



PROGRAMMA SVOLTO

Docente	Prof.ssa Susanna Bellani
Materia:	Inglese
Classe:	5F
a. s.:	2019/2020

N. mod.	Titolo del modulo	Argomenti e attività svolte
1	Outgoing tourism	<p>Da "Go travelling!"</p> <ul style="list-style-type: none">• The wonders of Europe p.190• Short breaks to European capitals: London, Rome, Berlin, Madrid (+photocopies)• Where shall we go? p.216• Egypt p.220 (+photocopies)• About New York p.226 (+photocopies)• Some iconic sites in New York p.228 -229• Other popular landmarks p.230 -231• A brief history of New York p. 334-5• Florida, the sunshine State p.232 -233• The Grand Canyon p. 234• Niagara Falls p. 235• Yellowstone National Park p.236• San Francisco p. 238-239 (+photocopies)• California, the golden State p.240• Eating in the USA p.270• From colony to independence p.336• Australia p. 337• Native People and tourism p.340-1• The Rainbow Nation p.338-9 <p>Photocopies:</p> <ul style="list-style-type: none">• America, a nation of immigrants (immigration, Ellis Island, the American Dream)• The symbols of the Statue of Liberty• South Africa



		<p>Da Aspects:</p> <ul style="list-style-type: none">• The United States of America p.26• The USA melting pot p.27• The US political system; a Two-party system p. 103-104• Australia and Aussies p. 28-29
2	Trends in tourism + marketing and promotion	<p>Da "Go travelling!"</p> <ul style="list-style-type: none">• What is target tourism? P.250• Study holidays p.252• Skiing in Italy p.254• Spas and Fitness centers p.256• Agriturismo and farm stay p.258• Weddings and honeymoons p.260• Sustainable development in tourism p.18-19• The tourism debate pros and cons p.20 <p>Da Aspects:</p> <ul style="list-style-type: none">• Sustainable tourism p.36• Genetically modified food p.72 <p>marketing and promotion da:</p> <p>"Go travelling!":</p> <ul style="list-style-type: none">• The seven Ps of marketing p. 138-139 <p>Photocopies:</p> <ul style="list-style-type: none">• The role of marketing• Market segmentation• The marketing mix• SWOT analysis (case studies: Franciacorta and Europe)• Life cycle of tourist destinations• Analyzing data
3	Working in tourism	<p>Da "Go travelling!"</p> <ul style="list-style-type: none">• Writing a CV p. 303• Getting ready for an interview p. 304• Letters of application p.306



4	Potenziamento	Analisi di testi turistici, redazione di testi scritti, preparazione test Invalsi.

Palazzolo sull'Oglio, 07/06/2020

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