



AMERISPAN PROFESSIONAL PROGRAMS ITALIAN FOR TOURISM

Florence, Italy

Course Details

Length: 2 weeks

Minimum Italian Level: Mid-Intermediate (if zero, add 10-12 weeks of regular Italian before course)

For Whom: Tour operators, travel agents, hotel/restaurant managers, and students

Schedule: 20 hrs/wk Italian in small groups & 10 hrs/wk of private Tourism classes

Text & Materials: customizable

Field Trips or Excursions: guided visits to hotels, travel agencies and places of interest for tourists

Overview

The course is dedicated to students who are interested in the language of tourism for professional reasons, for example those who work in information offices, travel agencies or for tour operators. The program focuses on different areas of the tourism sector, aiming at providing students with the basic vocabulary and professional expressions that are most often used. The topics are presented in several ways: with topical readings from manuals used in vocational schools, as well as the analysis of advertising brochures, hotel forms and newspaper articles about tourism. After identifying the basic technical vocabulary and expressions, the student is helped to assimilate them through targeted exercises and discussions. On the request of the student, guided visits can be arranged to hotels, travel agencies and places of interest for tourists.

Concepts

Topics that may be discussed during the course:

1. Travel programs, types of offers, travel contracts
2. Information and transportation and hotel services
3. Making and receiving reservations
4. Methods of payment
5. Providing information on topics of interest for tourists
6. Tourism brochures
7. Tourism boards: local tourist offices, consortia, etc.
8. The market of tourist products
9. Analysis of tourism in Italy
10. Analysis of the areas of tourism in Italy
11. Detailed analysis of a center of tourism: Florence and Tuscany
12. Tour operators and organized tours
13. The tourism of meetings and congresses
14. Tourism marketing

15. National work contracts

Since the material is extremely broad and cannot be covered in a thorough manner in the few available lessons, students may begin the course by planning with the instructor a program with a narrower focus on the basis of their needs, with a concentration on only several topics. In particular, if a student needs to increase his or her expertise in a specific area for professional reasons, we recommend that he or she inform us before arriving in order to give the instructor sufficient time to prepare a specific program with selected texts. For example, if a student works in a travel agency, the course may focus on subjects regarding reservations, selling package tours, with practical and simulated exercises, etc.

Program example:

"Market of tourist products": Description, the under-13 market, teenagers, under-26, business trips, mass tourism, the vacation market, the seaside market, the mountain market, the farmhouse market, lakes, hot springs, national parks, hiking, cruises, senior citizens, families, groups, the congress market, the cultural market, language courses, trade fairs, etc.