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Tourism

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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 bereisten 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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Competences and skills:

By working with several texts, two cartoons and some pictures, students train their **reading comprehension skills** as well as their **analysing competences**. Throughout the unit, they continually apply 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

Tourism – A \$4.7 trillion business

Facts

Tourism is far more than people enjoying two weeks lounging on a beach, climbing mountains or cruising the Caribbean. To appreciate its development into a major industry, a brief step back in time is worthwhile. Voyages of exploration, pilgrimages, and grand tours of Europe for the nobility and the privileged were occurrences of past centuries. Commoners, though, had neither the time nor the money to go on holidays; and when they did, it was taken close to home. As forms of transport developed, people became increasingly mobile even though travel remained expensive. By the 1970s, a middle class had emerged that were able to afford holidays that their parents could only dream about. In response, the package tour industry was born, offering all-inclusive holidays to destinations in the sun. Whilst the travel industry continued to grow, the internet and low-cost flights developed, allowing even more freedom of choice and opportunities. The world's attractions had suddenly become available to the masses, but this often came at an environmental cost especially as the middle classes of less developed countries, like India, became more affluent and began travelling, too. The tourist industry's income in 2020 was estimated globally at \$4.7 trillion and had a workforce of 334 million. Germany's tourist industry accounts for \$208.8 billion of its GDP. Many other factors have boosted the industry in recent years; however, the pandemic has caused serious setbacks. Tourism creates employment directly and indirectly. On the negative side, there are environmental issues from pollution caused by planes and cruise ships to overcrowding of cities and damage done by too many trampling feet.

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Notes on the material

A balanced look at tourism is provided, enabling students to explore the theme in a variety of ways. The video in **topic 1** provides an overview of the topic, outlining how travel is not a new phenomenon and explaining how tourism for the masses developed whilst covering problems relating to the industry today. Tourism regarding the natural world is often seen negatively due to the lack of awareness and care. The newspaper article in **topic 2**

draws attention to the immense value of tourism to conservation projects from protecting endangered species to saving coral reefs.

Tourism has an impact on the environment and the environment has an impact on tourism.

Topic 3 deals with both these aspects. In *Time* magazine, there is a look at how climatic changes are affecting traditional holiday destinations and how these areas are dealing with the problem. To balance this positive environmental fact, an article from the *Glasgow Guardian* describes the damage tourism causes. The littering issue and people's attitudes to it is highlighted by a cartoon within this section.

The Internet has opened the mystique of booking holidays and brought many exotic and hidden gems into people's homes. Having seen these places of interest digitally, appetites are whetted to visit them in person. The result is that lesser-known beauty spots suddenly become a must on everyone's bucket list. Geotagging photographs and the need to have the same selfies as seen on *Instagram* have led to areas being overrun by visitors. The video in **topic 4** looks at the effects of this recent development on beauty spots and places of interest.

In today's environmentally conscious society is having a trip into space morally wrong or should it be seen as the first step leading to something currently unimaginable? The video in **topic 5** looks at how space tourism has developed and allows students to form their own opinions. Dark tourism has been criticised but deciding what is acceptable and what is not can be difficult. Should tourists be allowed to visit the Chernobyl area or sites of atrocities? Is this simply observing misery or an educational experience? **Topic 6** looks at this issue through two texts concerning slum tourism. One is from *The Guardian* newspaper and centres on a report by British researchers critical of how tourists visiting slums glamourise their experiences and polish over the realities. The second is a visitor's report concerning the same South African township: the opinions and experiences, though, differ. The question students need to ask is whether slum tourism is positive, educational and beneficial, or negative, treating the situation as a human zoo and ignoring the problems that residents face.

The tourism industry had exploded before the pandemic; since then, it has been severely curtailed. On a positive note, it could prove to be a time when the negative aspects of tourism can be addressed; on the other hand, even more people are likely to travel once restrictions have been lifted. In the meantime, **topic 7** looks at the rise of staycations, holidaying at home or in one's own country, as an alternative to foreign travel.

Topic 1: Tourism – An overview

Worksheet – Tourism – an overview

M1

Pre-viewing activity

- With a partner, exchange holiday experiences. Give details about ...
 - the best or worst holiday you have ever had, or
 - the holiday that you would most like to make.



Viewing comprehension

- Watch the video: <https://raabe.click/en-tourism-overview>. Then, complete the summary of the video by filling each gap with a word or short phrase.



The problems have become known as _____. Ironically, this leads to tourists all wanting to see the same things with the result that they _____ that experience. Centuries ago, only a _____ wealthy elite travelled; most people holidayed near to where they _____. Grand tours and religious travel were only for a privileged few until western societies acquired a _____ that had the money to travel; this led to _____. Today, this situation is being mirrored in _____ countries. In the last thirty years, this global increase in wealth has enabled _____ of people to travel more. In the last twenty years, for example, the number of Chinese taking overseas trips rose from _____ to _____. Tourism has also increased due to _____ airlines, Airbnbs and _____. Although _____ allows people to discover places to go, things to do and see, it has damaged the experience since many people simply want to take the identical _____ as they have seen online. Sometimes, this has led to _____ and _____.

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