



Sistema Qualità Certificato  
in conformità alla norma  
UNI EN ISO 9001:2000.  
Certificato n° SQ.41823.

Certified Quality System  
in compliance with the standard  
UNI EN ISO 9001:2000.  
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## WELCOME ENGLISH AND THE HOSPITALITY CULTURE

<b>FUNDED BY</b>	PROVINCE OF SIENA
<b>DURATION AND METHODOLOGY</b>	3 EDITIONS OF THE COURSE, EACH LASTING 100 HOURS: 25 CLASSROOM BASED HOURS 75 ELEARNING HOURS
<b>PRE-REQUISITES</b>	None
<b>COURSE OBJECTIVES</b>	Provide the participants with the skills for efficiently managing foreign tourists using the English language and a knowledge of cultural differences
<b>BENEFICIARIES</b>	60 employees from companies in the Siena province
<b>CLASSROOM TYPE</b>	IT classroom
<b>LANGUAGE OF LESSONS</b>	Italian

### TRAINING PROGRAMME

<b>MODULE 1</b>	<b>ENGLISH FOR COMPANIES IN THE TOURISM SECTOR (25 CLASSROOM HOURS AND 40 ELEARNING HOURS)</b>
	Formal and informal communication Understanding English Communicating effectively in English Holding a telephone conversation Reading and writing in English
<b>MODULE 2</b>	<b>THE HOSPITALITY CULTURE AND QUALITY OF TOURIST SERVICES (35 ELEARNING HOURS)</b>
	Effective management of the cultural differences of clients <ul style="list-style-type: none"> <li>▪ Hospitality culture of German tourist</li> <li>▪ Hospitality culture of Anglo-American tourists</li> </ul> Quality hospitality <ul style="list-style-type: none"> <li>▪ Understanding the client's needs</li> <li>▪ Promotion and communication</li> <li>▪ Definition of a tourist package</li> <li>▪ Quality control procedures</li> <li>▪ Human resources management</li> <li>▪ Measuring quality services</li> </ul>