

Tourism – A \$4.7 trillion business

by Paul Jenkinson



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Die Einheit bietet Schülerinnen und Schülern die Möglichkeit, das Thema „Tourismus“ aus mehreren Blickwinkeln zu beleuchten. Welche positiven und negativen Auswirkungen hat Tourismus auf die beliebtesten Gegenden? Wie hat sich die Tourismus-Industrie seit der Corona-Pandemie verändert, und wie könnten Reisen in Zukunft aussehen? In der Reihe beschäftigen sich die Lernenden mit diesen und weiteren Fragen, erweitern ihren thematischen Wortschatz und trainieren insbesondere ihre Kompetenzen im Lese- und Hör-Seh-Verstehen.

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Facts	1
Notes on the material	1
Topic 1: An overview	3
Topic 2: The conservation role	9
Topic 3: The environmental aspects	15
Topic 4: The <i>Instagram</i> effect	26
Topic 5: Space tourism	32
Topic 6: Poverty tourism or educational awareness?	37
Topic 7: Staying local	50

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Competences and skills:

By working with several texts, cartoons and some pictures, students train their **reading comprehension skills** as well as their **analysing competences**. Throughout the unit, they continually learn and improve their writing skills and enhance their vocabulary knowledge. Students also improve their **listening and viewing competences** by engaging with three videos and practise their **speaking skills** by giving presentations.

Overview:

List of abbreviations:

A	Analysis	C	Comment
CT	Creative task	D	Discussion
EV	Evaluation	G	Group work
GF	Gap filling	LVC	Listening/viewing comprehension
P	Working with a picture/ cartoon	PR	Presentation
R	Research	RC	Reading comprehension
T	Working with the text	V	Vocabulary
W	Writing		

Topic	Material	Methods/Skills
1: An overview	M1	C, GF, LVC
2: The conservation role	M2–M3	D, T, W
3: The environmental aspects	M4–M6	A, D, P, PR, T, V, W
4: The <i>Instagram</i> effect	M7	C, LVC, P, W
5: Space tourism	M8–M9	EV, G, LVC, PR, W
6: Poverty tourism or educational awareness?	M10–M12	D, P, R, RC, T, W
7: Staying local	M13–M14	CT, D, R, T, V

M3 Worksheet – *Conservation in Crisis*

Pre-reading activity



- In class, briefly express your thoughts concerning ...
 - your understanding of the expression “ecotourism” and
 - whether you would go on this type of holiday.

Reading comprehension



- In key points, summarise the text.
- Explain the effect the lack of tourism is having on wildlife conservation and communities.

Working with the text

- Analyse the situation regarding the rangers.
- Demonstrate that species and natural environments are under attack from more than just the collapse of the ecotourism industry.

Discussion



- Discuss the advantages and disadvantages of ecotourism. Consider local communities, the natural world, and the tourists themselves. Some points to include could be:

awareness – education – wildlife familiarity – local income – research – footprints – sustainability – disturbance – number of visitors – reliance – resentment – resources – protection

Writing



- Write an article for the travel section of an international magazine using one of the following titles:
 - Dependency on Tourism*
 - My holiday footprint – my choice*

M6 Worksheet – Working with a cartoon



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Writing



1. Describe the cartoon and include a comment on the cartoonist's theme.
2. If you were with the local council in the area portrayed in the cartoon, what suggestions would you make to deal with the issue? Write a suitable proposal in note form considering the pros and cons of each idea.

Presentations and Discussions



3. Select three people from your class to present their proposals.
4. Discuss and talk about the proposals and decide which one you, as a group, would implement.

in the package holiday and seen in a brochure or on a website. The activity and the reason for doing it is very similar to that of the people going to Horseshoe Bend.

Explanation (hidden) gems: The video mentions hidden gems that are suddenly overrun by visitors due to geotagging. In the cartoon, the island would appear to be representative of a desert island beauty spot, undisturbed until discovered by a package tour company.

6. Study the cartoon and do the following tasks.

a) Describe the cartoon and suggest why the cartoonist has drawn it.

The cartoon is labelled *The Desert Island Package* and is simply drawn in black and white. It shows a large cruise ship anchored just off a small desert island. The ship dwarfs the island emphasising its size. Four tourists appear to have been brought to the island, which consists of one palm tree and a few square metres of land, by two sailors in a rowing boat. These crew members look amused at the activities of their guests. The island's visitors, three men and a woman, dressed in T-shirts and shorts, are taking photos of the palm tree. One person is having to stand in the sea to be able to take the photograph, which indicates how small the area of land is.

The cartoonist is making many observations about the holiday package industry and in doing so allows the observer to interpret situations. The cruise ship is huge and has brought thousands of guests to a small, previously isolated island. Cruise ships visiting small places and dominating the skyline, for example in Venice, is well-known and objected to by many people. The behaviour of tourists is also portrayed. Often their only interest is to see the places they visit through a camera lens, including using a mobile phone and taking selfies. The cartoon is effectively a critical observation of tourists and the tourist industry.

b) Express your views about package holidays.

c) Express your views about cruise ships.

Individual results.

Composition

7. You see an online competition to win a holiday and decide to take part. You are asked to write an article with the title "Holidays, travel and me". To stimulate thought the company has provided three quotes from well-known authors which you may wish to consider.

Individual results

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