

PROGRAMMA DI LINGUA E CULTURA INGLESE

ANNO SCOLASTICO 2025-2026

CLASSE 5 TUR

PROF.SSA SCOTTO ALICE

Dal libro di testo *Explore Premium -Travel and tourism Eli Publishing* sono state svolte le seguenti unità:

CONTENUTI DISCIPLINARI SVOLTI

1 QUADRIMESTRE

UNIT 7: EXPLORE ITALY

- Planning an itinerary: a practical guide
- An independent tour of central Italy (group planning activity)

UNIT 1 THE TOURISM INDUSTRY

- The nature of tourism
- UNWTO code of ethics
- Different types and motivations for travelling (leisure, business, bleisure, VFR)
- History of tourism from the Roman Age through the Middle Ages and Renaissance to international mass tourism
- The 18th century, the Grand Tour and the Industrial Revolution towards the 19th century
- Sustainable tourism, responsible tourism and ecotourism
- Economic, social, environmental impact of tourism: advantages and problems
- National and international organisations for the promotion of tourism : UNWTO/ ENIT and national tourism agencies: APT, IAT and Pro Loco
- Distribution chain: organisations for selling tourism products
- Package holidays: advantages and disadvantages

UNIT 2: MARKETING AND PROMOTION

- Definition of marketing, the role of marketing
- Market segmentation, marketing mix and SWOT analysis, the importance of strategic planning
- Digital promotion, websites and social media, how websites are vital marketing tools
- Promotional tools: adverts, leaflets, brochures

II QUADRIMESTRE

UNIT 4: MOTIVATIONS AND DESTINATIONS

- Why people travel, basic motivations and specific aims
- Business tourism, M.I.C.E.; mass tourism vs niche tourism
- Nature and rural tourism
- Adventure tourism

- Weddings and honeymoons
- Food tourism
- Medical and wellness tourism
- Music and screen tourism
- Religious tourism
- Where people travel
- Man-made resources
- UNESCO World Heritage Sites

UNIT 9 : EXPLORE THE USA

- Geography
- A brief history of the USA
- Key moments in the 20th and 21st century
- National parks
- Write a 4-day itinerary about one major American city (Washington, New York, San Francisco)

CULTURE AND CITIZENSHIP

- The US political system
- The UK political system
- The Suffragettes (reading comprehension and film analysis “The Suffragettes”)

CIVIC EDUCATION

- Agenda 2030: goal 8 -decent work and economic growth
- Palestine recent history: from the end of WWI to the Israeli-Palestinian conflict

STRUCTURE OF LANGUAGE

English tenses revision: present simple, present continuous, present perfect, past continuous, past simple, future simple

Verbs transformations into nouns

Vocabulary (section for each module/topic)

Viareggio, 28/5/2026

Gli studenti

La docente

Alice Scotto