

PRESENTATION

HOTEL AND HOSPITALITY MANAGMENT STUDENT

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I'm excited to share a bit about
myself with you today.

INTRODUCTION **ITALIA**

(ITALIA.IT, 2022)

(MAP VECTOR, 2025)

- SICILY
- HISPANIC
- ITALIAN-AMERICAN
- CATHOLIC
- VISITING
- FAMOUS VOLCANO
- PASSEGGIATA



IMAGE 1.

CULTURAL OVERVIEW

TRADITIONS AND CUSTOMS

(THE ITALIAN WAY, 2024)

(BRITANNICA, 2019)

(ITALIA.IT, 2024)

(ROME, 2023)

- PUNCTUALITY

ON TIME 15-30 MINUTES

- FERRAGOSTO

ON AUGUST 15TH COMBINES
RELIGIOUS WITH SUMMER
CELEBRATIONS

- GREETINGS

THREE KISSES ON THE CHEEK
TOUCHING HUGS, VERY
COOMON

- SUPERSTITIONS

SPIILLED SALT BAD LUCK

- FAMILY

SUNDAY MEALS RESERVED



IMAGE 2.

CULTURAL OVERVIEW

COMMUNICATION STYLES

(PLA, 2025)

(ROME, 2023)

(IMANOL RODRIGUEZ GURIDI, 2025)

- SPEAKING IN BURST

MULTIPLE PEOPLE SAME
TIME WITH LOUD TONE
OF VOICE

- GESTURE

CONVEY MEANING

- FACIAL EXPRESSIONS

RAISED EYE OF BROWS HAD
COMBINATION

- DIRECTNESS

DIRECT AND OPEN HONESTY

- SILENCE

MAKE ITALIANS VERY
UNCOMFORTABLE



IMAGE 3.

CULTURAL OVERVIEW

VALUES AND BELIEF

(ITALIA.IT, 2024)

(THE IMPACT OF TOURISM IN ITALY, 2023)

(JAMES, 2019)

(GRAND VOYAGE ITALY, 2015)

- WORK LIFE BALANCE

PRIORITISING ENJOYMENT
OVER ACHIEVEMENT
(DOLCE FAR NIENTE)

- RELIGIOUS HOLIDAYS

BASED ON CATHOLIC SUCH
CHRISTMAS AND EASTER

- WISDOM AND EXPERIENCE

ELDERS ARE SEEN AS PILLARS
OF SOCIETY RESPECT IS GIVEN

- FASHION

BEAUTY IN ALL FORMS
EXTEND TO FASHION

- RICH HISTORY

PRIDE ROMAN EMPIRE, RENAISSANCE
AND INVENTIONS



IMAGE 4.



IMAGE 5.

EXPECTATIONS AS A GUEST

(BRITANNICA, 2019)

(UP MENU, 2024)

- EXPECTATIONS AS A GUEST
- SENSE OF FAMILIARITY
- PERSONAL TOUCH
- SHARING LOCAL TRADITIONS
- MEALS, EXPRESSO
- RESPECT



IMAGE 6.

CULTURAL SENSITIVITY

(BRITANNICA, 2019)

(ITALIA.IT, 2024)

(SOS ITALIAN 2024)

