



TRENDS IN TOURISM

UNIT MENU

Grammar: continuous aspect

Vocabulary: tourist motivations, describing visuals

Professional skills: using visuals

Case study: Getaway Travel – tailor a package

Reading

THE HISTORY OF TOURISM

1 Read about the history of tourism and put the paragraphs in chronological order (1–6).

A __ With a great deal of time to spend in leisure pursuits – under Emperor Claudius, there were 159 public holidays – the Roman aristocracy had ample opportunity to go out of town for pleasure and relaxation. The most popular destination was the Bay of Naples, just four days' journey from Rome down the paved Via Domitiana. With an itinerarium – a list of villages and cities and the distances between them, which could be purchased from a street vendor – visitors knew in advance what facilities their chosen accommodation offered.

B __ During the Age of the Enlightenment in the eighteenth century, it was fashionable for young aristocrats to travel around Europe for up to three years in order to visit and study great works of art and architecture and to improve their education. This was known as the Grand Tour and took place in Paris, Florence, Rome and Venice.

C __ Throughout history, people have always found reasons to travel. The Olympic Games gave the ancient Greeks an opportunity to leave home every four years to watch the competitions. They also travelled to temples erected in honour of the god of healing and medicine, in the hope of being cured.

D __ Tourism, in the modern sense, dates back to the nineteenth century, when Thomas Cook first exploited the opportunity for short organized trips. In 1845 he chartered a train and offered a 150-km excursion with pre-paid accommodation and a list of department stores to visit. It was not long before he was taking parties to Switzerland, Italy, Egypt and the United States on all-inclusive tours.

E __ The early twentieth century was the golden age for the luxury cruise industry. Places like Havana, Miami and Beirut always had a ship in port, with passengers on 'cruise and stay' voyages. But holidays abroad were still only for the affluent and it was not until the 1970s and 80s that ordinary people who wanted to get away and enjoy themselves abroad were able to do so. Mass tourism was beginning to take off.

F __ Getting from A to B in the Middle Ages was often difficult and dangerous but pilgrims traversed long distances to visit the Holy Land or famous shrines, such as the one at Santiago de Compostela in Spain, and this created a demand for inns and hostels for an overnight stay.

2 Read the texts in Exercise 1 again and tick (✓) the reasons for travel mentioned.

1 __ amusement

4 __ health

7 __ sport

2 __ business

5 __ religion

8 __ visiting friends and relatives

3 __ education

6 __ shopping



Speaking

TOURISM DEVELOPMENTS

3 In what ways do you think the tourism industry has changed since the 1970s?

Discuss with a partner. Think about the factors below.

- types of holiday
- choice of accommodation
- advances in technology
- transport infrastructure
- choice of destinations
- the profile of tourists

4 Tell your partner about the holidays you had as a child and the holidays you have now. How are they different?

Listening

TOURIST MOTIVATIONS

5 **1.1** Listen to Paul Henley, a representative of the United Nations World Tourism Organization, talking about why people travel and tick (✓) the reasons he mentions. What examples does he give of these reasons?

- ___ to escape from their daily routine
- ___ to find out how other people live
- ___ to visit friends and relatives
- ___ to realize an ambition
- ___ to acquire social status



6 **1.1** Listen again and complete what Paul says.

- First of all, they want to recharge their batteries, just ¹_____, chill out and then come back ²_____.
- A couple has been saving up for a long time in order to go on a round-the-world cruise. We could call this '³_____’.
- I think people often travel to ⁴_____ so that when they come back, they can ⁵_____ their colleagues, friends or family.
- I'm afraid most tourists don't actually ⁶_____ with the local population, except very superficially.

7 **1.2** Now listen to Paul talking about 'push' and 'pull' factors in tourism motivation and complete the table.

Push factors	Pull factors
	cheaper cost of living
love and romance	

Speaking

PULL FACTORS

8 Work in pairs. Discuss the pull factors that motivate tourists to come to your country.

RESEARCH

Ask members of the older generation about the kinds of holiday they had. Report back to the class. Compare and discuss your findings.

RECENT DEVELOPMENTS

Listening

TOURISM TRENDS

- 1))) 1.3 Monica Cheung works for the Hong Kong Travel Research Centre. Listen to her talking about trends in tourism over the past ten years and complete the summary.



