



Ministero dell'Istruzione, dell'Università e della Ricerca

**Istituto di Istruzione Superiore Statale
"Daniele Marignoni – Marco Polo"**

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**Programma svolto
2022-2023**

Indirizzo: ITE Turistico

Classe: 3H

Materia: Lingua inglese

Docente: MINEO ANNALISA

**PROGRAMMA SVOLTO:
CONTENUTI:**

**Programma svolto
2022-2023**

Indirizzo: ITE Turistico

Classe: 3H-SPA/FRA

Materia: Lingua inglese

Docente: ANNALISA MINEO

Libro di testo: **"Beyond Borders plus"** - (Burns, DeA Scuola)

Tempo: settembre 2022 - giugno 2023

PROGRAMMA SVOLTO:

ENGLISH FOR TOURISM

INTRODUCTION - 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 - Vocabulary in context: Tourism essentials –
- Vocabulary in context: Tourism essentials
- Alternanza scuola-lavoro: At the travel agency - Careers in tourism - Progress check - From the press: International Tourism Trend –
- Literature link: *The Accidental Tourist*, by Anne Tyler
- CLIL: Geografia – Time zone - Study map

MODULE 1 - Communication and marketing

Unit 1 - Communication in the tourism industry

- What is communication? - Effective communication.
- Taking telephone messages
- Emails
- Business letters
- Vocabulary in context: Travel phrasal verbs
- Alternanza scuola-lavoro: At the tourist information centre
- Alternanza scuola-lavoro: Talking on the phone - Progress check - Study map

PENTAMESTRE

Unit 2 - Tourism marketing and advertising

- What is tourism marketing?: Market research - Advertising
- Marketing mix
- Marketing in a digital world
- Brochures
- Promoting destinations: Destination marketing - How to promote a destination

- Vocabulary in context: Adjectives for promotion and advertising
- Alternanza scuola-lavoro: Making a sales call - Progress check.
- From the press: Body language mistakes -
- Film link – reading comprehension: *Lost in Translation*
- CLIL: Diritto e legislazione turistica – Online security - Study map

MODULE 3 - Where to stay

Unit 5 - Serviced accommodation

- Types of serviced accommodation
- Choosing where to stay
- Conference hotels
- Vocabulary in context: At the hotel - Hotel ratings –
- Focus on culture: Las Vegas - Albergo diffuso
- Alternanza scuola-lavoro: Taking bookings - Choosing where to stay - Conference hotels - Corporate events - Functions –
- Alternanza scuola-lavoro: Organising a conference
- Alternanza scuola-lavoro: Checking in, checking out - Progress check. Study map

Grammar:

Sono state inoltre ripassate le seguenti strutture e funzioni grammaticali:

- Present simple and Present continuous
- Past simple and Present perfect
- Order adjectives
- Comparatives and superlatives
- Prepositions of movement
- Relative pronouns
- Modals of obligation and advice
- Polite modals
- Connectors

CITIZENSHIP

BREXIT (nell'ambito del progetto EuropaLab attraverso la piattaforma We School)

Milano, 6 giugno 2023

Le rappresentanti di classe

1. Asunciòn Ivan -----

2. Naimi Lidia _____

La docente

Annalisa Mineo

Firma del Docente Firma degli Studenti

Milano, 21/06/2023

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