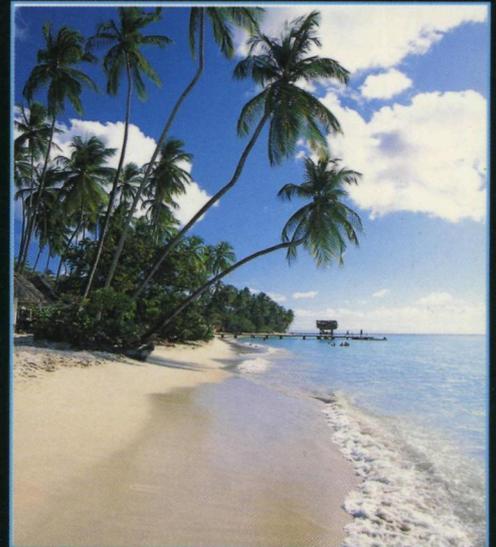


Macmillan

Topics

Travel and Tourism



Check it out

page 2

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Souvenirs

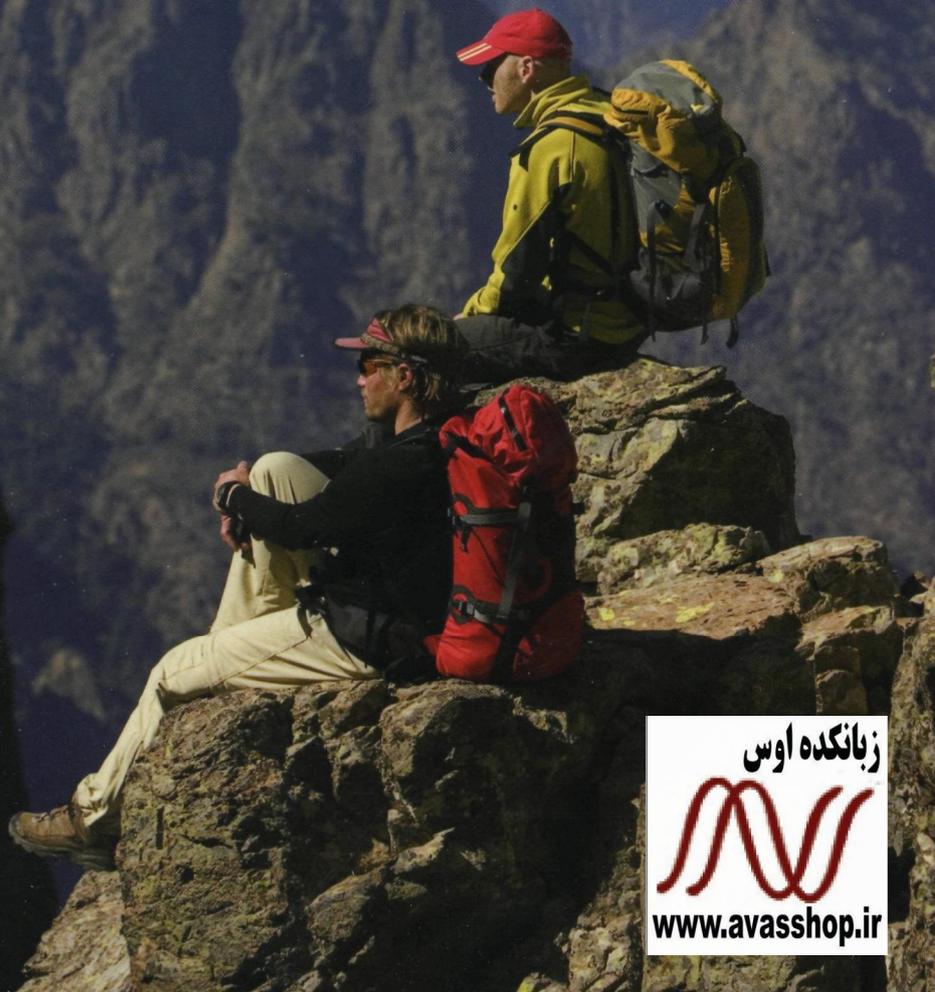
page 17

A travel story

page 20

Projects

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زبانگده اوس

www.avasshop.ir



MACMILLAN

Travel & Tourism

A letter from the Author

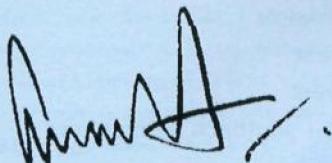
Hello,

Welcome to **Travel and Tourism**. In it, we visit some exotic places – and we also ask a lot of questions. Why do people travel? What “sells” a place to us? What do we do there? What kind of souvenirs do we want to buy? Where can we stay?

We also look at the travel and tourism business. This offers a lot of possibilities for interesting jobs – is this a future for you? And what about people who already work in the Travel industry? An interview with Beatriz Borges, of *Hostelling International in Brasilia*, gives us some answers.

