

ISTITUTO TECNICO ECONOMICO TECNOLOGICO "PRIMO LEVI"

PROGRAMMA DI LINGUA INGLESE CLASSE 4 BT Settore Turistico

ANNO SCOLASTICO 2023/2024 PROF. GIULIA FLORIS

Libro di testo: Explore Premium: Travel & Tourism

Altri materiali utilizzati: Identity B1+ Youtube Fotocopie

Identity B1+ UNIT 6 A BETTER WORLD				
Grammar in Use	Competences	Vocabulary	Culture & Communication	Trending Topics
Present perfect continuous (1-2) Present perfect simple vs Present perfect continuous (1-2)	-Talk about the environment -Talk about ongoing and recent actions -Talk about ongoing actions and situations	-The environment - Activism	-Environmental issues in Canada -Discussing issues & persuading	Change your food, change your world?

<b>SECTION A</b> THE WORLD OF TOURISM		
<b>STEP 1 The tourism industry</b>	The nature of tourism	
	A short history of tourism	
	The world tourist industry today	
	The economic impact of tourism	
	The social and environmental impact of tourism	
	● The transformation of Maya Beach	
	Organizations for the promotion of tourism	
	Organizations for selling tourism products	
	The effects of ICT and the internet on the tourism industry	
	Package holidays	
	● Are tourists still doing the Grand Tour?	
<b>SECTION B</b> MARKETING & PROMOTION		
<b>STEP 1 The role of marketing</b>	The role of marketing	
	Market segmentation	
	The marketing mix	
	SWOT analysis	
	Life cycle of tourist destinations	
	Market research	
	Analysing data	
	Promotional methods	
	Digital promotion	
	● Marketing on TickTock	

	● The gig economy and tourism	
Citizenship	The 2030 Agenda	
	Sustainable tourism	
	The digital world	
	Smartphones rules	
	Why Sa die de sa Sardigna? The Sardinian revolution	
CLIL Art	Sculpture	

Quartu s. Elena, 04. 06. 2024

LA DOCENTE

Prof.ssa Giulia Floris

GLI STUDENTI

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