ESAME DI STATO CONCLUSIVO DEL SECONDO CICLO DI ISTRUZIONE

Indirizzo: IT04 TURISMO
Disciplina: LINGUA INGLESE

GENERAL INFORMATION
- You must complete all activities.
- The exam consists of two parts.

PART 1 - COMPREHENSION AND INTERPRETATION
You will read and analyse two passages:

One from technical-professional (continuous or non-continuous) content	**One from a topical subject**
Continuous texts are traditional texts with full sentences and paragraphs, read from start to finish. Examples can be essays, articles, stories, reports. Non-continuous texts use visuals or lists to present information, often for quick reference. Examples can be charts, graphs, tables, maps, advertisements.	Texts of a topical subject focus on a specific theme or issue, often related to current events. They provide information or analysis about a particular topic. Examples can be news articles, opinion pieces, research papers.

The combined length of both texts is approximately 1000 words.

Question Types:
- **True or False**: Indicate whether statements are true or false and provide the first four words from the sentence in the text that supports your answer.
- **Multiple-Choice**: Choose the correct answer from four options.
- **Open-Ended Questions**: Answer in your own words, demonstrating comprehension and interpretation.

PART 2 - WRITTEN PRODUCTION
You will be asked to choose between two different tasks:
1. Task 1 asks you to write an itinerary.
2. Task 2 asks you to write an article of about 300 words.

STRATEGIES FOR PART 1 - COMPREHENSION AND INTERPRETATION

1. True-False-Justification Questions
When answering these questions choose **True** if the information is correct according to the text, **False** if it is incorrect. Once you have decided if the statement is true or false, you are asked to write **the first four words** of the sentence which contains the information you have used to classify the statement.

TIPS
• Answer according to what is in the text, not according to what you think.
• Read to the end of the statement: all information must be true for the statement to be true.
• If there is a negative, read the sentence without the negative. If the statement without the negative is true, then the correct answer would be false.

2. Multiple-Choice Questions
Multiple-choice questions are **closed-ended** questions as the respondent has a limited number of options to choose from. The Stem refers to the main question or statement. The Distractors are the incorrect options. Only one answer is correct.

TIPS
First read the text once to get a clear idea of what the passage is about. Then:

- Read the first question. Try to answer the question without looking at the four options first. Then read the options and check if one matches your prediction.
- Read all the options. Never choose an option without reading them all!
- Take some time to really understand each option and what distinguishes one from another.
- Cross out incorrect options immediately.
- Once you have chosen the answer, check if all the information it gives is backed up by the text.
- Repeat the same procedure with all the questions.

3. Open-ended Questions
Open-ended questions can be of different types. Here are different types of questions you may be asked in the Esame di Stato:

A Literal Questions: you are required to locate the information which is directly stated in the text.

B Inferential Questions: the information is indirectly stated or implied and usually requires other information. In this kind of questions, you need to
- make deductions.
- read between the lines or
- look for information which may not be stated in the text.

C Evaluative Questions: you are required to formulate a response based on your opinion.

D Interpreting data questions These questions check your skills at describing and interpreting bar graphs, histograms, line graphs and pie charts.

When you answer a question about charts or graphs describe
- the type of graph or chart
- the period covered.
- the main trends and developments/expected development/expected growth

TIPS
Useful expressions include:

Time:
- from (2024) to (2030)
- between (2024) and (2030)

Description of Trends:
- increase/decrease
- rise/fall
- growth/decline
- grow by _____% /at a high/low rate

Expected development
- the demand for ecotourism is expected to grow by …% (percent);
- the chart shows the percentage of AI users in the tourism industry.

STRATEGIES FOR PART 2 - WRITTEN PRODUCTION

In Part 2 you are asked to choose between to writing tasks: Either
- writing an itinerary
or
- writing an article of about 300 words.

TIPS
Choice strategy:
- Before deciding, read the two tasks carefully.
- Focus on content: which content are you more familiar with?
- Think about how you might develop and organise content in both tasks.

1. Writing an Itinerary
You are given specific instructions about the itinerary you are expected to write. Instructions usually include:
- type of itinerary (a walking tour, a city break, a fly&drive, a themed tour, slow tourism, etc.)
- length (number of days/nights)
- location: country/region etc.
- activities
- type of accommodation
- transport on site : hiking/walking/cycling/trekking/bus, etc.)

