



Istituto di Istruzione Superiore - "Giovanni Falcone" Palazzolo sull'Oglio (BS)

PROGRAMMA SVOLTO

Docente	Alessandro Vezzoli
Materia:	Lingua Inglese
Classe:	3Fs
a. s.:	2021/2022

N. mod.	Titolo del modulo	Argomenti e attività svolte
1	The world of tourism	From travellers to tourists Towards modern tourism 21st century tourism Tour operators Travel agents Tourist organisations International travel
2	Tourism Marketing and Advertising	What is tourism marketing? Market research Advertising Marketing mix Marketing in a digital world Brochures Promoting destinations What is tourism marketing? Market research Advertising
3	Types of transport	Land transport Sea transport Water transport Choosing the best means of transport
4	Serviced Accommodations	Types of serviced accommodation At the hotel Hotel rating



Istituto di Istruzione Superiore - "Giovanni Falcone" Palazzolo sull'Oglio (BS)

		Choosing where to stay Taking bookings Checking in Checking out Enquiries and replies
--	--	---