CULTURAL SENSITIVITY

- WELL TRAINED
- FOCUSED ON SERVICE
- EMBODYING TRADITION
- SUPPORT RELIGIONS BELIEVES
- TAILORED COMMUNICATION STYLE

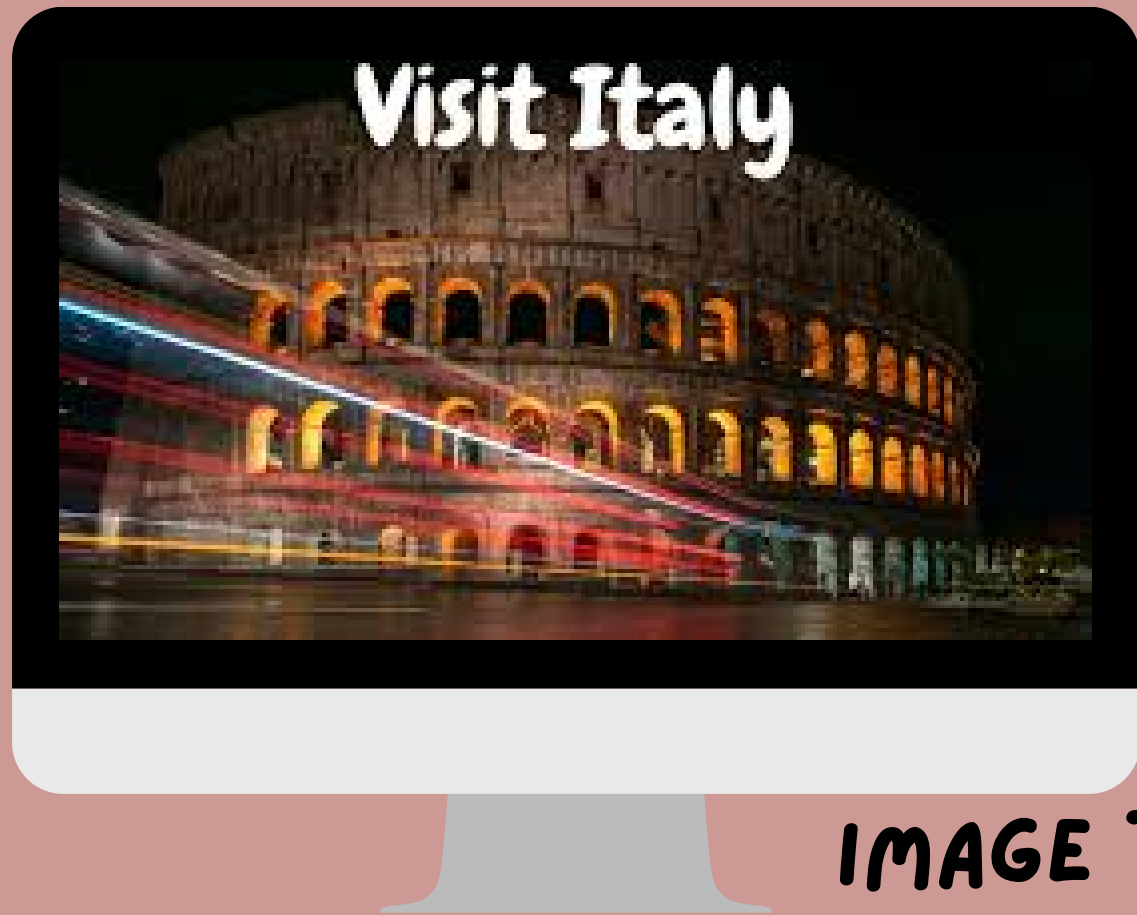


IMAGE 7.

SHARED EXPERIENCE

(IMANOL RODRIGUEZ GURIDI, 2025)

(ROME HACKS, 2024)

(JAMES, 2019)

SHARED EXPERIENCE

- BENVENUTI
- VISITING ITALY IS A MUST
- EAT, EAT, EAT
- LEARNED BASIC HISTORY
- VISIT LOCAL SITES

CONCLUSION

IN SUMMARY, ITALIAN CULTURE EMPHASISES FAMILY VALUES, COMMUNITY, EXPRESSIVE COMMUNICATION, AND HOSPITALITY. THIS APPROACH HIGHLIGHTS HOSPITALITY AS A MEANINGFUL HUMAN CONNECTION RATHER THAN JUST A SERVICE. FOR HOSPITALITY PROFESSIONALS, IT'S ESSENTIAL TO TREAT GUESTS AS UNIQUE INDIVIDUALS, FOCUSING ON PERSONAL ATTENTION AND RESPECT FOR TRADITIONS. FROM MY PERSPECTIVE, CULTURAL AWARENESS ENHANCES HOSPITALITY BY HELPING PROFESSIONALS APPRECIATE DIVERSE CUSTOMS AND VALUES. THIS SENSITIVITY CREATES WELCOMING EXPERIENCES FOR GUESTS FROM ALL BACKGROUNDS, FOSTERING CONNECTIONS AND LASTING MEMORIES.





ANY QUESTIONS

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