

Unit 10 Tourism

Lead-in

1.

1. f 2. a 3. h 4. e 5. i 6. c 7. g 8. j 9. b 10. d

2.

1. visa
2. vessels
3. resorts
4. relics
5. vibrancy
6. souvenir
7. tenant
8. pristine
9. lodgings
10. barren

3.

Key:

1. Tourists can pick all sorts of vegetables from local gardens and the fish from the pond. They also get some tasty fresh meals.
2. Tourism plays an important role in expanding domestic demand, structural reform, promoting employment, alleviating poverty, and benefiting local residents' livelihoods.
3. Open-ended.

Script:

Away from the city's hustle and bustle, for many city dwellers, a visit to the countryside is full of treasures. This is farm tourism, sometimes known as "agritainment" or "leisure agriculture."

Deng has been running this business for 14 years. It's just a 10-minute drive away from a popular tour destination Daying Dead Sea in Daying County, Sichuan Province. Deng has used this location advantage to attract 400 visitors each year. Tourists can pick all sorts of vegetables from local gardens and the fish from the pond. This lets city dwellers enjoy a rural life ~~in~~ (on) the weekend or during the holidays. They also get some tasty fresh meals. It was ~~back to~~ (in) 2002 when Deng and a few of his friends from his hometown started (a) business. Deng said (the) food here is all green and safe. With the Spring Festival just around the corner, he hopes profits will double. "We have many guests from nearby cities and provinces. After we started ~~in~~ the

business, many more restaurants opened here and boosted our profits.”

The business is located in the Suining City, village of Qiqiao, which has built up restaurants as well as agriculture science and technology demonstration districts. In 2014, it welcomed more than 300 thousand tourists. The agriculture plus tourism develop(ment) model has increased villagers’ annual income by 33%. “In Suining City, we see the important role of tourism in expanding domestic demand, structural reform, promoting employment, alleviating poverty, and benefiting local residents’ livelihoods.”

The city plans to invest more in tourism construction and Sichuan Province plans to set up an agricultural development fund that could reach up to five billion US dollars. It’s expected the overall income of leisure agriculture will reach 110 billion US dollars this year.

Qiqiao Village represents just the tip of the iceberg among many Chinese villages. By doing this, it’s helped alleviate poverty, promote local economy, and lay an important foundation for urbanization.

The tourism is part of a new economy that increases consumption and adds value to agricultural products. China has drawn up plans to make tourism a major part of structural reforms to spur growth.

“Developing supply-side structural reforms in agriculture includes the following measures: adjusting this structure, increasing the quality of agri-products, boosting the convergence of agriculture and tourism, lowering costs, and improving the infrastructure. But I think the most important adjustments need to happen to the structure of the industry.”

Agriculture and tourism are both important pillars of the Chinese economy. Experts believe more beneficial policies on the development of agricultural reforms will be coming out of this year’s central rural work conference.

Learning the skills

Pretest

Key:

Country	Time spent	Great place	Feature
<u>Australia</u>	<u>4.5 months</u>	Uluru	<ul style="list-style-type: none">● incredible● land: <u>barren & red</u>● sky: <u>blue & beautiful</u>

<u>Peru</u>	<u>1 year</u>	Machu Picchu	<u>an ancient ruin</u> of an old Inca town
<u>Spain</u>	<u>quite a lot of time</u>	The Alhambra in Granada	amazing with <u>Islamic palaces</u>
<u>Japan</u>	<u>a week</u>	Hokkaido	<u>interesting</u>

Script:

Todd: OK, now Karen, Hello.

Karen: Hello.

Todd: I thought we would talk about traveling. Now you've traveled to many places, many continents.

Karen: Yes.

Todd: Can you talk about some of the places you've been to?

Karen: Yes. First of all, I spent about four and a half months in Australia. I suppose the most amazing place I went to there was Uluru.

Todd: Uluru.

Karen: Ayers Rock. And it's just an incredible place which is...The land is very barren and very red and the sky is very blue and it's just beautiful.

Todd: Wow, and what's it called again?

Karen: Uluru.

Todd: Uluru. OK, besides there, anywhere else?

Karen: I've also been to South America. I spent a year in Peru and while I was there I went to Machu Picchu.