Follow the instructions carefully.

TIPS
When planning your itinerary, always consider the relation between time, distance and type of transport.

- Always write a title
- Write a short introduction that illustrates:
- country/place/area/region/city, etc.
- the type of itinerary.
- its length (usually given),
- type of accommodation
- moving around/onsite transport (train/bicycle /boat/walking /trekking/hiking)

Then begin your day by day schedule:

Day 1 - Mention meeting/starting point: date/place/time. Day's programme:
Include /: daily meeting time/ activities/visits/meals/accommodation.
Day 2: ………..
Last Day – end of tour. Place/time

2. Writing an article
You are asked to write an article and you are given instructions about:
- number of words: usually 300)
- content: suggested by a statement or quote.

Example:
'When the journey is as important as the destination itself'
(plus a series of instructions such as: let other travellers know what slow tourism is about; explain the advantages of travelling slow, etc.)

Here is a step-by-step article plan to comment on a quote or statement given.

1. Introduction (50-60 words)
- Hook: start with the given statement or quote.
- Explanation: briefly interpret what it means
- Thesis statement: clearly state your position or argument related to the quote.

> Example.
> The statement 'The Journey is as important as the destination' is a perfect definition of slow tourism. It is the opposite of mass tourism, the kind of tourism that emphasises rapid consumption of the journey and of the destination itself. Slow tourism means tourists travel to a place and make the journey part of the holiday experience.

2. Body paragraph 1 (80-90 words) - First supporting point
- Topic sentence: state your first argument.
- Explanation: explain how it supports the quote:

> Example:
> Generally, tourists choose the fastest transport means (generally flying), so that they can stay as much as possible at the destination they have chosen. However, in so doing they contribute to the pollution of the atmosphere and of the environment. Instead, one of the key words of slow tourism is 'sustainability.' Slow tourism is a form of sustainable tourism, because slow tourists choose not to fly, and use other methods of travel, such as trains and boats, with low carbon footprints.

3. Body Paragraph 2 (80-90 words) - Second supporting point
- Topic sentence: introduce a second key argument.
- Explanation: explain why it is important.
- Example/evidence: provide a concrete example.

> Example:
> Time is another key factor in slow tourism: staying longer in one place allows visitors to truly engage in their surroundings. When the travel experience slows down, the journey itself becomes more enjoyable. Another key word in slow tourism is 'local': slow tourists buy locally, use local transport, eat local food and meet the local communities, making the journey itself a real, authentic experience. This approach helps preserve cultural heritage by resisting the commodification that often accompanies mass tourism. Finally, this approach supports the local economy.

4. Conclusion (50-60 words)
- Restate the thesis: summarise your key points.
- Final thought: end with a thought provoking idea, question, or connection back to the quote.

> Example:
> To sum up, people should abandon the 'checklist' idea of visiting as many destinations as possible, in favour of deeper interactions between visitors and residents.
> Connection back to quote:
> Example:
> Overall, slow tourism does not mean more time away from home. It is a change of emphasis, from the destination being the most important part of the holiday, to the journey being part of the holiday itself.

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IL CANDIDATO DEVE SVOLGERE TUTTE LE ATTIVITÀ COMPRESE NELLA PROVA

QUESTION A

PART 1 - COMPREHENSION AND INTERPRETATION

Sustainable Tourism and the key role of Artificial Intelligence

The Tourism industry is undergoing significant transformation. On the one hand, it is driven by increasing environmental awareness and the need to adopt more sustainable practices. On the other hand, the tourism industry is rapidly being transformed by the integration of Artificial Intelligence in each of its sectors, offering solutions that enhance travel experience, and provides personalized services to travellers.

How Can Artificial Intelligence (AI) become a key ally to promote responsible and sustainable tourism? In other words, how can we use AI to contribute to the preservation of natural and cultural resources for future generations? Here are a few examples:

 Predictive analytics can forecast demand for flights, hotels and other services. However, in so doing, predictive analytics can avoid overtourism by anticipating peaks in attendance, by suggesting less crowded destinations, or by suggesting alternatives   that minimize environmental impact.

