

7

Ways and means

Tourism, travel

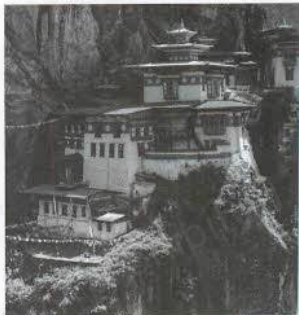
Tourism

1.1 Look at the photograph and write as many adjectives as you can think of to describe the scenery and location. Do not use *nice*, *lovely* or *beautiful*.

1.2 ▶ 15 Listen to a description of the place and note the adjectives you hear which describe these nouns.

place area buildings accommodation views landscape

2.1 Read the passage about a new tourism development in Bhutan. Are the statements on the opposite page *TRUE*, *FALSE* or *NOT GIVEN*?



From government ministers to rice farmers, every Bhutanese you speak with will declare that his country is in constant, imminent peril. But the invading armies they fear are those of tourists, and the threat is to their traditional way of life. After taking the throne in 1974, King Jigme Singye Wangchuck instituted a number of policies designed to preserve the country's cultural identity. While making education a priority, he restricted corrupting influences like television (which was introduced only in 1999) and required citizens to wear the nation's traditional kimono-like garb.

Looking with horror at the many negative social, cultural and environmental effects that virtually unrestricted tourism was having on nearby developing countries, the government instituted a 'low-volume, high-value' tourist policy in the 1970s that continues to this day. The only way to visit Bhutan is on a pre-arranged package deal that includes hotels, food, guide and driver. The packages cost a minimum of \$200 a day, although this is arguably not bad value, considering everything that comes with it. The policy succeeds in keeping the backpacking hordes away; only 7,000 tourists fly into Bhutan's one airport – which is serviced by just two planes – every year.

Bhutan is thus a place where travel still feels like an adventure, where the illusion of true exploration is occasionally still believable. Go to Bhutan, and you may well find yourself driving for hours along terrifying, winding mountain passes and then climbing to a monastery perched on a cliff that seems to defy all laws of physics. If you are lucky, you may be granted permission to enter the primary temple in the centre of the courtyard. Stepping over the high threshold and into the inner sanctuary, you can barely see, because the room is dark and the air is thick with a mixture of smoke from the gas lamps and incense. But slowly, brilliant murals reveal themselves, along with an elaborate altar, behind which a group of finely detailed gold and bronze Buddhas seems almost to glow. For a split second, it is possible to feel that you are the first non-Bhutanese who has ever seen such a sight. That feeling, of course, is solid travel-industry gold. And a new luxury resort is set to capitalise on the fact that until now, even at \$200 a day, no accommodation in Bhutan could be considered international quality. Even in the country's very best hotels, the best that can be promised is that the showers will probably be hot, the toilets will probably flush and the electricity will probably work.

- 1 The local people are worried about the future of their country.
- 2 The king was keen to change his country to attract more tourists.
- 3 The local people were unhappy with the restrictions on their dress.
- 4 The Bhutanese government was impressed with developments in nearby areas.
- 5 Visitors are unable to visit Bhutan without prior planning.
- 6 Children would find visiting Bhutan a boring experience.
- 7 The new resort will be similar to existing accommodation.

2.2 Complete the sentences below with the words in the box. You may need to change the form of the words.

virtual sparse pleasant world convenient
traffic international long

- 1 There are no cars allowed on the island so the area is completely _____-free.
- 2 Our hotel was _____ located near the beach.
- 3 The outside looked very basic so we were _____ surprised to find our room had a private bathroom.
- 4 The custom in this area is to dine late at night so the restaurant was _____ empty when we arrived.
- 5 We finally departed for our _____-awaited holiday.
- 6 We couldn't wait to try the _____ famous deserts.
- 7 The hotel chain is _____ renowned for its luxurious setting.
- 8 Our budget room was very _____ furnished but adequate nevertheless.

