

1 Gerry Gordon on the effects of tourism

Listening

This is an interview with Gerry Gordon from the International Tourist Board. He is talking to Lisa Brown about tourism and how it is changing in the modern world.

Part one

1 Part one of the radio interview is about the changing patterns in tourism in Western European countries. Complete the five main reasons for these changes.

1 M _____

2 M _____

3 A _____ t _____

4 A _____

5 L _____ t _____

2. True or false? Write T or F next to the sentences.

1 The programme was first broadcast at the end of the summer holidays. _____

2 Due to better transport, people travel further to their holiday destinations. _____

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3 Although air transport has improved considerably, it cannot always cope with the number of travellers. _____

4 Booking a holiday on the internet is difficult to organise by yourself. _____

5 Transnational travel agencies can organise any kind of holiday. _____

Part two

1 Listen to / read part two of the interview and find five missing words which give reasons for changes in patterns of tourism.

1 the _____ of destinations on TV and in brochures.

2 changing _____ and _____

3 _____ activities

4 recharge our _____

5 earlier _____

2 Listen to / read part two again and write T or F next to the sentences.

- 1 Tourist brochures are published to distract people from going to crowded places. _____
- 2 Nowadays, it is out of fashion to spend your holiday sunbathing on the beach. _____
- 3 Water sports are getting more popular. _____
- 4 Retired people prefer to spend their free time working in their gardens. _____
- 5 Modern tourism brings some threats to the environment. _____

Part three

Listen to / read the final part of the interview and find words or phrases which mean the same as these:

- 1 ecotourism _____
- 2 buyers _____
- 3 people working without pay _____
- 4 not fully developed _____

2 Listen / read again and write T or F next to the sentences.

- 1 Tourism is both a good and a bad thing for the economies of LEDCs. _____
- 2 Gerry says he is an individualist. _____
- 3 Lisa does not state where she is going on holiday. _____
- 4 Tourism is a danger to nature. _____
- 5 It is not possible to join a volunteer group. _____

In the interview, Gerry gave examples of the factors that influence tourism today. In pairs, decide which expressions go into the categories. Some of these phrases can be included in more than one category.

| | |
|-------------------------------|----------------------|
| active holidays | higher salaries |
| benefits to the local economy | magazines |
| benefits to local people | more airports |
| better roads and motorways | more holiday breaks |
| booking by computer | paid holidays |
| brochures | part-time work |
| earlier retirement | reduced air fares |
| bigger airports | shorter working week |
| flexitime | tour operators |
| higher car ownership | TV programmes |

| Category | Expressions |
|---|-------------|
| Higher earnings | |
| Greater mobility | |
| Improved transport facilities | |
| Advertising | |
| Improved accessibility | |
| More leisure time | |
| Changing lifestyles and fashions | |
| Changing holiday activities | |
| Ecotourism/green tourism | |

1 Gerry Gordon on the effects of tourism

Listening

Interview script: Recent changes in tourism patterns

Part 1

Lisa Brown interviews Gerry Gordon from the International Tourist Board

LB: Hello listeners. Welcome to 'Focus on Fact', our weekly interview that focuses on facts in our changing world. I'd like to welcome back Gerry Gordon, the local director of the International Tourist Board. Welcome, Gerry. We last spoke at the beginning of the summer holidays, didn't we?

GG: That's right, Lisa, and it's nice to be back, thank you.

LS: Gerry, last time we met we talked about how money, mobility and air transport have changed our patterns of travelling – people earn more, better roads and motorways mean we can travel further and air transport, despite its delays, cancellations and so on, has improved amazingly.

GG: That's right, Lisa.

LB: So let's move on to other areas which affect our choices. What about the accessibility of our holiday destinations?

GG: Of course, air travel has made many more places so much more accessible. People can go to distant corners of the world in comfort and relatively cheaply.

LB: But they may still have to wait hours at the airport!

GG: Well, this is true.

LB: What about the internet? That seems to affect our lives so much. Has it changed the way we organise our holiday time?

GG: It certainly has – it's so much easier to book a holiday now. You don't even have to go to the travel agency – you can just sit in front of your computer and do everything electronically! But for those who have no time (or nerve), to search the Net and who have more money there are these huge international, or transnational, I should say, travel agencies and holiday companies. They will arrange everything for you, any type of holiday – beach, skiing, trekking, anything you wish, in fact.

LB: And, lastly, how about leisure time? Aren't we workaholics any longer?

GG: Statistics show that we generally have more free time than we used to. Although in the USA many workers only have 14 days' paid holiday a year, and in Western Europe we generally have between 20 and 25 days, the working week is shorter than it used to be and more and more people work from home, or have flexitime, or just work part-time. And then there are those who retire relatively early, who are still active and have good money to spend on their leisure.

LB: Thank you, Gerry, for this part of the programme. We'll be back after the break.

Part One**1 Reasons for the changing patterns in tourism:**

- 1 Money
- 2 Mobility
- 3 Air travel
- 4 Accessibility
- 5 Leisure time

2 True or false?

- 1 F (It was broadcast at the beginning of the summer holidays.)
- 2 T
- 3 T
- 4 F (It is so much easier to book a holiday now. You can just sit in front of your computer and do everything electronically.)
- 5 T

Part Two**Interview script: Recent changes in tourism patterns****Part 2****Lisa Brown interviews Gerry Gordon from the International Tourist Board**

LB: Welcome back to 'Focus on Fact'. Today we're looking at the changing patterns in western European tourism. Gerry Gordon has already told us about some recent trends. How about the others, Gerry?