People now book their vacations online and personalize their itineraries. This means that, although the High Street travel agent ¹ _____ yet, the retail agent ² _____ fast.

There is a(n) ³ _____ towards more sustainable tourism and governments in ⁴ _____ countries are attracting inward investment. As a result, remote areas ⁵ _____ up, there are more jobs and profits ⁶ _____. Adventure tourism and extreme sports are increasingly popular and this segment ⁷ _____ rapidly.

Current trends in demography and lifestyle are also important. The number of customized vacations for the seniors market ⁸ _____. There is another important ⁹ _____ trend associated with increased levels of stress in people's work and daily lives. As a result, there has been a(n) ¹⁰ _____ from vacations focused on entertainment towards more spiritual experiences, designed to improve health and wellness.

- 2))) Listen again. What prediction for the future does Monica Cheung make? Do you agree with her? What other predictions would you make?

GRAMMAR: CONTINUOUS ASPECT

- Use the **present continuous** to talk about situations that are changing, developing or progressing.
*The High Street retail travel agent hasn't disappeared yet but **is disappearing**.*
*Governments in emerging countries **are trying** to attract foreign direct investment.*
*People **are living** under increased levels of stress.*
- Use the **present perfect continuous** to describe a situation or activity that started in the past and has been in progress for a period until now.
*So, are there any trends that **have been emerging** over the last ten years or so?*
*The number of people over 55 **has been increasing** steadily in Europe.*
- Use the **past continuous** to describe past events repeated over time.
*A few years ago people **were saying** that the future lay in space travel.*
- You can use continuous forms with modal verbs or the passive.
*People who go on a round-the-world cruise **may be fulfilling** a dream.*
*In emerging countries remote areas **are being opened up** and jobs **are being created**.*
- Use continuous forms to indicate that the event or situation is unfinished.
*People **are increasingly looking** for a meaning to their lives.*
*I don't think that any tourists **will be staying** on the moon in the foreseeable future.*

See Grammar reference, page 111.



3 Study the Grammar box. Underline the verb forms and identify the tenses used in the sentences. In each case, is the situation finished (F) or unfinished (U)?

- 1 We've seen a complete reversal of the previous trend. F / U
- 2 We've been selling a large number of adventure holidays. F / U
- 3 Many old buildings have been destroyed to make way for new office blocks. F / U
- 4 More and more people are using their smartphones to make bookings. F / U
- 5 Climate change is having a profound impact on tourism. F / U
- 6 Residents of India and China are becoming more mobile than ever before. F / U

4 Complete the article with the correct form of the verbs in brackets. There may be more than one possible answer.

A portrait of China

Drawn by the air of mystery, the number of visitors to China ¹ _____ (rise) rapidly. The moment they get off the plane, many tourists ² _____ (may / fulfil) a lifelong dream to see a country that for years seemed cut off from the rest of the world.

The Great Wall ³ _____ (rebuild) completely in parts but its dizzying loops across the horizon still leave most visitors lost for words. The Forbidden City at the heart of Beijing ⁴ _____ (draw) crowds that make its original majesty hard to imagine. But Beijing ⁵ _____ (change) dramatically and ⁶ _____ (still / change). In recent times the capital ⁷ _____ (see) obvious economic development – luxury hotels, convenient public transport, modern shopping malls and excellent restaurants. However,

much of the traditional housing ⁸ _____ (destroy) to make way for new highways which are choked with traffic, making the air difficult to breathe.

China's vast population, despite famines and civil wars, ⁹ _____ (grow) from 400 million to approximately 1.4 billion in less than a century. This increase in population ¹⁰ _____ (drive) a seemingly never-ending consumer boom in recent years, most evident in the cities with their stores selling fast food, smartphones and facelifts.

With few opportunities for work in the countryside, millions of people ¹¹ _____ (move) to the cities in search of a better life. So if your taxi driver doesn't know where he ¹² _____ (go), it's because he ¹³ _____ (also / just / arrive) in town!



Writing

A PORTRAIT OF ...

5 In what ways has your country changed in recent times? Write a description (250–280 words) for an airline magazine of the developments that have taken/are taking place. Use the topics in the box and the article in Exercise 4 to help you.

culture economy family life lifestyle politics
population tourism working patterns

PROFESSIONAL SKILLS

USING VISUALS



Reading

EUROPEAN TRAVEL TRENDS

- 1 Read the extract from a report about travel trends in Europe. What are the general trends in the categories below: upward, downward or steady/level?