Finally, what’s the difference between travel and tourism? What’s their place in our world and our lives? Tourism is one of the fastest growing industries in a lot of countries. It’s also a useful way to make money. How does all this fit alongside our modern environmental concerns? It’s a really interesting – and rich – topic.

We hope you’ll enjoy reading and using “Travel and Tourism”. Let’s start this journey together.



Susan Holden

P.S. And, of course, we don’t forget that you can “travel” in your own place by finding out more about it. The T&T Spy has lots of ideas for this!

contents

- 2 Check it out
- 3 Travel? Why?
- 4 A place to sleep
- 5 Hostels - an inside view
- 6 The bicycle story
- 8 Two famous journeys
- 10 E-Travel
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- 12 What’s it *really* like?
- 14 Tourist info
- 15 A career in tourism
- 16 Living with tourism
- 17 Souvenirs
- 18 Youth hostels FAQs
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- 22 Do you know?
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- 24 Topics chatrooms

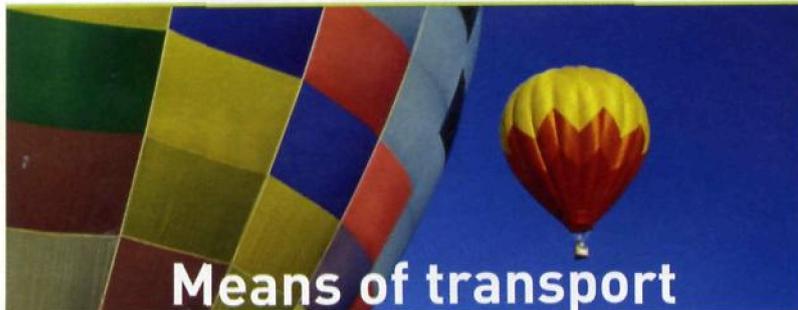
TO THE TOPICS USERS

VOCABULARY You can find the key vocabulary for every article in the **WORD FILE** on that page. The pictures will also help you to guess the meaning in context. There is a summary of useful vocabulary on the **Check it out** page. Finally, you can use a dictionary to consolidate the new vocabulary.

WEBSITES There is a list of useful website addresses on page 2. Remember that websites change. Be selective!



Check it out



Means of transport

Air

balloon glider helicopter
plane rocket spacecraft

Earth

bike bus car
lorry motorbike subway
train truck underground

Water

boat canoe ferry
hovercraft/jetfoil jet ski kayak
motorboat ship yacht



Travel verbs

camp climb drive
fly hitch ride
sail trek walk

Travel routes

expressway freeway motorway
path railroad railway
road track trail

Travel for pleasure

camping exchange holiday
package (vacation) tour vacation

Documents

boarding pass identity card (ID) passport
return-ticket single-ticket visa



People

astronaut driver explorer
guest guide host
passenger pilot tour guide
tourist travel agent traveler

Places to eat and stay

café hostel hotel
house restaurant tent

Travel descriptions

Positive

beautiful comfortable exciting

Negative

boring dangerous uncomfortable

Directions / location

east / north / south / west
north-east / north-west
south-east / south-west
northern hemisphere / southern hemisphere

distant equatorial far
near orient tropical

Sources and Resources

We consulted a lot of sources for 'Travel and Tourism' people, books and the Internet. If you want to find out more about any of the topics, here are some useful Internet sites. All of them were "live" at the date of publication. Add your own favourite sites and other useful resources.

Hostels: www.hihostels.com
Educational projects: www.hwdt.org
Oxfam: www.oxfam.org.uk/coolplanet
WWF: www.wwf.org.uk
Africa story: www.bbc.co.uk/radio4/science

www.avaashop.com

TRAVEL? WHY?

Why do people travel?
Here are a few of the reasons.

I want to work with animals when I'm older. So I like to go to different places and observe them. That's what I do every holiday. I go to the beach, or the mountains - and I look at the animals and the birds. Sometimes I take photos, too. I belong to a few Animal Observation Forums on the Internet, too. So I have friends all over the world.
(I.W., 12)



Is cycling a kind of travel? Well, you're moving. So I guess it is. Anyway, I cycle to keep healthy. I love to go into the country with my friends, of course. But even cycling in the city is fun - if there's not too much traffic. You feel free. You can go anywhere. And it's great exercise, too.
(M.S., 19)



Curiosity! I want to see different places. I like to read about them, and then go to see what they're really like. I've had a few surprises... And it makes me appreciate the good things at home, too.
(K.T., 30)



My parents move every few years. It's because of their work. So we have to go too. New school, new friends, new house. It's hard, but it makes you independent. Trouble is, you don't want to get too friendly with anyone - it makes moving harder. I guess when I'm older, I'll never move again!
(T.Y., 13)