AI powered chatbots can serve as virtual guides, providing detailed information about destinations and promoting responsible behaviours such as proper waste separation and adherence to local regulations.

AI-based recommendation systems can offer personalized itineraries, considering the travellers' preferences and opportunities for engaging in sustainable activities and initiatives that benefit the environment, such eco-tourism, slow tourism and proximity tourism.

AI algorithms can enable the monitoring of carbon emissions related to tourism. This data-driven approach helps identify and address critical points, improving efficiency and reducing the environmental impact.

AI can also assist hotels in measuring and managing their carbon footprint. Through the integration of smart sensors and artificial intelligence algorithms, hotels can gain insights into their energy consumption, implement low-impact technologies, and contribute to a more sustainable hospitality sector.

In conclusion, the future of tourism lies in the balance between technological advancement and ethical responsibility.

(248 words)

Fig. 1

Chart A shows the projected CAGR (compound annual growth rate) growth of the AI in Tourism market from 2024 to 2030.

Chart B shows the ecotourism market in 2023 and the projected CAGR growth of Ecotourism popularity globally from 2024 to 2030.

Chart A

The AI in Tourism market is estimated at USD 2.95 billion in 2024 and USD 13.38 billion in 2030 at a CAGR of 28.7%.

AI in Tourism Market Size Comparison
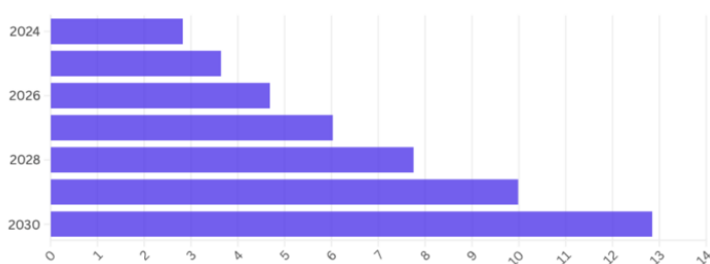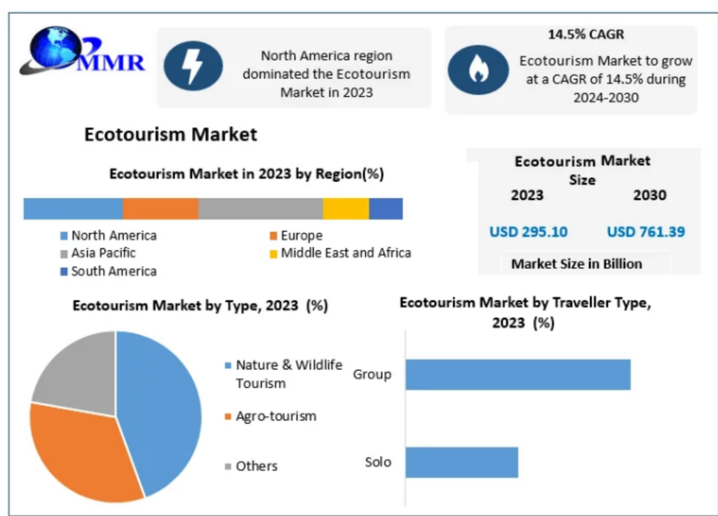in Billion USD

Chart B

Choose the answer which fits best according to the text. Circle <u>one</u> letter.

1 What changes is the tourism industry undergoing nowadays?

      A Travellers are no longer interested in sustainability.

      B Technological changes are no longer a priority.

      C Technological innovation and a concern for the environment.

      D Long-haul destinations are becoming increasingly popular.

2 This article is about how

    A Artificial Intelligence can increase profits.

    B Artificial Intelligence can promote holidays in hotspot destinations.

    C Artificial Intelligence can promote exotic destinations

    D Artificial Intelligence can help implement sustainable practices in tourism.

TIPS

Question3 and Question 4: Before you answer, read the questions carefully: AI recommendation systems can provide all four types of information, but the question ends with a specific purpose. That limits the answer to **one option.**

3 What can predictive analytics foresee to help prevent overtourism?

    A peaks in attendance and tourism flows

    B climate change

    C political unrest

    D weather

4 What kind of information can AI recommendation systems supply to enhance sustainability?

    A information about the world's most fashionable hotels

    B information about behaviours that respect and protect the environment

    C information about all-inclusive resorts

    D information about the world's most fashionable destinations

Answer the question by referring to Figure 1, Charts A and B.