1 visitor numbers 2 European airlines 3 hotel occupancy

Executive summary: trends for the first semester

The majority of European destinations are indicating a positive start to the year. Foreign visitor arrivals went up steadily during the first six months and the number of days spent in each country is also on the rise.

Both airline and hotel industry data confirm the upward trend in travel to Europe. However, visitor numbers have been growing more gradually than during the peak growth periods of last year.

International passenger traffic outpaced global growth over the first two months of the year. European airlines have also reported a modest increase in traffic over the first 14 weeks but passenger numbers have declined slightly over recent weeks.

The capacity of European airlines continues to expand, carrying on the trend from late last year. Capacity soared between November and March, averaging an 8.8 percent rise in Available Seat Kilometres over the first 14 weeks. This should translate into competitive fares and boost travel demand over the next 6–8 months.

Hotel occupancy has improved further but appears to have levelled off. Average daily rates continue to rise fast across Europe in response to demand. However, overall growth is expected to dip as a result of the sharp hike in energy prices, which is leading to a significant decrease in disposable income and a surge in transportation costs.

- 2 Complete the table with the underlined words describing trends in the extract in Exercise 1. Change verbs to their infinitive form.

Nouns	Verbs	Adverbs	Adjectives

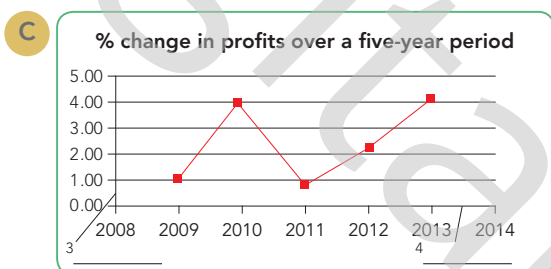
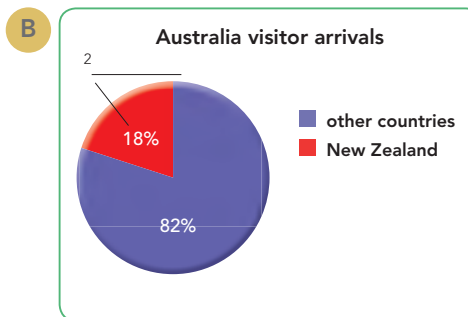
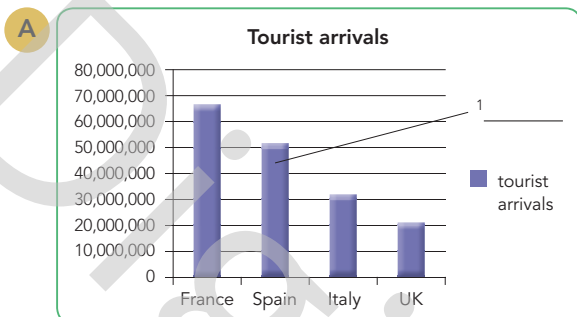
- 3 Look at the table in Exercise 2. Which words indicate a rapid or sudden change? Which verb means 'to stop rising or falling'?

Vocabulary

DESCRIBING VISUALS

- 4 Look at the four different ways of showing statistics. Label the visuals A–D with the words in the box.

bar chart line graph pie chart table



D

Residents of countries other than the US entering by Canada (thousands)	2007	2008	2009	2010	2011
by land	498.7	541.8	519.0	598.7	555.6
by air	4,037.0	4,060.7	3,501.4	3,697.3	3,801.6
by sea	143.4	161.8	149.5	159.9	165.1

- 5 Label the features 1–6 in the visuals in Exercise 4 with the words in the box.

bar column horizontal axis row segment vertical axis

Listening

PRESENTING STATISTICS

- 6 **1.4** Listen to part of a talk about using visual aids to present statistics and complete the Professional skills box.

PROFESSIONAL SKILLS: USING VISUALS

Introduction	Topic	Circumstances
This bar chart ¹ _____	the number of tourist arrivals	in the world's most visited countries.
The pie chart ² _____	visitor arrivals	for the period in question.
The red shaded segment ³ _____	the number of visitors from New Zealand	during the first semester.
The line graph ⁴ _____	the percentage change in profits	over the last few years.
The table gives us a(n) ⁵ _____	of residents entering Canada	by land, air and sea.

