

Programma di lingua e civiltà inglese a.s. 2022/2023

Disciplina :Lingua e Civiltà Inglese Classe V° Sez. T A

Indirizzo: Turismo

Docente: Prof.ssa Ganci Daniela

Libro/i di testo: Kieran O'Malley "Tourism at work"

Materiale in formato digitale fornito dalla docente sulla piattaforma classroom

THE BRITISH ISLES

Geographical features of the British Isles
Many tourist attractions of England, Wales, Scotland and Ireland
Sightseeing itineraries
London, Edinburgh and Dublin
Writing a sightseeing itinerary and a leaflet about an event
The British Institutions

THE EUROPEAN UNION

The European Union: origins and growth
The symbols of the EU
Next generation EU
Why we love EU
Euro-scepticism
The Brexit

NATURAL AND CULTURAL HERITAGE

Natural and cultural heritage
Conservation agencies: Unesco, The National Trust for England, Wales and Northern Ireland, FAI
The World Heritage Convention
Unesco Sites in Great Britain

COMMUNICATION AND DIGITAL MARKETING

What is communication?
Effective communication
Body language mistakes
Tourism marketing and advertising
Marketing mix
Marketing in a digital world
Promoting destinations
Online security

GLOBALISATION

Globalisation
The globalisation debate
The impact of globalization in tourism

THE CONDITION OF WOMEN

Women's suffrage around the world
The suffragette movement
How important is the vote for women
The Iranian women's protest

MIGRATIONS

Italian immigrants in America
From discrimination to adoration
The Black Lives Matter movement
Human rights and discrimination

SUSTAINABILITY

Sustainable tourism

The ecological transition

The pros and cons of tourism

Tourism in the Galapagos