PROGRAMMA SVOLTO
A.S. 2020/2021

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

n° e titolo modulo o unità didattiche/formative	Argomenti e attività svolte
1. **The world of tourism**	**A brief history of tourism**: From travellers to tourists. Towards modern tourism. 21st-century tourism. **The tourism industry:** Defining tourism and tourists; special needs and accessible tourism; tour operators; travel agents; tourist organisations; international travel.
2. **Communication and marketing**	**Communication in the tourism industry**: what is communication; effective communication; travel phrasal verbs; 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; destination marketing; how to promote a destination.
4. **Alternanza scuola-lavoro (lingua in contesti professionali, key phrases, lessico)**	Tourism essentials. At the travel agency. At the tourist information centre. Talking on the phone. Taking messages. Grammar bank: present simple and present continuous; past simple and present perfect; the imperative; comparatives and superlatives; modals of obligation and advice; polite modals; connectors; relative pronouns; the duration form; future forms; conditional tenses; the passive forms; direct and indirect speech.

Piombino, giugno 2021

Firma Insegnante
Antonella Finucci

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Firma Rappresentanti studenti

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