



a.s. 2018/2019

PROGRAMMA DI INGLESE

Docente: BELLI ELENA

Dal libro di testo: S. Burns; A.M. Rosco, Beyond Border, Valmartina

Introduction The world of tourism

- A brief history of tourism: from travelers 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
- Careers in tourism
- Progress check: Millennials
- From the press: International Tourism Trends
- Clil: Time zones

MODULO N. 1 Communication and marketing

Unit 1 Communication in the tourism industry

- What is communication?
- Effective communication
- Vocabulary in context: Travel phrasal verbs
- Taking telephone messages
- E-mails
- Business letters
- Progress check: Why call when you can text?

Unit 2 Tourism marketing and advertising

- What is tourism marketing?
- Marketing Mix
- Marketing in a digital world
- Vocabulary in context
- Brochures
- Promoting destinations
- Progress check

MODULO N. 2 How to travel

Unit 3: Rail, road and water

- Train travel
- Vocabulary in context: at the station



- On the road: coach travel
- Car travel
- Water travel: Ocean cruises
- River cruises and tours
- Water services

Unit 4: Air Travel

- The aviation industry
- Scheduled and chartered flights
- IATA codes

Perugia, 07/06/2019

LA DOCENTE

Elena Belli