

**ISTITUTO TECNICO COMMERCIALE "FABIO BESTA " RAGUSA**  
**Sede Staccata Santa Croce Camerina**

PROGRAMMA SVOLTO DI INGLESE

CLASSE 4° **TURISMO**

**INSEGNANTE: CASSARINO ANTONELLA**

**Anno scolastico: 2025/26**

**Libri di testo in adozione nel corrente anno scolastico**

**EXPLORE PREMIUM Travel & Tourism – Alison Smith – ELI PUBLISHING**

**IDENTITY B1 to B1 + Elizabeth Sharman – Oxford University Press**

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### **MODULE 1: THE TOURISM INDUSTRY**

- ❖ The nature of tourism
- ❖ A short history of tourism
- ❖ The world tourist industry today
- ❖ The social and environmental impact of tourism
- ❖ Organisations for the promotion of tourism
- ❖ Organisations for selling tourism products
- ❖ The effect of ICT and the Internet on the tourism industry
- ❖ Package holidays

*TOURISM IN PRACTICE:* Written communication

- ❖ Emails
- ❖ Writing an email or letter
- ❖ Opening and closing salutation
- ❖ Formal letters
- ❖ The body of the letter

### **MODULE 2: MARKETING AND PROMOTION**

- ❖ The role of marketing
- ❖ Market segmentation
- ❖ The marketing mix
- ❖ Market research
- ❖ Promotional methods
- ❖ Digital promotion
- ❖ Adverts
- ❖ Leaflets and brochures

*TOURISM IN PRACTICE:* Written communication

- ❖ Writing circular letters

## MODULE 3: WORKING IN TOURISM

- ❖ Choosing a job
- ❖ Working as a guide
- ❖ Working in a tourist Information Centre
- ❖ Working in a travel agency
- ❖ Working in a hotel
- ❖ Working for an airline
- ❖ Working in marketing

*TOURISM IN PRACTICE:* Looking for a job

- ❖ Writing a CV
  - ❖ Eutopass CV
  - ❖ Writing a personal profile
  - ❖ Writing a covering letter
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## Identity B1 to B1 + - Sharman – Oxford University Press

### UNIT 8: WISH YOU WERE HERE

- Present Conditional: *would and wouldn't*
- Second conditional
- Talk about past ability: One girl and her motobike

### UNIT 9: DO THE RIGHT THING!

- Talk about historical events: Freedom fighters “Mohandas Gandhi, Rosa Parks
- Past Perfect
- Check or confirm information: Coffee vs Gangs
- Question Tags

### UNIT 10: ON THE MONEY!

- Talk about news and events: What kind of spending is trending?
- Passive forms

### UNIT 11 : OUR DIGITAL LIVES

- Past Conditional – *Would have/wouldn't have*
  - Past Perfect
  - Third Conditional
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## ***EDUCAZIONE CIVICA***

### **WORKING IN TOURISM:**

- Looking for a job
- Writing a personal profile, underlining your strong points for a specific role.
- Example of a CV

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| <b><i>STRUMENTI</i></b>                                                                                                                              |
| <ul style="list-style-type: none"><li>• <i>Libri di testo</i></li><li>• <i>Schede preparate dal docente</i></li><li>• <i>File digitali</i></li></ul> |