Todd: Machu Picchu. What is Machu Picchu?

Karen: Machu Picchu is an ancient ruin of an old Inca town.

Todd: Do you know how old it is?

Karen: Maybe...Probably about seven hundred, eight hundred years old, I think. It's not actually that old.

Todd: Oh, really.

Karen: No, not really.

Todd: Huh! That's interesting.

Karen: Yeah.

Todd: OK, any other places?

Karen: I spent quite a lot of time in Spain and the most interesting place I went there was Granada.

Todd: Granada.

Karen: Yeah.

Todd: OK, what's in Granada?

Karen: The Alhambra. It is a significant part of Spain's history and cultural heritage. And it's really amazing with Islamic palaces.

Todd: And is there just one palace, or are there many, many palaces?

Karen: There ~~is~~ (are) many, many ruins and there's a lot to do. You can spend the whole day there walking around the different old buildings that were built in different times.

Todd: Very cool. So, well you've seen something in Australia, in South America, in Europe. How about Asia?

Karen: Asia? I've been to Japan and Thailand and Malaysia and Singapore.

Todd: Wow. And what is your favorite place in Asia?

Karen: Hmm. It's a difficult question. I liked Hokkaido.

Todd: Hokkaido?

Karen: Yeah, in Japan. Hmm...I spent a week there working on a farm, and it was just a really interesting place to be.

Todd: Cool. Well, thanks, Karen.

Karen: It's OK.

Practice

1.

Key:

Item	Museum	Comment
a roll of sticky tape	the Palace Museum in Taipei	Milly Zi (management consultant): <ul style="list-style-type: none">● Products like this have history, significance, and culture in them.● The process of exploring the history and meaning behind the design is interesting and fruitful.
digital copies of the sword of Gou Jian	Hubei Provincial Museum	Wang Xianfu (deputy head of the museum): Digital collections transcend the restrictions of time and space, making museums more open, interesting, and modern .
		Ma Xiaolin

digital copies of a bird-shaped wine container (from the Shang Dynasty)	Henan Provincial Museum	(head of the museum): They are a new form of cultural creative products by using block chain technology to generate a unique certificate through which the products can be sold, purchased, collected and used.
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Script:

Gifts and packaging play a crucial role in providing an income and educating visitors. After enjoying a museum or art gallery, Milly Zi usually visits the souvenir shop to buy a keepsake to remember the visit. As a management consultant in Beijing, Zi recalls that postcards and refrigerator magnets were the main souvenirs.

About a decade ago, during a study trip to Taipei, Zi was intrigued and impressed by a roll of sticky tape from the Palace Museum in Taipei. The tape, designed in red, yellow, and white, had four Chinese characters making a phrase—zhen zhi dao le(朕知道了)—a comment of Emperor Kangxi of the Qing Dynasty, meaning “I am aware.”

“These products have history, significance, and culture in them,” Zi said. “And they have aroused my interest to learn more about the history behind them. The process of exploring the history and meaning behind the design of these products is interesting and fruitful.”

The latest digital technology is also helping museums to be more creative. In October 2021, the Hubei Provincial Museum issued 10,000 digital copies of the sword of Gou Jian, king of the state of Yue during the Warring States period, a renowned cultural relic on display at the museum. Its popularity can be gauged by how quickly it sold out.

“All the copies were sold in just three seconds,” said Wang Xianfu, deputy head of the museum, “Digital collections transcend the restrictions of time and space, making museums more open, interesting and modern. It’s a new experience, a combination of civilization and modern high-tech.”

The popularity of digital cultural relics with the public has resulted in more museums exploring the concept. A bird-shaped wine container from the Shang Dynasty named fu hao xiao zun (妇好鸮尊), one of the most famous treasures exhibited in the Henan Provincial Museum, was digitized and sold online in December.

“Digitized cultural relics are a new form of cultural creative products,” said Ma Xiaolin, head of the museum in Henan. “It uses block chain technology to generate a unique certificate through which the product can be sold, purchased, collected, and

used.”

Together with a mobile payment platform, the museum launched an applet “Let’s do archaeology together.” It attracted more than 30 million visits during the seven-day National Day holiday in 2021.