GG: Hello again. Yes, there are more things to look at. Take what we've just heard, that advert.

LB: Is advertising responsible for the growth in the number of tourists?

GG: Definitely. There are specially prepared holiday programmes on TV, even separate channels devoted to various holiday destinations. Add to this all the magazines and brochures published annually, as well as the internet, and you end up being bombarded by information on where to go, or maybe where not to go if you want to avoid crowds!

LB: I hadn't really realised this has such a great influence on us ...

GB: On one hand adverts respond to changing lifestyles and fashions, but, on the other hand they create these lifestyles and fashions. And today fashion has a lot to do with

what destinations people choose. In the past, summer just meant a seaside holiday. Nowadays, that type of leisure is on the decrease. Health resorts, fitness holidays, winter sun, activity holidays ... these kinds of holidays are what people want.

LB: Can you tell us more about the recreational activities we choose?

GG: They have certainly changed considerably. Generally, I would say an active holiday is doing something rather than doing nothing. Having a holiday doesn't mean lying on the beach any more. So water sports, cruises, high-mountain skiing, scuba-diving, exploring the most remote parts of the world, that's what people are really interested in.

LB: But why are we looking for more and more unusual ways of spending holidays, when our daily lives seem more stressful than before?

GG: Well, the faster pace of life and a greater pressure at work mean we need to recharge our batteries more often and more intensely. And finally, of course, there is a growing number of people who take earlier retirement. They're usually still quite fit and energetic, and don't just want to work in their gardens or take care of their pets or grandchildren. They want to realise their dreams, whether it be a trekking holiday in the Himalayas, a cruise to observe penguins in the Antarctic, or whatever.

LB: Wow! Thank you, Gerry, for all this. We'll talk about the threats modern tourism brings to the environment in the last part of the programme. Advert time ahead.

1 Reasons for changing patterns in tourism

- 1 advertising
- 2 lifestyle/fashion
- 3 recreational
- 4 batteries
- 5 retirement

2

- 1 F (They are published to attract more people to holiday destinations.)
- 2 T
- 3 T
- 4 F (Retired people are often still fit and active and keen to have interesting and unusual holidays).
- 5 T

Part three

Interview script: Recent changes in tourism patterns

Part 3

Lisa Brown interviews Gerry Gordon from the International Tourist Board.

LB: Welcome back, listeners. Gerry, I've heard a lot about ecotourism. What is it?

GG: Hello again. Well, yes, ecotourism, or 'green tourism' as it's sometimes called, is one of the newest trends of this industry. Tourism is a huge threat to nature in many parts of the world, so there is a growing number of people who choose to travel in a way that should not, at least theoretically, spoil the landscape or the local way of life.

LB: So, is it something we should all choose? I mean all the people who take great interest in protecting wildlife and local traditions?

GG: That would be great, but, in fact, ecotourism is also criticised. Mainly because the tourist agencies might add the 'eco' prefix to attract more customers.

LB: But I thought tourism was a blessing for the economy, especially in those underdeveloped regions of the world. Isn't that so?

GG: It does create income and jobs, but tourism also spoils a lot. It often takes away the four 'Ss': sun, sand, sea and scenery, and also the traditional way of life and the traditional land-use patterns. Everything becomes westernised, globalised and commercialised.

LB: So, to sum up, what would you suggest to our listeners as a holiday destination this summer season?

GG: Well, today people are more individualistic in their choices so they might join a group of people who share the same interests and hobbies as they do. Modern tourist agencies offer a wide range of special trips for, let's say, wine-lovers to vineyards and wine cellars, or pop-culture tourism to places like the Hollywood film studios or Elvis Presley's Graceland. Or maybe people want to combine having a break with doing something positive? Why not try and join a volunteer group, and spend your holiday working to help those in need, often in the underdeveloped regions?

LB: Wow, there really is a great deal to choose from. Anyway, thank you so much, Gerry, for coming to the studio again today and sharing all these ideas.

GG: My pleasure.

1

1 green tourism

2 customers

3 a volunteer group

4 underdeveloped

2

1 T

2 F (Gerry says that people are more individualistic in their choices.)

3 T

4 T

5 F (It is possible to join a volunteer group.)

2 Analysing the interview

Reading

In some cases the examples can go in more than one category.

| Category | Examples |
|----------------------------------|---|
| Higher earnings | <i>higher salaries paid holidays</i> |
| Greater mobility | <i>higher car ownership reduced air fares</i> |
| Improved transport facilities | <i>bigger airports better roads and motorways</i> |
| Advertising | <i>magazines brochures TV programmes</i> |
| Improved accessibility | <i>more airports booking by computer tour operators</i> |
| More leisure time | <i>flexitime part-time work shorter working week</i> |
| Changing lifestyles and fashions | <i>earlier retirement more holiday breaks</i> |
| Changing holiday activities | <i>active holidays</i> |
| Ecotourism/green tourism | <i>benefits to the local economy benefits to local people</i> |