



**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. 2020/2021**

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: 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

Firma Rappresentanti studenti