“I think museums have two functions—to remember and to spread Chinese culture,” said Yu Lin, manager of the development department of the platform, “I hope new technologies will promote Chinese culture in a way the younger generation is happy to receive it.”

2.

Key for reference:

Bali Island					
Tourist tax			Plastic ban		
Amount	Time	Aim	Content	Time	Response
\$14/ person	next year	help clean up the island’s natural environment	1. ban single-use plastic bags from supermarkets and convenience stores; 2. ban plastic bags and straws across the island	next month	positive/fast and quick response from Balinese people, central & local government , and from overseas

Script:

Tourists taking a holiday in the Indonesian island of Bali are facing a new 14-dollar per-person tax when they arrive on the holiday island from next year. But this is a green tax, which Bali governor Wayan Koster has been working on for months and which is designed to help clean up the island’s natural environment, and with good reason too. Indonesia is drowning in plastics. Recycling is not one of the country’s strong points. It’s not uncommon to be offered many more plastic bags than one could ever need when visiting supermarkets and shopping malls. But slowly, things are starting to change for the better. Back in 2016, the medium-sized city of Banjarmasin, banned single-use plastic bags. The city of Bogor followed suit in 2018. A few months ago, Koster announced a plan that would not only ban single-use plastic bags from supermarkets and convenience stores, but plastic bags and straws across the island. The regulation will come into full effect next month. “We received a fast and quick response from the Balinese people. Not only positive responses from the Balinese, we received good responses from the central government, other local governments, and

even from overseas.” Koster told *The Sydney Morning Herald* this week during an interview. The governor is a determined environmentalist and he has more laws planned to protect the island’s waterways in particular and to support the introduction of electric vehicles too.

Active Listening

Topic 1

Key:

1. F (Tip: from 49 different countries)
2. T
3. T
4. T
5. F (Tip: Non-Muslims are not allowed to visit.)
6. F (Tip: He has a positive attitude toward the prospects of opening Saudi Arabia.)

Script:

There is a new destination on the world tourism map—Saudi Arabia. The desert kingdom has decided to open its doors to tourists from around the world. It has decided to issue tourist visas to people from 49 different countries. The visas can be applied for online and will take just seven minutes to issue. Saudi Arabia’s government believes its country has huge potential to develop into a prime tourism destination. It has a wealth of natural attractions, deserts, world heritage sites, beautiful beaches, and unique cultures. The government also wants to make sure it can earn money from other industries besides oil and gas. It hopes tourism will contribute 10% of the country’s GDP by 2030.

Tourists will be allowed to stay in Saudi Arabia for a maximum of 90 days in one year. They can enter the Kingdom multiple times in that year. However, non-Muslims will not be able to visit the holy sites of Mecca and Medina. Ahmed al-Khateeb, chairman of the Saudi Commission for Tourism and National Heritage, explained the importance of tourism to Saudi Arabia. He said: “Opening Saudi Arabia to international tourists is a historic moment for our country.” He added that Saudi Arabia has a lot to offer: “Businesses from around the world will establish operations within the Kingdom as its unique attractions. Culture and natural beauty will become more widely appreciated.”

Topic 2

1.

1. They were built for the Thames.
2. When the tide is out at low water.
3. It was called up as a hospital ship during World War Two.

4. They may not meet the modern safety standards.
5. The safety review.

2.

<i>Connaught</i>		
When it was built	a century ago	
Distance of route	24 miles (from central London to Hampton Court)	
Function	allow passengers to have access to historic roots	
Purpose of design	carry passengers in comfort and some style	
Skipper& tour guide	Name	Dan Adams
	Comment	The safety review is not practical and it would send the company out of business.
Future	hang in the balance/uncertain	

Script:

Welcome aboard the passenger vessel *Connaught*—built a century ago and, like her sister ships, still plying her trade on the 24-mile route from central London to Hampton Court.

“Well, they are actually a unique design and they were built for the Thames. When the tide is out at low water, they can get under the bridges, which are quite low in this part of London. And they allow passengers still to have access to these historic roots, which actually, are as anyone who’s been on them, are actually quite magnificent.”

River steamers launched for a tourism boom during the reign of Queen Victoria also saw military service. The *Connaught* was called up as a hospital ship during World War II.

