



**ISTITUTO SUPERIORE STATALE  
CARLO DELL'ACQUA  
LEGNANO**



## PROGRAMMA DISCIPLINARE SVOLTO

Docente: <b>GALLO ADRIANA</b>		
Disciplina: <b>INGLESE</b>	Classe: <b>5 A TUR</b>	a.s. <b>2020/2021</b>

<b>UNITÀ DI APPRENDIMENTO n°1: American cities</b> Contenuti  Lettura, comprensione e analisi del testo “ <i>American cities</i> ” - Gina D.B. Clemen – ed.Black Cat – CIDEB NYC, the beginnings and today CHICAGO and the prohibition era SAN FRANCISCO, the beginnings and today LOS ANGELES, Hollywood and the film industry
<b>UNITÀ DI APPRENDIMENTO n°2: Transactions in tourism</b> Contenuti  <ul style="list-style-type: none"><li>- Letters, emails, calls</li><li>- The circular letter of promotion</li><li>- Circular letters promoting itineraries, business services, resorts</li><li>- Types of tourism and holidays</li><li>- Specialist tour operators</li><li>- The role of marketing in the tourism industry</li><li>- ICT and tourism</li><li>- Digital marketing</li><li>- Promoting a web business - a case study</li></ul>
<b>UNITÀ DI APPRENDIMENTO N°3: Accommodation</b> Contenuti

Development of tourist accommodation  
Accommodation ratings  
Types of hotels (city/resort/spa/ conference/airports/motels/B&b/scattered hotels)  
Describing a hotel  
Writing an adv  
Non hotel accommodation (self-catering apartments/hostels/ farmhouses/camping sites)  
Unconventional accommodation: Glamping  
AIRBNB  
Case-studies

#### **UNITÀ DI APPRENDIMENTO N°4: Package holidays and tours**

##### **Contenuti**

Describing cities  
Sightseeing tours and city breaks  
Itineraries, package and themed tours  
Attractions of the sea and of the countryside  
Sports activities  
Adventure holidays  
Agritourism trend in Italy  
A Tuscan walk  
Seaside resorts  
Club Med  
Summer 2020 - staycation  
Ecotourism  
How to be a good tourist

**Legnano, 6 maggio 2021**

**Il docente**

*Adriana Gallo*

I rappresentanti di classe hanno preso visione dei programmi svolti.