Speaking

DESCRIBING A VISUAL

- 7 Work in pairs. Student A, turn to file 1, page 102. Student B, turn to file 20, page 108. Take turns to describe your visual for your partner to draw and complete with the correct information. Start by explaining what your visual represents.

RESEARCH

Research some recent statistics relating to tourists visiting your country. If possible, find out about visitor arrivals, their country of origin, hotel occupancy, average length of stay and spending patterns. Present your findings to the class.

CASE STUDY TAILOR A PACKAGE

CASE STUDY MENU

Aim: To design a package for Chinese tourists.

- 1 Read an email about the boom in Chinese tourism.
- 2 Listen to a representative of the China Travel Market Research Institute.
- 3 Read an email from a tour operator in Beijing.
- 4 Write a proposal for a suitable package.



Getaway Travel

- 1** Diane Sullivan is a senior partner in the Getaway travel agency in London. Read her email to her junior colleagues and answer the questions.

- 1 What prediction has the World Tourism Organization (WTO) made?
- 2 What explains the growth of outbound tourism?
- 3 What do the numbers 8.3, 6.4% and 17.5% represent?

From: Diane Sullivan

To: Hannah Williams; Dan Bower; Kevin Jones

The European travel market has levelled off in recent years and may even go into decline, so I think the time is ripe to investigate the Chinese outbound market. I've done some initial spadework and found out the following:

- 66 million Chinese tourists travelled overseas last year – an increase of 8.3 million.
- The WTO reckons China will be the fourth largest international market by 2020, representing 6.4 percent of the total market share.
- The growth of China's outbound tourism, 17.5 percent year-on-year, is much faster than for inbound tourism.

The Chinese economy is still growing and people now have much more disposable income, so I need the team to do some research and generate ideas on how to cater to this emerging market.

Research interviews

- 2** **1.5** Listen to Hannah and Dan from Getaway Travel interviewing an expert on the Chinese outbound market. He identifies two types of tourist: Generation X (older first-time travellers) and Generation Y (mid 20s, highly educated, affluent). Complete the table with information about them.

	Generation X (1960–1980)	Generation Y (aged 20–30)
travel motivation		
where from in China		
accommodation preferences		
preferred activities and interests on holiday		





An email from Beijing

- 3 Getaway Travel have received the email below. What is Huang Meng offering? How does he make the offer sound attractive?

From: Huang.Meng@qùtours.cn

To: info@getaway.eu

Subject: China travel

We are an established travel agency in Beijing and are looking for European partners to take advantage of the growing number of Chinese wanting to travel to Europe and elsewhere. Less than five percent of China's over 22,000 travel agencies are engaged in the outbound tourism business and we wish to grow our business in partnership with overseas suppliers such as yourselves.

Could you offer a ten-day tour to famous places for groups of married couples and arrange suitable accommodation and transportation? We also have business delegations who would want to combine sightseeing and cultural trips with their professional duties. We look forward to hearing from you.

Huang Meng
Chief Executive, Qù Tours

A feedback meeting

- 4))) 1.6 After the interview Hannah, Dan and Kevin from Getaway Travel get together to compare notes. Listen and complete the fact file.

Chinese visitor fact file

- Food is not a priority. Most European food is ¹ _____.
- They prize luxury European goods because they are ² _____.
- They enjoy visiting ³ _____.
- Semi-FITs need a tour guide who is ⁴ _____.
- Chinese visitors appreciate visitor information in ⁵ _____.
- Most high-spending tourism comes from ⁶ _____.

TASK

- 5 Work in small groups. In response to Huang Meng's email, decide what kind of ten-day tour you could organize for groups of Chinese visitors to your country.

Decide on:

- the profile of visitor your package is aimed at.
- the type of accommodation you would book.
- the best things for the group to see and do.
- a possible itinerary for the group.

- 6 Write an email to Huang Meng with a proposal for a ten-day tour that could be marketed by Qù Tours. Give reasons for your choices.

UNIT 1: KEY WORDS

affluent cater for charter
consumer boom current date back to
demography FIT inward investment
level off outbound/inbound
recharge batteries segment surge
vertical/horizontal axis

See DVD-ROM Mini-dictionary