



## **Programma svolto a. s. 2025-26**

Classe / Indirizzo: 5 A TURISMO

Materia: LINGUA INGLESE

Docente: ANNALISA PRISCO

*L'elenco che segue è stato letto dal docente ai delegati della classe*

### **Elenco dei contenuti**

Dal libro di testo in adozione *Book Now! English for responsible tourism*. Ed. Rizzoli

#### **Step 1: Serviced accommodation**

Hotels

Guest accommodation

#### **Step 2 : Self- catering accommodation**

Types of self-catering accommodation

#### **Unit 4 . Sustainable tourism-**

**Video** : Greta Thunberg's speech at the Climate action summit September 2019

Responsible and sustainable tourism. Green tourism-Ecotourism

The impact of tourism-the economic , the social and environmental impact of tourism

Sustainability and Green Washing

#### **Unit 5 Tourism marketing**

Marketing essentials

-What is marketing ?

Market segmentation

Target market

Marketing strategies

SWOT analysis

Marketing Mix

Tourism promotion

#### **Unit 7 : Jobs in Tourism**

Careers and jobs



## **Unit 9 welcome to the USA**

USA at a glance

California Coastal States

Mountain States

City breaks: New York Itineraries and tours

Writing Bank: Leaflet, Circular Letters

**INVALSI: Esercizi di lettura, ascolto . Practice**

**Dispense GEORGE ORWELL : 1984 rappresentazione teatrale**

**Film . No Other Land**

**Educazione civica; Sustainable and responsible tourism, International organizations  
ONU and AGENCIES**

**Progetto conversazione madrelingua: dialogues, work in groups and pairs., job interviews, CV,  
Describing visuals.**

**Cremona, 29/05/2026**

**Il docente Annalisa Prisco**