Why do I travel?
The climate! Here in Northern Europe, the winter's really long. It's so good to see the sun, and to forget about rain. Sometimes I go with my family - sometimes with my friends. We do different things, of course - but it's nice to have a big change like this. I feel great when I get back.
(W.L.G., 23)



Travel? I never travel! Well, I go to school, of course. On the bus. But we don't have a car. We live in a small town, so I walk a lot. Oh, I went on a plane once, with my grandparents. It was strange. But I'd like to fly again. It was kind of exciting, arriving at a new place so quickly.
(B.J., 12)



I travel because I have to! I don't like to travel - but there are no good jobs in my town. So I go to the capital every week. And I hate big cities!
(J.A.A., 28)

I just love it! I like to see new places, have new experiences, meet new people.
(L.L., 25)



What kinds of travel do you do? What are the positive and negative aspects of them? Which are most important for you?

WORD FILE

change
country
move (v)

A different kind of activity.
An area away from the city.
To go and live in a different house.



vacation



holiday

www.avaas.com

A PLACE TO SLEEP



What do all these places have in common?



- 1 A sailing ship in Stockholm, Sweden.
- 2 A decorated inn in Fes, Morocco.
- 3 A haunted castle in Scotland.
- 4 A "loft" in Chicago, U.S.A.
- 5 An old house with a central patio in Buenos Aires, Argentina.
- 6 A railway carriage in Sydney, Australia.
- 7 The 18th floor of a skyscraper with great views in Tokyo, Japan.



< This logo can give you a clue.

You've guessed it.
They're all youth hostels!

Well, what do you know about hostels? And is your information up-to-date? Here are a few questions. See if you can answer them.

- What are Youth Hostels?
- Where are they?
- When and where did they begin?
- Who can use them?
- What is their philosophy about the environment?

Next, read the article opposite, and the one on pages 18 and 19, and check if you're right. Finally – look at the Facts Check on Page 24. Good travelling!

Are there any Youth Hostels near you? What do you know about these specific hostels? What facts can you find out about them?

WORD FILE

haunted	A place where people believe there are ghosts.
have in common (v)	To have the same features as another thing.
inn	A small hotel.
loft	The space under the roof in a building – sometimes converted into an apartment.
patio	A terrace.
up-to-date	The most recent information.
youth hostel	A hotel for young people.



railroad car traveling



railway carriage travelling



HOSTELS – an inside view

Meet Beatriz Borges



S: Beatriz, can you answer a few questions about your job?

B: Well, I work at Hostelling International in Brasília. I'm Marketing Director of Hostelling International Brasil, and I'm also a member of the Latin America Regional Committee.

S: So you do a lot of different things?

B: Yes. At local level, I organise the travellers who come to the youth hostel. I make sure they have a really good place to stay on their trip. Then at national level, I'm responsible for developing all the marketing campaigns, the quality programme and the partnership agreements. And then at international level, I introduce the new Hostelling International projects to Latin America, and help to develop them for our continent.

S: That sounds really interesting! Now let's talk about the hostel. What kind of building is it in?

B: We have our own building here in Brasília. It opened in July 2001. And, of course, like all the buildings in this city, it's modern. It's a beautiful place with 20 rooms and 116 beds.

S: So it's pretty big. What nationalities come to it?

B: All sorts - English people, and French, Germans and Australians are the most common.

S: How long do they usually stay?

B: About three nights, usually.

S: And what do they usually do while they're in Brasília?

B: Most of them go to visit the Praça dos Três Poderes, and the Metropolitan Cathedral. Many just like to walk around the city. They often go to the Água Mineral National Park, too.

S: What do they want to find out about Brasília?

B: Why it has so many green places. They like to learn about the city and its architecture. Why the distances are so far! You know, Susan, we say that in Brasília "the heavens and the land come together".

S: What languages do your visitors usually speak to each other?

B: Most of them speak English. But they are curious about learning some Portuguese, and many of them speak it a little, and understand a bit. They try to speak, and it's nice to see that they're interested.

S: You're right! Finally, any advice that you'd give to young people about travel?

B: First of all, plan where, when and how to go. Collect a lot of information about the place. Plan when your trip will be, how much it will cost each day. Find out how to travel around the country, what the food is like and about the season – will it be winter or spring? And, of course, travel with Hostelling International! After all, we have more than 90 years' experience. We have the best places to stay in, and we can give you advice about the interesting things to go and see. We'll take care of you in a very responsible way. You'll have a lot of fun, and we'll help you to make your travel dreams come true!

S: Thanks very much, Beatriz. I'm sure you'll have a lot of new visitors now!