2.3 The following extract from an answer to an IELTS

Writing Task 2 contains common errors made by candidates.

Choose the correct alternative to improve the accuracy of the answer.

Many more people travel nowadays than in the past. What impact does this increase in tourism have on the countries that they visit?

¹Tourism / Tourists has brought a lot of benefits ²to / in many countries around the world. In fact, in many countries it has become one of the most important ³ressources / resources and the main source of income. But what negative ⁴effects / affects does tourism ⁵have / do on a country and its people? The greatest impact is on the land. In order to ⁶attract / persuade more tourists, areas that were once pristine are suddenly filled with luxury hotels and resorts. The need for a clean water supply and good ⁷transports / transport takes its toll and inevitably leads to environmental ⁸damage / damages. The tourists themselves may pollute the area with their litter while their ignorance of local culture might ⁹cause / result offence. However, ¹⁰in / from my view, the benefits of tourism far ¹¹overweigh / outweigh the drawbacks, and many of these countries would not have survived without the ¹²tourism / tourist industry.

V Vocabulary note

Some common collocations with *tourism* and *tourist* are: *tourist attraction*, *tourist trade*, *tourist season*, *tourist centre*, *tourist information*, *tourist destination*; *tourism industry*, *mass tourism*, *local tourism*, *international tourism*.

V Vocabulary note

A compound adjective modifies a noun. It consists of two or more nouns or adjectives. The first word in the compound limits the meaning of the second, e.g. *a high-frequency item*. *High* limits the *frequency* that modifies *item*. When it comes before the noun, the compound adjective is generally linked with a hyphen.

Adverbs can also modify an adjective and noun, but these are not hyphenated, e.g. *a highly significant change*, unless the adverb is *well*, e.g. *well-behaved*.

Travel

3.1 ▶ 16 Listen to a talk about the history of air travel in the USA and complete the timeline below with **NO MORE THAN TWO WORDS** for each answer.

1903 • The Wright brothers flew for the first time.

1923 • ¹ _____ planes were introduced.

• Planes were owned by the Post Office, which added ² _____ to increase income.

• Planes couldn't cross ³ _____ so people made part of the journey by train.

1927 • Charles Lindbergh flew non-stop from New York to Paris.

• People were emotional on hearing about his ⁴ _____ in the French capital.

Late 1930s • The DC-3 airplane cut costs but train travel was still cheaper and more ⁵ _____.

1940s • Events of The Second World War led to the growth of ⁶ _____.

• Developments in plane design meant better ⁷ _____ for travellers.

1960s • Only ⁸ _____ flew regularly.

1970s and 80s • Airlines were deregulated so airlines could set their ⁹ _____ and ¹⁰ _____ themselves.

3.2 Look at the question from Part 2 of an IELTS Speaking test and the extract from one candidate's answer below. Choose the correct alternative to improve the accuracy of the answer.

Describe a special trip you have been on. You should describe:

- the place you visited
- the journey
- what you did there
- why you chose to go there

and explain why the trip was special to you.

One ¹travelling / trip I remember really well was crossing Australia. I had read an article about it in a ²travel / travelling magazine so I thought I knew what to expect, but the ³journey / travel was so long that I thought it would never end. I stayed in Australia for three weeks and during the ⁴travel / trip I saw lots of amazing things. My favourite place was Sydney, though, because it has so many ⁵tourist / tourism attractions that ⁶passengers / travellers never feel bored there. I wished I could have stayed longer.

3.3 Decide how you would answer the questions in 2.3 and 3.2 yourself.



Error warning



Travel is a verb: I enjoyed my **travel** trip very much. It is only used as a noun in a general sense, e.g. *travel broadens the mind.*

Trip refers to both a journey: *the trip there was fine*; or a short stay: *a business trip*; or a holiday: *I'm going away on a trip.*

Journey only refers to getting from one place to another: *the journey there was very uncomfortable.*



Vocabulary note

Some common collocations with travel are: *travel operator, travel guide, travel industry, travel documents, travel destination, travel restrictions.*

