



## PROGRAMMA SVOLTO

**MATERIA: INGLESE**

**Classe 3BT**

**Indirizzo TURISTICO**

**a.s. 2021-2022**

---

**Testi utilizzati:** BEYOND BORDERS

**Prof.ssa :** Di Benedetto Anna

---

### THE WORLD OF TOURISM

A brief history of tourism  
Towards modern tourism  
21st century tourism

### THE TOURISM INDUSTRY

Defining tourism and tourists  
Special needs and accessible  
tourism  
Tour operators  
Travel agents  
Tourist organisations  
Careers in tourism

### COMMUNICATION AND MARKETING

What in communication?  
Effective communication  
Emails  
Business letters

### TOURISM MARKETING AND ADVERTISING

What is tourism marketing?  
Market research  
Advertising  
Marketing mix  
Marketing in a digital world  
Brochures

Scuole associate

I.P.I.A. "G. MARCORA" Via Marcora, 109 - 20010 Inveruno

☎297288182 – [vicemarcora@iisinveruno.edu.it](mailto:vicemarcora@iisinveruno.edu.it)

I.P.S. "E. LOMBARDINI" Via Buonarroti, 6 - 20010 Inveruno

☎29787234 - [vicelombardini@iisinveruno.edu.it](mailto:vicelombardini@iisinveruno.edu.it)

I.T.T.E. "G. MARCORA" Via Marcora, 109 - 20010 Inveruno ☎297285314

- [viceittmarcora@iisinveruno.edu.it](mailto:viceittmarcora@iisinveruno.edu.it)



GRAMMAR: Present Perfect simple, Present Perfect continuous, Past perfect simple, Past Perfect continuous, Defining and non defining relative clauses, The passive, reported speech, If clauses: zero conditional, first conditional, second conditional, third conditional.

---

Inveruno, 07/06/2022

**Il docente**

*Prof.ssa Di Benedetto Anna*

Scuole associate

I.P.I.A. "G. MARCORA" Via Marcora, 109 - 20010 Inveruno ☎297288182 – [vicemarcora@iisinveruno.edu.it](mailto:vicemarcora@iisinveruno.edu.it)  
I.P.S. "E. LOMBARDINI" Via Buonarroti, 6 - 20010 Inveruno ☎29787234 - [vicelombardini@iisinveruno.edu.it](mailto:vicelombardini@iisinveruno.edu.it)  
I.T.T.E. "G. MARCORA" Via Marcora, 109 - 20010 Inveruno ☎297285314 - [viceittmarcora@iisinveruno.edu.it](mailto:viceittmarcora@iisinveruno.edu.it)