



**ISTITUTO STATALE di ISTRUZIONE SUPERIORE
L. EINAUDI – A. CECCHERELLI**

Agenzia Formativa Regione Toscana - Codice LI0599
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ISO 9001=ISO 14001
OHSAS 18001



<http://www.einaudiceccherelli.it>



**PROGRAMMA SVOLTO
A.S. 2019/2020**

Materia:	Lingua Inglese
Classe:	3CTUR
Insegnante/i:	Antonella Finucci
Libri di testo:	BEYOND BORDERS Dea scuola/Valmartina

<i>n° e titolo modulo o unità didattiche/formative</i>	<i>Argomenti e attività svolte</i>
1. The world of tourism	A brief history of tourism. The tourism industry: Defining tourism and tourists; special needs and accessible tourism; tour operators; travel agents; tourist organisations; international travel. At the travel agency.
2. Communication and marketing	Communication in the tourism industry: what is communication; effective communication; travel phrasal verbs; at the tourist information centre; talking on the phone; taking telephone messages; emails; business letters
3. Tourism marketing and advertising	What is tourism marketing: market research; advertising; marketing mix; marketing in a digital world; adjectives for promotion and advertising; brochures; promoting destinations; body language mistakes.
4. How to travel	Rail, road and water: train travel; Eurail and Interrail; at the station; timetables and tickets. On the road: coach travel; car travel. Water travel: ocean cruises; on board. Air travel: the aviation industry; IATA codes; airfares and classes; at the airport; on board; in-flight service

Piombino, giugno 2020

Firma Insegnante/i

Antonella Finucci

Firma Rappresentanti studenti