WORD FILE

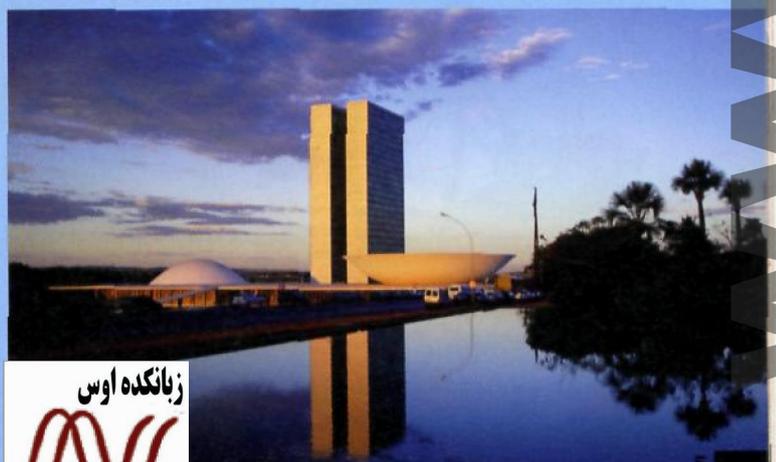
advice	An opinion about the best thing to do.
marketing campaign	Activity to test the market for new products, and to promote them.
partnership agreement	A contract to work with other, similar organizations.
quality program	A system to provide a good quality service.

 organize (v)
program
traveler

 organise (v)
programme
traveller



What do you normally do before you go on a trip? What advice about planning a trip would you give to someone?



THE BICYCLE STORY

Bicycles (or bikes) are everywhere now. Lots of people ride them. But where did they come from? How did they evolve? And what do different kinds of bikes represent?

1 >> The birth of bikes

VELOCIPEDA = FASHION AND FUN

In the 1880s, these bikes were very popular among young men. They were tricky to ride: the pedals were on the wheel. If the bike hit a stone (or a dog), it tipped over and the rider usually fell off, onto his head. They weren't very comfortable. The tyres were solid rubber.

People saved their money to buy one of these bicycles. They cost about six month's wages.



THE SAFETY BIKE = FREEDOM

A decade later, in the 1890s, there was a new kind of machine: the "safety bicycle". The wheels were of equal size, so it was easier to get on and off it. It was also much more comfortable to ride, because the rubber tyres were filled with air.

These bicycles were still expensive, but more and more people saved up to buy them. With a bicycle, working people could travel distances to work, and also use them for pleasure, on holidays.

They helped women to be emancipated, too! They could ride these new machines in long skirts, but in 1894, Betty Bloomer introduced "bloomers" which were even better. Two years later, another woman wrote:

"Let me tell you what I think of bicycling. I think it has done more to emancipate women than anything else in the world. I stand and rejoice every time I see a woman ride by on a wheel. It gives women a feeling of freedom and self-reliance." (Susan B. Anthony)



www.avaishop.ir

2 >> Bikes today

MOUNTAIN BIKE = ADVENTURE

Bikes can go anywhere! Mountain bikes, with lots of gears, have become very popular. They are more environmentally friendly than cars. They can go fast, because they are made of carbon or very light metal, like aluminium.



MESSENGER BIKE IN CITY = SPEED

Bikes (and motorbikes) beat the traffic jams in the centre of some cities! As these areas become more and more crowded, the messenger carrying packages becomes more and more common. They weave in and out of the traffic. They take incredible risks. A lot of them get killed. But they deliver their packages on time.



YELLOW BIKE = ECOLOGICAL TOURISM

The French city of La Rochelle has a lot of old, narrow streets. It has a lot of tourists, too. How does it help them to get around? By bike!



The city has 350 bikes, and 850 bike racks! The bikes are all painted yellow. You can borrow a bike for 2 hours – free! Show your passport or ID card – and ride away! Just return it to one of the bike racks. Want to explore for more than two hours? You can rent the bike for a very low charge.

Result? Fewer cars, less pollution, happy tourists!

How many different kinds of bikes do you know? How do people use them?



UNICYCLE = FUN

How about this bike for fun? Only one wheel, and really difficult to ride! Clowns and jugglers in the circus use them to dazzle the audience.

WORD FILE

beat (v)	To succeed in resolving a problem.
bike rack	A metal frame to hold bikes.
bloomers	Loose trousers for women (19th century).
carbon	A very light and strong material.
dazzle (v)	To make people amazed and surprised.
decade	A period of ten years.
emancipated	Free.
evolve (v)	To develop over the years, through different stages.
fall off (v)	To fall from an object onto the ground.
gear	A mechanism that controls energy on a bike or car.
get around (v)	To move in an area.
get on / off (v)	To move onto or from an object.
rent (v)	To borrow something and pay for it.
safety	Something that does not involve danger.
save up (v)	To keep some money every week or month for the future.
self-reliance	Confidence to do things on your own, for yourself.
tip over (v)	To fall.
traffic jam	Too many cars in one place, so that the traffic cannot move.
tricky	Difficult.
weave in and out (v)	To move quickly between other objects on both sides.

 aluminum
center
tire
vacations

 aluminium
centre
tyre
holidays

journeys

2. From Europe to Asia Marco Polo

Sometimes when people return from a journey, they have a problem – their friends do not believe their stories. “You’re exaggerating!” “Don’t be silly, you can’t have done all those things!” “Nothing is as big/beautiful/wonderful/dangerous as that!”

