



a.s. 2023/2024
PROGRAMMA DI INGLESE

Docente: BELLI ELENA

Dal libro di testo: S. Burns- A.M. Rosco, Beyond Borders – Valmartina

MODULO N.1 – COMMUNICATION AND MARKETING

Unit 2 Tourism marketing and advertising

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

MODULO N.3 – WHERE TO STAY

Unit 5 Serviced accommodation

- Types of serviced accommodation
- Vocabulary in context
- Hotel ratings
- Choosing where to stay
- Conference hotels

Unit 6 Self catering accommodation

- Types of self-catering accommodation
- Hostels
- Campsites
- Glamping
- Holiday rentals
- Airbnb

MODULO N.4 – SPECIAL INTEREST TOURISM

Unit 7 Nature and wellness

- What is special interest tourism?
- Agritourism
- Agritourism in Italy
- Nature tourism
- Wellness tourism
- Religious tourism

Unit 8 Sport, culture and romance

- Sport holidays
- Walking, hiking and trekking



Dal libro di testo: M. Berlis, J. Bowie, H. Jones, Engage!2, Pearson, Longman

Unit 1: Family snapshots topic, vocabulary, functions, skills and competences.

Grammar

- Used to/ each other/one another
- verbs+gerund or infinitive
- Want/need/expect/force someone to do something; make someone to do something

Unit 2: It's a small world topic, vocabulary, functions, skills and competences.

Grammar

- Defining relative clauses: who, that/which, where
- No relative pronoun (contact clauses)
- Indefinite pronouns
- so/such ... that

Il programma è stato condiviso con gli alunni

Perugia, 05/06/2024

La docente

Prof.ssa Elena Belli

Gli alunni

