

**PROGRAMMA CLASSE 3 ACCOGLIENZA TURISTICA ESTRAPOLATO DALLA  
PROGRAMMAZIONE DIDATTICA A.S. 2020/2021  
LIBRO DI TESTO "A LOVELY STAY" casa ed. HOEPLI**

**LET'S MEET HOSPITALITY**

1. Tourism
2. Hospitality
3. Communication

**THE HOSPITALITY SEGMENTS**

1. Accommodation
2. Food beverage
3. Travel, tourism and recreation

**HOTELS**

1. Hotel classification and grading.
2. Hotel rates, rooms, services and facilities.
3. The hotel organization.

**CATERING AND HOSPITALITY**

1. The Italian restaurant industry
2. The menu and the wine list
3. Safety and hygiene.

**THE GUEST CYCLE:**

***From the pre- arrival to the departure***

1. Reservation
2. Written communication
3. The arrival of the guest
4. The check-in
5. Welcoming the guests
6. The guest's stay
7. The concierge
8. Billing
9. The post check-out phase
10. Customer satisfaction
11. Customer loyalty

**TOURISM AND TOURIST**

1. The tourism phenomenon
2. The tourism industry
3. Types of tourism

**THE ROYAL FAMILY AND THE UK GOVERNMENT**

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**WHERE TO STAY**

1. Types of serviced accommodation
2. Self-catering accommodation

**SPECIAL INTEREST TOURISM**

1. Nature and wellness
2. Agritourism
3. Nature tourism
4. Gastronomic tourism

**TOURISM AND SUSTAINABILITY**

1. Choosing an ethical holiday
2. The environment and the sustainable tourism.

**CULTURE: THE UNITED KINGDOM**

1. UK political system
2. Key moments in the 20th and 21st centuries
3. UK population and identity

**THE TOURISM IN THE UK**

1. London attractions
2. Accessible Oxford.
3. Realizzazione di un power point sui principali luoghi di attrazione di Londra.

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**THE WORLD OF TOURISM**

1. The tourism industry
2. Tour operators and travel agents
3. From past to present: the development of tourism
4. Tourism today, advantages and disadvantages
5. The organisation of the tourism industry
6. National and international organisations
7. The WTO's global code of ethics for tourism

**COMMUNICATION AND MARKETING**

1. Starting a career in tourism
2. Marketing research
3. Marketing mix
4. Promoting destinations
5. Recent developments in tourism and sustainable tourism
6. The pros and the cons of tourism
7. The language of promotion and advertisements

**A VIEW OF THE WORLD  
LONG HAULS DESTINATIONS**

1. The USA and the American Institutions
2. Visiting the USA
3. New York city
4. Explore the USA (Geography)
5. The political system
6. The US Federal Institution

**ITINERARIES**

1. How to write an itinerary
2. Writing an itinerary
3. The tour guide
4. Different types of itineraries
5. Palermo: The pearl of Sicily
6. Itineraries from Europe
7. Wild itineraries
8. Itineraries from the Usa