5 Both charts are about growth. What do they show about the use of AI in tourism from 2024 to 2030? What do they show about the demand for ecotourism in the same period of time? What is the compound annual growth rate of Artificial Intelligence in tourism compared with the compound annual growth of Eco-tourism demand between 2024 and 2030?

PART 2 - WRITTEN PRODUCTION

Choose <u>one</u> of the following tasks. Number your answer clearly to show which question you have chosen.

Either

1 Your tourism company organizes personalized sustainable travel experiences based on slow tourism principles.

A group of customers has asked you to plan a 5-day itinerary in Italy. The location is an Italian region with its cultural and natural resources (could be a National/Regional Park and nearby towns/villages) Your itinerary should include:

- an introduction that explains in what way your itinerary is 'slow' (e.g. the inclusion of off the beaten-track locations)
- low-impact activities on site (cycling, trekking, hiking)
- eco-friendly hospitality.
- meeting the local community to better understand local culture and traditions (e.g. you might include a festival, costumes, local food, local museums etc.)

Or

2 You wish to share your opinions about the importance and the benefits of slow tourism, so you write an article to be published on a travel magazine. The title is:

'When the journey is as important as the destination itself'

In your article you wish to:

- emphasize what you discover when you travel slow
- let other travellers know what slow tourism is about.

Write your article in about 300 words.

QUESTION B

PART 1 – COMPREHENSION AND INTERPRETATION

Read the text and answer ALL the questions below.

Reimagining Public Transport: the case for a nationwide green mobility pass

While the return of the rail network to public ownership represents a significant policy shift, it falls short of addressing the broader challenges facing the UK's transport system, according to new analysis. Environmental and transport policy experts are urging the government to take bolder action by introducing a universal flat-fare travel pass that would grant nationwide train access for a fixed monthly fee.

The proposed initiative—referred to as a "green mobility pass"—would allow passengers to travel freely on most rail services across the United Kingdom for a monthly payment of £49. Supplementary charges would apply to higher-demand routes, such as express services or those operating in and around London, to reflect the increased pressure on those networks.

A report released this week by the sustainable transport think tank RailVision UK, commissioned by the climate advocacy organisation EarthNow, explores the feasibility and potential impact of such a system. It finds that while the scheme could lead to a revenue shortfall for the rail sector—estimated between £45 million and £637 million annually depending on user participation—this could be offset through targeted public subsidies. The authors argue that this investment would be more efficient than existing forms of transport support and would yield substantial environmental and economic returns.

Among the primary benefits cited is the simplification of the UK's complex and fragmented fare system. With over 50 million possible fare combinations currently in circulation, ticketing can be confusing for passengers. A single, predictable subscription fee would streamline the experience for both frequent commuters and occasional travellers, reducing barriers to rail usage and promoting a more equitable transport network.

The report emphasises the environmental imperative behind the proposal. Road transport remains one of the leading sources of greenhouse gas emissions in the UK, in part due to inadequate public transport infrastructure outside metropolitan areas and the rising ownership of larger, more polluting vehicles such as SUVs. By encouraging a modal shift from private cars to rail, the proposed green mobility pass could significantly reduce emissions and air pollution.

The financial implications for individual commuters could also be substantial. For instance, current monthly season tickets for the journey between Ashtonvale and Central Bradford are priced at £379. A similar route from Newford to Riverton costs £260 per month, while Easton to Yorkminster is £278. In contrast, the green pass would offer extensive national coverage for £49 per month, representing significant savings. Moreover, according to figures from the Urban Mobility Institute, the average monthly cost of operating a private vehicle stands at approximately £319. Fuel tax freezes over the past

decade have further distorted transport economics, resulting in an estimated £9 billion annual loss in public revenue.

The report, titled *On Track: The Case for a National Green Pass*, estimates that the scheme could generate an additional 122 million train journeys annually. This would replace approximately 40 million car trips and result in a reduction of around 380,000 tons of carbon dioxide emissions per year. While participation in the scheme would remain voluntary and standard ticketing options would continue to be available, evidence from similar initiatives abroad suggests widespread user uptake and public approval.