FROM VENICE TO CHINA

Marco Polo had this problem. He travelled from Venice to China in the 13th century. He went with his father and his uncle, who were merchants. Marco went with them on their second trip, when he was 17. They carried messages and gifts from the Pope in Rome to the Great Khan, the ruler of China.

It was an incredible journey. Sometimes they had to change direction because of local wars. They went east by horse, by ship and on foot. They travelled through Georgia, and along the edge of the Caspian Sea into Persia (Iran). Marco was ill, and they stopped for a year before they crossed the high Pamir Mountains. They had to cross the Gobi Desert, too. Finally, nearly four years after leaving Venice, the Polos arrived at the court of the Great Khan. He greeted them warmly.

A MARVELLOUS COUNTRY!

Marco was very impressed with China. He travelled a lot and even worked as a tax collector for three years, and as a diplomat. He went to Burma and India, as well as to other parts of China. And wherever he went, he wrote down the things that he saw. He described the different cultures and ways of life.

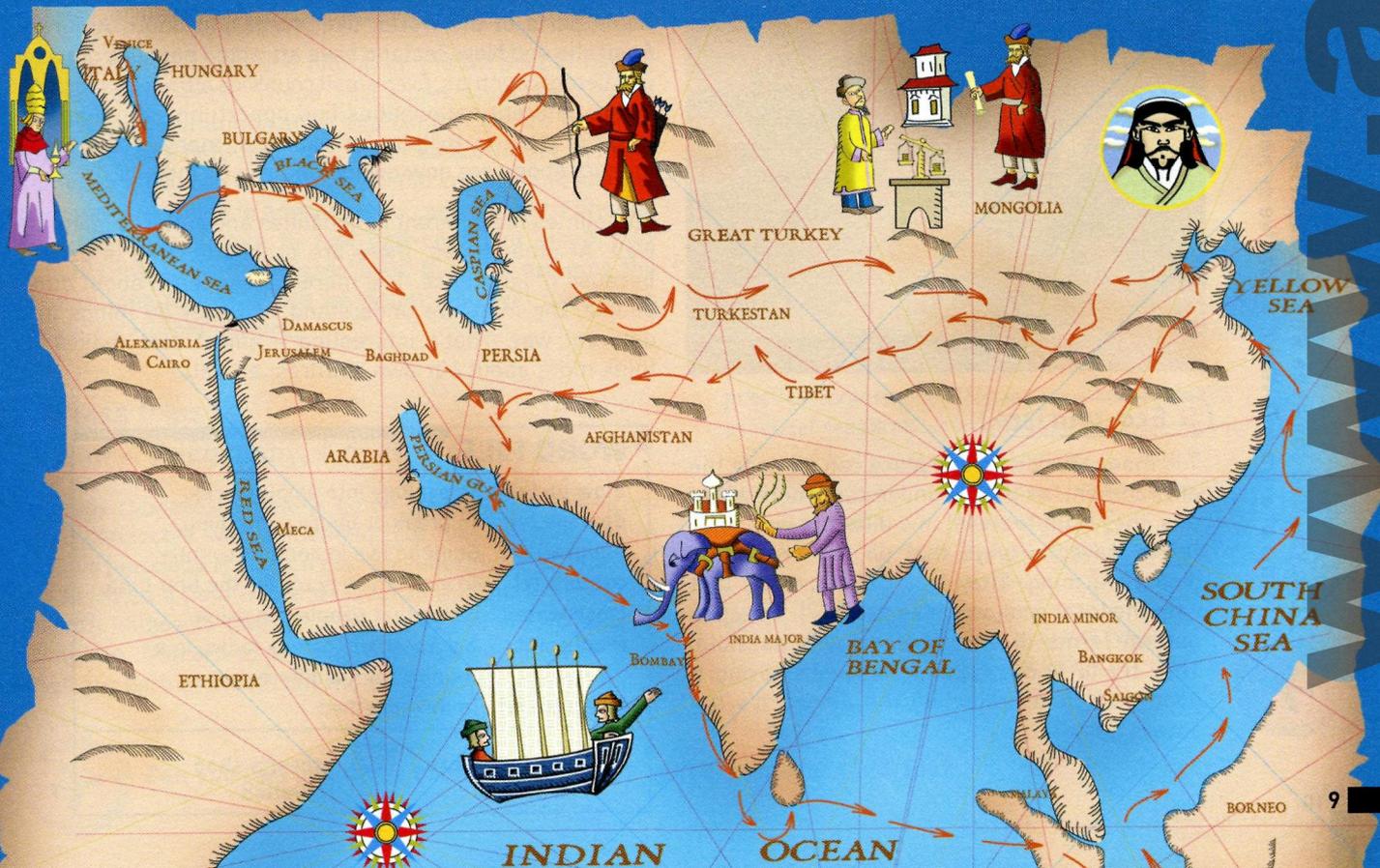
Marco also described the things that were new for him: paper money, coal, and the postal service. Paper money was very practical – it was lighter to carry than metal coins. He noticed that the Chinese took lots of baths, and used coal to heat their bathhouses. To deliver messages through this enormous country, there were three different levels of postal service. Europe did not have any of these things!

