



PROGRAMMA SVOLTO

Docente	BARBARA GUARNERI
Materia:	INGLESE
Classe:	3D
a. s.:	2019-2020

N. mod.	Titolo del modulo	Argomenti e attività svolte
1	il turismo e la comunicazione	<p>-A brief history of tourism: from travellers to tourists-towards modern tourism-21st century tourism.</p> <p>-The Tourism industry: Defining tourism and tourists- Tour operators and travel agents- Tourist organizations-International travel</p> <p>- Communication in the tourism industry what is communication? - Effective communication- Taking telephone messages- E-mails- Why call when we can text?</p> <p>-Tourism and sustainability : The pros and cons of tourism- Sustainable tourism</p>
2	The magic of Italy	<p>-Tourism marketing and advertising: What is tourism marketing?- Marketing mix-Marketing in a digital world- Brochures- Promoting destinations: Destination marketing-How to promote a destination- Body language mistakes-</p> <p>A brief history of Italian tourism- Italy's peaks- Lakeside retreats- Italian cuisine- The Slow Food- In the countryside- Coastal destinations- Islands-</p> <p>- Italian cities: Rome- Florence- Venice</p>
3	Serviced and self catering accommodation	<p>- Types of serviced accommodation- Vocabulary (at the hotel)- Hotel ratings - Albergo diffuso- Check-in and checkout- Conference hotels</p> <p>- Types of self catering accommodation</p>



Palazzolo sull'Oglio,

Prof.