

PROGRAMMA SVOLTO DI INGLESE a.s. 2022/ 2023

Classe 3CT

INSEGNANTE	ANNA MARIA MULLIRI
MATERIA:	LINGUA E CULTURA STRANIERA – INGLESE
ORE SETTIMANALI	3
TESTI IN USO	<ul style="list-style-type: none">• <i>D. Montanari-R.A.Rizzo “Travel & Tourism Expert” Pearson Longman;</i>
NODI CONCETTUALI E ATTIVITA' SVOLTE	<ul style="list-style-type: none">• Revision Check: Use of English• Definite and indefinite articles; Plurals; “At the custom” – Guided Dialogue• Simple Present of to be (affirmative, negative, interrogative)• Simple Present of to have got (affirmative, negative, interrogative)• Simple Past of to be (affirmative, negative, interrogative)• Simple Past of ordinary verbs (affirmative, negative, interrogative) <p>Business Theory</p> <ul style="list-style-type: none">• Conoscere le differenze tra: Travelling; Journey; Trip; Voyage vedi link BBC education (materiale su Google Classroom)• The World of Tourism: “How tourism enriched my life” – p.10-11 <p>Listening Comprehension;</p> <ul style="list-style-type: none">• The Tourism Industry• From past to present: the development p. 12; Exercises p. 13• Tourism Today p. 14; Exercises p. 15• Reading Comprehension Techniques• National and international organizations p. 16 Exercises p. 17• The organization of the tourism industry p. 18-19• Tour operators and travel agents p. 18• Package holidays• Marketing and Promotion• Exercises p.21• Market Segmentation• Market Research• The 4 Ps• SWOT ANALYSIS• COMMUNICATION IN BUSINESS: the Business Letter (Layout; Parts of the letter)

	EDUCAZIONE CIVICA: <ul style="list-style-type: none"> • Definition of sustainable tourism by UNESCO • Be a responsible and safe tourist p. 34-35 • Protecting natural resources

Quartu Sant'Elena 06/06/2023

Prof.ssa Anna Maria Mulliri