Liam Darwood, Senior Transport Policy Advisor at EarthNow, commented: "The existing fare structure is overly complex, frequently cost-prohibitive, and unfit for purpose in a climate-conscious society. A national travel pass would offer a pragmatic solution—simplifying access, reducing costs for households, and supporting our net-zero goals."

The report recommends piloting the scheme in the North of England, where public transport investment has historically lagged behind that of London and the South East. Currently, transport spending per capita in Greater London is estimated at £864 annually, compared to just £349 in Northern regions. Implementing the initiative in these areas could help address longstanding regional inequalities and provide an early demonstration of its viability.

Alex Renner, Director of RailVision UK, added: "Launching the programme outside the South East would provide immediate benefits to underserved regions while relieving pressure on the capital's already congested network. The government's new National Rail Authority, once operational, would be well placed to oversee implementation and evaluation of the pilot phase."

As the UK continues to seek solutions to decarbonise transport and improve public mobility, advocates argue that the green mobility pass represents not just a practical reform, but a necessary one. It offers an opportunity to reshape travel behaviours, support regional economies, and reduce the country's reliance on cars—delivering social, environmental, and economic benefits in a single policy intervention.

(745 words)

Choose the answer which fits best according to the text. Circle <u>one</u> letter.

1 What is a likely reason the flat-fare pass could appeal to people outside major urban centres?

    A It offers faster services on all routes.

    B It focuses investment where congestion is already high.

    C It provides access to affordable transport in underserved areas.

    D It increases the cost of car ownership in cities.

2 What does the term "modal shift" (l. …) most likely refer to in the text?

    A Transitioning from driving during the day to night.

    B Changing from one type of fare model to another.

    C Shifting government spending from roads to rail.

    D Moving from one form of transport to another, such as from car to train.

3 Why might the government initially implement the scheme in Northern England?

    A Because the South East has too few train routes.

    B To strengthen ties between London and other regions.

    C To ease financial burdens in the wealthiest regions.

    D To reduce inequality in areas with historically low investment.

4 Which of the following best captures the intended role of the new National Rail Authority?

    A Building new rail infrastructure across the country.

    B Regulating ticket prices for high-demand lines.

    C Monitoring the success of the pilot travel pass.

    D Advertising rail travel as an alternative to cars.

5 What indirect financial issue is linked to encouraging private car use?

    A It increases the value of rail infrastructure.

    B It causes high maintenance costs for electric trains.

    C It reduces government income due to tax policy.

    D It leads to more efficient fuel consumption.

Answer the following questions. Use complete sentences and your own words.

6 What broader goal does the green mobility pass aim to support beyond making travel cheaper?

7 Why would simplifying the fare structure be beneficial for users?

8 What does the report suggest about the trade-off between revenue loss and public investment?

9 How might the flat-fare system impact social equity in transportation?

10 Why might a fixed monthly rail fee be seen as a better option than current fuel tax policies?

PART 2 – WRITTEN PRODUCTION

Choose <u>one</u> of the following tasks. Number your answer clearly to show which question you have chosen.

Either

1 You are part of a tourism development programme focusing on sustainable travel in your country. Your recent assignment involved creating a pilot itinerary that promotes eco-friendly tourism experiences for international travellers.

Write a professional report in English, addressed to your project coordinator, in which you:

• Describe the sustainable itinerary you designed and the tourist profile it targets.

• Evaluate how the itinerary balances environmental concerns with visitor satisfaction.

• Recommend improvements to make this type of tourism more appealing to English-speaking visitors who are interested in sustainable travel.

Or

2 You recently volunteered at a major international travel fair where you acted as a guide for visitors from English-speaking countries. The experience changed the way you think about cultural exchange and the role of language in tourism.

Write an article for your school's online newsletter (about 300 words) in which you:

• Describe a memorable interaction with an English-speaking visitor during the event.

• Explain how this encounter changed your understanding of tourism as a cultural bridge.

• Reflect on how using English in real-life situations influenced your motivation to improve your language skills.

Write your article in about 300 words.