The Polos stayed in China for 17 years, and became very rich. Finally, they decided to leave. They went by sea for much of the journey, and risked pirates and sickness. Finally, they arrived back in Venice. They had a lot of good stories to tell.

THE LAST CHAPTER

However, Marco’s adventures were not over! Three years later, he fought in a sea battle between Venice and Genova, and was captured. He spent a year in prison. Here, he met a writer called Rustichello, who persuaded him to dictate his stories about China.

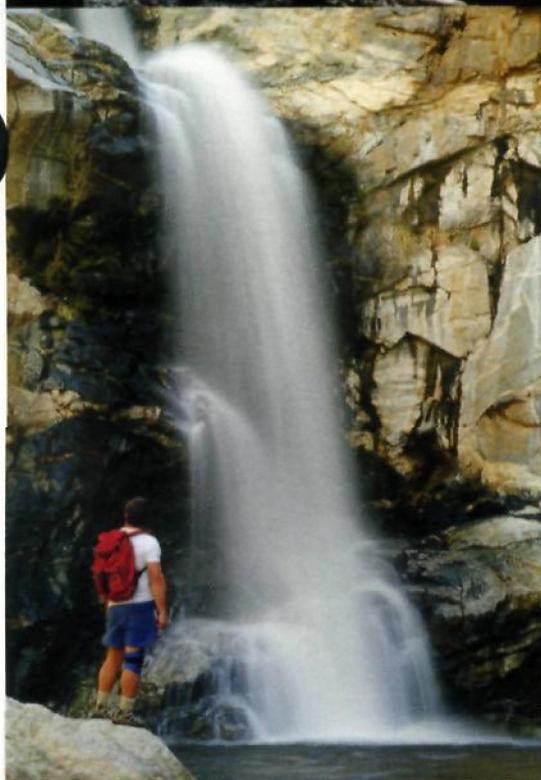
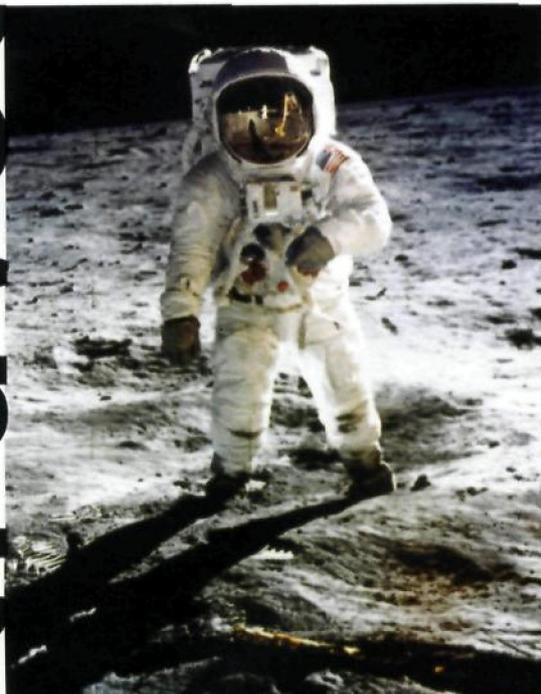
This book, “*The Travels of Marco Polo*”, became very popular. People said the stories were not true – but they were good stories. They called Marco “Il Milione” – all his facts were full of big numbers! However, when he died, he said “I have only told the half of what I have seen”.



People do not always travel for pleasure. For example, exploration and emigration are very different from tourism! This kind of travel does not always have a happy ending.

e-travel

Can you find someone who has experienced one of these forms of e-travel? Was it a positive or negative experience?



