

---

CORSO DI ISTRUZIONE TECNICA SUPERIORE

# TECNICO SUPERIORE PER IL TURISMO CROCIERISTICO INTERNAZIONALE

Figura nazionale 5.1.2 Tecnico Superiore per la Gestione di Strutture Turistico-Ricettive (VI livello EQF)



# PIONEERS OF TOURISM

a cura di Prof. Luigi Vallillo



**fondazione  
ITS BACT**

TECNOLOGIE  
INNOVATIVE  
PER I BENI E  
LE ATTIVITÀ  
CULTURALI E  
TURISTICHE



**MSC**  
C R U I S E S

---

MATERIAL MADE BY TEACHER AND STAFF OF THE BRITISH INSTITUTES NAPOLI

- SOURCES
- ENGLISH FILE BOOK
- GOING INTERNATIONAL ENGLISH FOR TOURISM

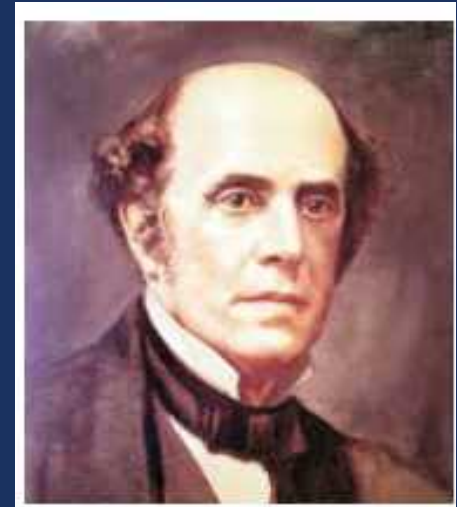
Believe you can and you're halfway there.



---

# PIONEERS OF TOURISM

Students learn about the famous pioneer of the tourism industry



# LISTENING ACTIVITY



## Imnarja festival

You are going to listen to a tour guide describing a festival to a group of tourists on a coach. Before you listen, discuss these questions.

- 1 What do you know about Malta? Think about: geography, location, people, language, culture, religion, food and drink.
- 2 Look at the photograph. What do you think happens during the Imnarja festival?
- 3 The following words are all used in the guide's talk. How do you think they are connected to the festival?  
*harvest crops torches bonfires procession banners rabbit*

# READING ACTIVITY

## PIONEERS OF TOURISM



### Thomas Cook



**F**or millions of people around the world, the name Thomas Cook means traveller's cheques and travel agencies – but who was Thomas Cook? He was the first person to develop mass tourism. He organized excursions and tours which opened up the world of travelling for pleasure to the middle classes. Many of the things which we now take for

### Freddie Laker



**F**reddie Laker was one of the pioneers of modern passenger air travel. He was born in England in 1922, and from an early age he was involved with aircraft. He was an aircraft engineer in the Second World War and also learnt to fly.

Laker's business ability appeared soon

### César Manrique



**T**he tribute most often paid to César Manrique is that without his efforts tourist development on Lanzarote would have followed the high-rise, high-density route and the island would have lost its identity. In the environmentally conscious 1990s Lanzarote is studied by other countries who are developing tourism, and is used as a role model.



# READING ACTIVITY

## PIONEERS OF TOURISM

### **Pioneers of tourism**

The text on page 12 mentions one person, Thomas Cook, who was an important influence on the development of tourism. Do you know any other 'pioneers of tourism' from any of the periods described? Have you heard of Freddie Laker or César Manrique?

Divide into three groups. Each group is going to read about one of these three pioneers of tourism – Thomas Cook, Freddie Laker, and César Manrique.

In your groups, fill in the information for your person in this chart.



# READING EXERCISE

When you have made notes, get together with members of the other groups and find out about the other pioneers of tourism. Discuss the different contributions made by each of the pioneers. Who do you think made the most valuable and important contribution? Why?





# READING EXERCISE

- 6 Why were holiday camps so popular?
- 7 What technical development helped the expansion of package holidays abroad?
- 8 Explain these expressions:
  - a *travelling to relax and get away from it all*  
(paragraph 1)
  - b *more and more people caught the travel bug*  
(paragraph 4)



# GRAMMAR – REVISION OF BI GRAMMAR

Diapositiva 10

---

- C1 Carmen; 02/02/2018
- C2 Carmen; 02/02/2018

---

SPEAKING

# Class presentations



---

CONTATTI

**LUIGI VALLILLO**

Cell. 081408849

Email [napoli@britishinstitutes.org](mailto:napoli@britishinstitutes.org)



**fondazione  
ITS BACT**

TECNOLOGIE  
INNOVATIVE  
PER I BENI E  
LE ATTIVITÀ  
CULTURALI E  
TURISTICHE



**MSC**  
C R U I S E S