediation of the tourist offer for the promotion-marketing of the destination<br>• Web marketing<br>• Branding strategy | • Knowledge of the Marketing & Sales tools [Online and offline channels of intermediation of the tourist offer for the promotion-marketing of the destination].<br>• Knowledge of the fundamentals of Branding<br>• Knowledge of techniques and tools for measuring and monitoring marketing & communication performance. | | | |
| • **The Marketing Plan – from strategic marketing to operational marketing in the nautical sector**<br>• Development of the marketing operational plan<br>• Marketing & Sales<br>• Revenue management tools for marinas<br>• Effectiveness of commercial objectives | • Know the fundamentals of the Marketing Plan as applied to the nautical tourism sector.<br>• Ability of applying marketing mix analysis and planning tools.<br>• Be able to plan and implement market analysis, and marketing mix strategies for the sector offer, with the use of the most coherent and effective communication tools. | Class lesson with teacher | Questionnaire/ multichoice test, practical case of study, simulation/ role play | 4 |
| **TU ASSESSMENT** | | | **multichoice test** | **24** |

## #10 CAPSTONE - Configuration of the offer of nautical and tourist services (30h)

**Objectives:** Learning outcome: identify customer profiles and plan services based on the characteristics of each target.

| Lesson Content | Learning Objectives | Learning Methodology | Learning Assessment | Lessons Hrs. |
|---|---|---|---|---|
| **Integrated Services of Nautical & Coastal Tourism** <br>• Management & planning of tourist port services <br>• Providing services to people on board <br>• Planning, programming, and organizing of local tourism offers <br>• Strategic marketing & Operational Plan <br>• Stakeholder analysis of the Nautical & Coastal Tourism Ecosystem <br>• Sustainable destination development | • Knowledge of the fundamentals of marketing Integrated Services of Nautical & Coastal Tourism. <br>• Knowledge of the techniques and tools for the stakeholder's analysis of the nautical and coastal tourism ecosystem. <br>• Ability to plan, program & organize local tourism offers. <br>• Be able to identify customer profiles and plan services based on the characteristics of each target. | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **Destination Management & Collaborative Marketing** <br>• Definition of destination marketing <br>• Destination marketing functions <br>• Destination branding and image <br>• Sustainable destination development | • Knowledge of the fundamentals of Destination Marketing – the classical approach, based on Collaborative Marketing. | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **Destination Management – New Paradigm of SGDM model** <br>• The St. Gallen Destination Management model (SGDM) principles and framework <br>• Institutions vs. collaborative networks <br>• Identifying Sustainable Tourist Flows (STF) – concept and its meaning <br>• Implementation of SGDM model <br>• Workshop: 3-hour workshop on defining the STF in the target destination | • Knowledge of the fundamentals of Destination Marketing – the New Paradigm of the St. Gallen Destination Management Model (SGDM). <br>• Ability to identify Sustainable Tourist Flows (STF) – a key element of the SGDM – at the local destination. | Class lesson with teacher | Self-evaluation questionnaire | 6 |
| **Emerging technologies and novel services** <br>• Novel services: underwater entertainment & cultural exploration, e-Health in maritime and nautical tourism <br>• Smart marinas | • Knowledge of key technologies that enable the provision of novel services. <br>• Ability of identifying opportunities for novel services in key sectors related with nautical & coastal tourism. | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **Innovation Strategy & Business Models** <br>• Open innovation <br>• Strategy & Business Models <br>• The Business Model Canvas <br>• Lean startup methodology <br>• The financing of innovation | • Knowledge of the fundamentals of Innovation Strategy and the theory of Business Models. <br>• Knowledge of techniques and tools for Business Model development (e.g., the Business Model Canvas) <br>o Knowledge of the fundamentals for the financing of innovation. | Class lesson with teacher | Self-evaluation questionnaire | 4 |
| **Innovation in Destination Marketing** <br>• Use of Gamification in tourism <br>• WikiMaps and Digital narratives <br>• UX and Service design | • Knowledge of innovative techniques and tools for Destination Marketing. | Class lesson with teacher | Self-evaluation questionnaire / multichoice test | 4 |

| | | | | |
|---|---|---|---|---|
| **Management of integrated services for boating and coastal tourism**<br>• The Configuration of the offer of nautical and tourist services<br>• A summary of the program outputs<br>• STUDENT Project: Presentation of a Marketing Plan for a development or improvement project at the target destination. | • With the knowledge and skills acquired with all learning units in the MaQuaM program, the students will be able to develop marketing plans for the offer of integrated services of nautical and coastal tourism.<br>• **STUDENT Project:** Presentation of a Marketing Plan for a development or improvement project at the target destination. | Class lesson with teacher | Questionnaire / multichoice test, practical case of study, simulation/role play | 4 |
| **TU ASSESSMENT** | | | **multichoice test** | **30** |

## T.U. 11) INTERNSHIP STAGE

The final internship of 120 hours will be carried out partly in the country of origin and partly abroad.

**FINAL EXAM**
Each student will be evaluated on the basis of the results achieved with the following tools, which will be developed in a homogeneous way for all partner countries and evaluated by a local commission.

A **multiple-choice test** will have to evaluate the individual learning level on the various topics developed in the Training Units from 4 to 10.

The **drafting of a short text** on a marketing and organization case will evaluate proactive skills and responsiveness to market needs.