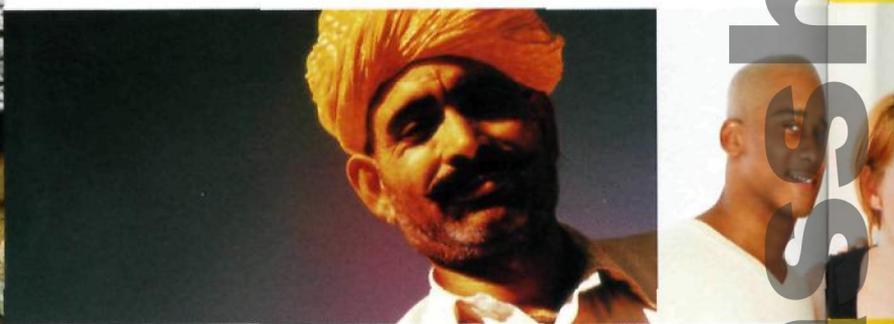
✘ Eco-tourism

Too many tourists in one place can damage the environment. As people understand more about this, they want to travel in a different way. They try to travel in ways that do not encourage global warming. They look for souvenirs that help the local economy (see page 17). They use natural forms of energy when it is possible. They try to find a balance between having a good time, and protecting the planet. It's not always easy!

✘ Exploration

Explorers want to discover new places. Some of them hope to get rich. Others are sent by governments to find new lands, or to see if old ones have oil, or gold, or fresh water. People like Columbus, Vasco da Gama and Captain Cook traveled from Europe to find "New Worlds". Scientists, missionaries and doctors were often also explorers.

Most explorers are very brave. They do not know exactly what will happen. Even today, with good scientific help, they have to be prepared for disasters as well as successes. Neil Armstrong walked on the moon in 1969 – but in February 2003, the Columbia space shuttle blew up and killed all its astronauts. This was an accident. Part of the surface of the rocket had been damaged on a previous trip. Millions of people saw this on their T.V. screens. Space travel is still dangerous!



✘ Emigration

When times are hard, people often decide to go and work in another place. Sometimes it's because of politics, sometimes because of religion, and sometimes for economic reasons, because they see more possibilities in the new place.

Some parts of the world, like North and South America, Australia and New Zealand have attracted people from a lot of different countries. Even small countries attract immigrants. Often, different nationalities find opportunities in different kinds of jobs. In Britain, for example, many of the small grocery shops are now owned and run by Indians.

Sometimes the different nationalities and cultures integrate well. At other times, there are problems. This is usually because of ignorance. The more we can learn about other people, the more we understand *why* they do things in a different way. That's interesting – and it also makes us think more about our own cultures, as well.

WORD FILE

blow up (v)	To explode into small pieces.
damage (v)	To break or injure something.
emigration	Going to live in another country.
explore (v)	To visit a new place for the first time.
fresh water	Water that people can drink.
immigrant	A person who comes to live in a country from a different one.
integrate (v)	To mix together.



grocery store
traveled



grocer's shop
travelled

www.avaashop.ir

L-travel

There are so many new experiences when you travel, it's difficult not to *learn* something! You learn about the place you are in, the people you meet – and about yourself – even if that is not your main purpose. However, some kinds of travel exist to help people to learn something specific. They often connect with a school subject, or a personal interest. The activity and the travel are both part of the experience.



✕ Exchange visits (Foreign Languages)

If they are learning a foreign language, students often go on exchange visits with students from a different country. They stay with their partner's family, and attend their school. They practise speaking the "other" language. Next holiday, or next year, they do it the other way round.

Preparation, support and follow-up are all part of having a good experience. These exchanges work best when there's good communication and contact before the visit. E-mails really help here. It's much easier to get to know someone if you can write to them. You can ask and answer personal questions in advance! You can even send photos. This all helps people to feel self-confident when they actually travel. And if it goes well, then it's not only the foreign language that will be better. You will have seen inside a different culture.

✕ Class trips

(History, Geography, Art, Music, Literature)

In many countries, students go on school trips. These are often connected with something that they are studying. A famous place and History. A play and Literature. Or practical *research on a field trip and Geography*. Usually there are specific things to look at, find out or do. Worksheets to complete. Quizzes to answer. Fun? Education? The best trips are both of these, but the worst ones – neither!

✕ Research trips (Science)

Doing practical research is much more interesting than learning a lot of facts! Some school students in the west of Scotland have the opportunity to go out on a sailing boat and get practical experience. They can pick up fish and plants, not just look at them. They can do experiments and record the results. Even quite young kids can pretend to be pirates – and relate a map to the things they can see. And the weather provides excellent practical geography lessons!

