



PROGRAMMA SVOLTO

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Materia:	LINGUA INGLESE
Classe:	3ES
a. s.:	2022 - 2023

N. mod.	Titolo del modulo	Argomenti e attività svolte
1	Section A: The World of Tourism	<ul style="list-style-type: none">• The nature of tourism• A short history of tourism• The world tourist industry today• Holiday Hot Spots (reading comprehension) Organisations for the promotion of tourism <ul style="list-style-type: none">• Travel agencies and tour operators• The effect of ICT and the internet on the tourism industry• Package holidays• Communication in tourism: oral communication (phone calls) – visual communication• Written communication (emails – memos – formal letters – faxes and electronic faxes – forms)• Unit 1: Explore language: Travelling and travellers, the words journey, travel, trip, tour.• Unit 2: Marketing and Promotion Promotional methods: Advertising - Sponsorship - Fairs and Exhibitions Sales Promotions - Point of Sale Material – Digital Promotion The Role of Marketing Market segmentation Adverts Leaflets and brochures – websites Unit 2: Explore Language: Marketing and Advertising
2	Section B: Destinations and Services	<ul style="list-style-type: none">• Unit 5 - Transport Before you travel (Identity documents – Insurance – Health – Money) <ul style="list-style-type: none">• Air Transport (Airlines and flights – flight classes – tickets – the airport – International Departure and arrival procedure)



		<ul style="list-style-type: none">• Land Transport (Travelling by train – Travelling by coach and bus – Travelling by car)• Water Transport (Ferries and water buses – Cruises and boating holidays – On board a cruise ship) Unit 5: Explore Language: Air Transport- Land Transport - Water Transport <ul style="list-style-type: none">• Unit 6: Accomodation• Choosing Accomodation Serviced accomodation (Hotels – Facilities and amenities – B & Bs – Guest houses – Accomodation ratings) <ul style="list-style-type: none">• Self – catering accomodation (cenni)• Written communication: (cenni)
		nota finale: durante l'anno scolastico è stato svolto un lavoro approfondito relativo alla microlingua di settore. Nelle competenze finali previste gli alunni devono conoscere e saper utilizzare la terminologia specifica relativa agli argomenti della classe terza tecnico turistico.