



# Istituto Professionale di Stato per i Servizi Alberghieri con Convitto annesso "Dea Persefone"

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## PROGRAMMA ESAME IDONEITA' / INTEGRATIVI Argomenti e contenuti della CLASSE V accoglienza turistica

DISCIPLINA : INGLESE

CANDIDATO/A \_\_\_\_\_

PRINCIPALI ARGOMENTI E CONTENUTI ESSENZIALI

UNITÀ DIDATTICA	CONTENUTI
<b>A. PROMOTING TOURISM</b>	<ul style="list-style-type: none"> <li>- Tourism marketing – Tourism Market segmentation– The Marketing mix – Tourism promotion – Digital tourism marketing</li> <li>- <b>Language in action</b> – Promoting a tourist destination</li> <li>- <b>On the road</b> – Canada – Canadian Top Tourist Attractions</li> </ul>
<b>B. TOURISM IMPACT</b>	<ul style="list-style-type: none"> <li>- Socio-Cultural Impacts of Tourism – Responsible Tourism – Tourism and Sustainable Development – Ecotourism – National Parks</li> <li>- <b>Language in action</b> – Circular letters – Nature Holidays – Talking about the Natural Environment</li> <li>- <b>On the road</b> – Bruce Chatwin, The Songlines London - Jack Kerouac, On the Road</li> <li>- The United States: Natural Attractions – Australia - Ayers Rock</li> <li>- <b>Grammar</b> – The passive voice</li> </ul>
<b>C. TRAVEL AND TOURISM CAREERS</b>	<ul style="list-style-type: none"> <li>- Employment in the Tourism Industry – Tour Operators and Travel Agents – Tour Escorts and Tour Guides – Museum Tour Guides, Attendants and Curators – Tourist Information Officers and Tourism Managers – Hotel Managers and Receptionists – Event Planners – Airline Cabin Crew and Customer Service Agents</li> <li>- <b>Language in action</b> – How to write a cover letter – Customer Service in Travel and Tourism -The Language of Job Adverts</li> <li>- <b>On the road</b> – France – Spain – South Africa</li> <li>- <b>Tourism correspondence</b> – Job applications</li> <li>- <b>Grammar</b> – Modal verbs – Order of adjectives</li> </ul>

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Luogo e data

Firma del/la Candidato/a

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Firma del Genitore / Tutore (per i candidati minorenni)