The old river boats were designed to carry their passengers in comfort and some style. By the 1960s, the river was buzzing with traffic. But now modern safety standards are about to catch up with the last survivors from the original fleets.

Dan Adams is *Connaught*’s skipper and tour guide. He says the safety review threatens his livelihood. “It’s not practical to do it and it would send the company out of business.”

The report’s authors say there’s room for manoeuvre, but they have to stay on course. The recommendations go before parliament later this year. The future of these river veterans hangs in the balance.

Topic 3

Key:

1:

1. C
2. C
3. D

2:

1. Tourism can affect cities in the following four ways: over-crowding, pollution, bad behavior, and rising prices.
2. They are complaining that tourism is diluting the city's vibrancy and history.
3. Landlords in major cities make more money out of short-term leases on Airbnb, forcing local tenants to pay more. In some cities, it can raise housing prices as people look to invest in Airbnb homes.
4. They were evicted so that resorts could be built on the beaches.

3

But there is hope. / Cities are starting to recognize the impacts of mass tourism and are looking to introduce measures to deal with the load. / Fines for behavior are being introduced in cities all over the world; / regulations are starting to hit Airbnb with their listings in San Francisco, Barcelona, and Paris dropping; / Iceland and Greece are instituting caps on arrivals; / Venice is planning to divert massive cruise liners to reduce some of the environmental damage. / And growing recognition of over-tourism could push visitors into more environmentally and culturally friendly tourism / in an attempt to save some of these delicate sites for generations to come.

Script:

Residents of some of the most beautiful cities around the world have been protesting against tourism and there has been an anti-tourist violence in places like Barcelona and Venice. But why? There are four ways that tourism can affect cities: overcrowding, pollution, bad behavior, and rising prices.

Let's begin with overcrowding. Venice welcomes nearly 30 million visitors a year. That's 76,000 tourists a day. Spain had 82 million visitors in 2017, with nine million visiting Barcelona alone. Overcrowding has an obvious effect on traffic, footpaths, and queues. It can also affect a city's culture and identity, like in Barcelona, where locals are complaining tourism is diluting its vibrancy and history.

Tourists also bring with them pollution and waste. They consume heaps of water and food while causing environmental damage to the destination. In Thailand, a beach has been closed to protect its coral reefs from tourists. In Indonesia, Bali's famous pristine beaches are now being swamped by garbage. And their underground water sources are being drained too quickly. The island predicts it will run out of its water supply by 2020. In Venice, cruise ships that bring thousands of tourists each day are damaging the local environment with engine pollution and water displacement. Tourism even accounts for eight percent of global greenhouse gas emissions mainly from transportation.

And then there is the issue of tourists' bad behavior. There are many viral videos that show tourists behaving inappropriately, from airport check-in meltdowns and assaults on cabin crews to deliberately damaging ancient ruins. Locals in the Brazilian city of Rio de Janeiro are furious at drunk tourists at their infamous Ipanema beach. In Croatia, people are fed up with loud and rude tourists, so fines are being issued to those who drink alcohol in public. And Bali is even considering imposing restrictions on temples after tourists continue to climb on the holy sites or pose in swimwear.

Finally, tourism causes a rise in prices, especially when it comes to short-term rentals. Like with Airbnb, an accommodation app where users can share their homes with tourists, it has grown enormously, with over five million lodgings across 81,000 cities. But it has its downsides. Landlords in major cities make more money out of short-term leases on Airbnb, forcing local tenants to pay more. In some cities, it can raise housing prices as people look to invest in Airbnb homes. These rising prices are not just limited to Airbnb though. In Cambodia, citizens were evicted from fishing villages so that resorts could be built on the beaches. The increased cost of living is forcing residents out from some of the most beautiful cities in the world.

But there is hope. Cities are starting to recognize the impacts of mass tourism and are looking to introduce measures to deal with the load. Fines for behavior are being introduced in cities all over the world; regulations are starting to hit Airbnb with their listings in San Francisco, Barcelona, and Paris dropping; Iceland and Greece are instituting caps on arrivals; Venice is planning to divert massive cruise liners to reduce some of the environmental damage. And growing recognition of overtourism could push visitors into more environmentally and culturally friendly tourism in an attempt to save some of these delicate sites for generations to come.

Sharing Your Ideas