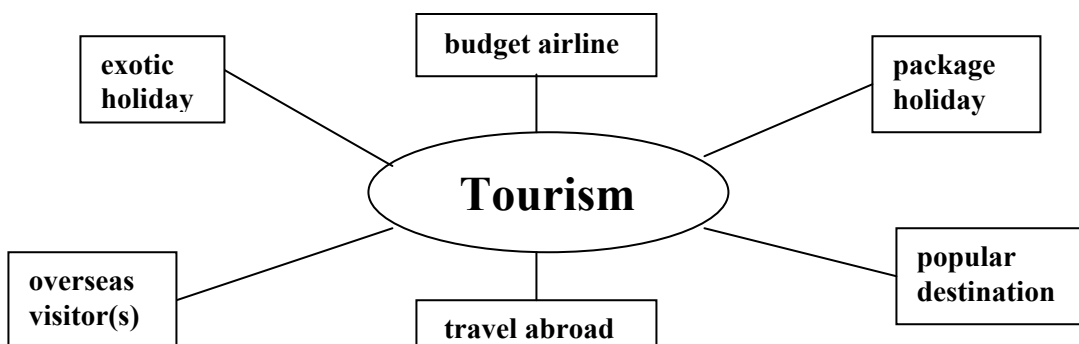


## The future of tourism

More people than ever are choosing to have a holiday at home rather than go abroad. What affect will this have on the tourism industry?

- 1 Where do you usually go on holiday? When do you take your main holiday? Compare your answers with a partner.
- 2 Look at the word web. Which of the expressions do you know? Write a definition for each expression that you know.



- 3 Which of the tourism expressions can you find in the article below?

**Tourist trends** Is summer tourism declining? More and more people are taking exotic winter holidays to places like Sri Lanka and the Caribbean. Nowadays, there are more self-employed people who can take holidays out of season.

Malaysia - the 2004 host for 'World Tourism Day' - is experiencing a steady increase in the number of tourists, due to excellent marketing. Estonia is also enjoying the global tourism boom with 3.4 million tourists last year. The Estonian Tourism Board says that the number will increase by 15 percent this year, now that the country has joined the EU. Visitors to Estonia come from as far as Japan and the United States, often taking cruises which go on to St Petersburg and Helsinki.

A key trend is the growth of budget airlines. With cheap flights available, people are encouraged to try something new, such as a trip to Eastern Europe. So, they can now take shorter, cheaper breaks.

Another trend in the travel industry is to take a holiday in your own country. Americans, for example, are travelling abroad less than ever. New York is attracting more Americans and fewer overseas visitors. The dollar is low and of course, there are currently fears of terrorism. More Britons are also choosing to stay at home, making the South West of England the most popular destination of last year, ahead of Spain and Greece. All these trends indicate that maybe the traditional two week 'summer holiday' will disappear altogether.

- 4 Read the article again. How is global tourism changing? Make a list of the trends.
- 5 How is tourism changing in your country? Discuss with your partner, using some of the expressions in exercise 2.
- 6 Work in small groups. A group of business people are coming to visit your company. They will have a free weekend. Write a two-day travel plan for them, listing the things they should do and places they should visit in your town. Present your itinerary to the rest of the class. The class vote for the most interesting itinerary.