

I.T.E.S. "L. DA VINCI" S. Maria C. V. (CE)

PROGRAMMA DI LINGUA E CULTURA INGLESE SVOLTO DALLA CLASSE V AT

A.S. 2022/2023

DOCENTE: Prof.ssa ANNALISA MONACO

Libro di testo: **"ON THE ROADS"** di Olga Cibelli, Daniela d'Avino ed. Zanichelli

➤ **THE TRAVEL & TOURISM INDUSTRY**

- *Mass Tourism*
- *Global Tourism*
- *Sustainable Tourism World*
- *Tourism Socio-Cultural Implications*
- *Sustainable Tourism VS Eco-Tourism*
- *How to be Sustainable*

➤ **THE TOURISM CHAIN**

- *Natural & man-made tourism attractions*
- *Tourism Marketing and Promotion*
- *The Marketing Mix*
- *Product life cycle*
- *Difference between LEAFLETS and BROCHURES*
- *The language of advertising*

➤ **THE T&T INDUSTRY ORGANIZATION**

- *T&T Intermediaries: The Tour Operator, The Travel Agent*
- *A Voucher (short definition)*
- *Travel insurance*
- *Foreign travel advice*

➤ **CAREER PATHWAYS IN TRAVEL & TOURISM**

- *Tourist information officer*
- *Tour Guide*
- *Job opportunities*
- *The application letter or cover letter*
- *Europass CV*

➤ **METHODS OF TRAVEL**

- Travel Providers
- Rail Transport
- Road Transport
- Water transport: The Floating Hotels
- Air Transport

➤ **ITINERARIES**

- *New York City*
- *Top New York City attractions*
- *The US Political System*

➤ **FOODIE DESTINATIONS: ENO-GASTRONOMY TOURISM**

- *Foodie destinations: Eno-Gastronomy Tourism*

➤ **CURRICOLO TRASVERSALE DI EDUCAZIONE CIVICA: “I principi fondamentali della Costituzione Italiana. Organizzazione dello Stato e dell’Unione Europea”**

Approfondimento dei seguenti argomenti:

- *The UK Constitution*
- *The US Constitution*

La Docente

Annalisa Monaco