WORD FILE

activity	An action that people do.
follow-up	The next activity in a sequence.
personal questions	Information about a person's family and private life.
practical experience	Doing something yourself.
practical research	Investigating something yourself, not just reading about it.
record (v)	To make a written note of facts or figures.
relate (v)	To make a connection between things.

 practice (v)
vacation

 practise (v)
holiday



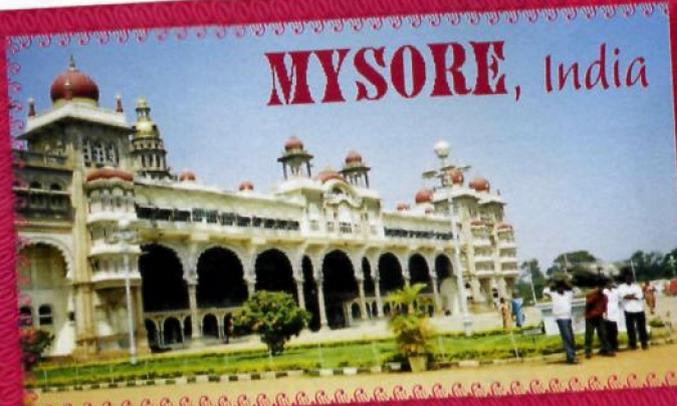
Can you find any other good links between school subjects and trips?

WHAT'S IT

Guidebooks present one view of a place. They are often full of facts – dates, names, distances. If there are pictures, the place usually looks wonderful. The descriptions use words like “beautiful”, “exciting”, “exotic”.

However, very often, the people who live there have another view. No place is perfect – it's a *mixture of positive and negative things*. They also know *personal things about the place* – the sights, sounds – even the smells! – and that make it special for them. Visitors also have their individual memories – the kind of things they tell their friends when they get home. A bit of personal advice is always a good idea.

Let's look at the guidebook view of a few places – and some more personal comment.



MYSORE, India

"This charming city is a favourite with tourists. It enjoys a good climate, and has preserved its heritage. The city is famous for its silk, and for sandalwood and incense. Until Independence, Mysore was a princely state. The maharajah's palace is now a major tourist attraction."

"Yes, that's true – the palace *is* amazing. But the things I remember best were the cows in the street! They're sacred, so they can go anywhere. The traffic just goes around them. Oh, and on a hill outside the city there's a gigantic statue – the Nandi Bull. It's nearly two metres high, and was carved out of rock. People leave gifts of food for him – and touch him for good luck."



WORD FILE

carve (v)	To make an object out of wood or stone.
charming	Very attractive.
conquistadores	Spanish 16th century soldiers who went to the New World.
heap (v)	To give a lot of something.
heritage	The important things from the history of a society.
incense	A substance with a strong smell when it is burned.
maharajah	Indian prince.
mainland	The main part of a country – not an island.
park (v)	To leave a car in a place.
personal advice	Suggestions from one person to another.
plateau	A flat part of a mountain.
preservation	Working to protect something.
princely	Ruled by a prince.
reduce (v)	To make smaller.
sacred	Connected with religion.
silk	A thin cloth made from fibre produced by a silkworm.
working boat	A boat used by working people, not tourists.

 favorite
 fiber
 kilometer
 meter
 traveler

 favourite
 fibre
 kilometre
 metre
 traveller

REALLY LIKE?

Choose a place you know well. What do guidebooks say about it? Or travel brochures? Compare these with your personal comments about it.



VENICE, ITALY

“PERHAPS NO OTHER CITY IN THE WORLD HAS INSPIRED THE SUPERLATIVES HEAPED UPON VENEZIA BY WRITERS AND TRAVELLERS THROUGH THE CENTURIES. [...] IT IS BUILT ON 117 SMALL ISLANDS AND HAS ABOUT 150 CANALS AND 409 BRIDGES [...] YOU CAN DRIVE YOUR CAR TO VENEZIA AND PARK IT, BUT THERE IS NOWHERE TO DRIVE ONCE YOU ARRIVE.”

“When you read this, it’s difficult to imagine how this affects everyday life. You have to *walk* everywhere (or take a boat). A distance of one or two kilometres is no longer a few minutes in a car. You have to think carefully before carrying anything heavy.

It means that *everything* in the city has to move by boat. The food comes from the mainland and the other islands to the market by water. Fire, police, hospital workers, builders – they all have to move around by boat. So the Grand Canal (and the small ones) are full of all sorts of working boats.

Of course, there are gondolas, too. Local people use them to cross the Grand Canal quickly. And tourists pay a lot of money to see the city from the water. But the real daily life is based on all those other working boats – and your feet!”



MACHU PICCHU,
Peru

“The ancient Inca city is on a plateau on a high mountain. It is in quite a good state of preservation because the Spanish conquistadores never found it in the 16th century! It was deserted, and stayed hidden in the jungle for centuries. In 1911, an American archaeologist found it by chance.”

“Sounds good, doesn’t it? And it *is* a fantastic place. The problem is that there are too many tourists – 400,000 in one year! Think of the environmental damage from so many people! The Government wants to attract more tourists, but UNESCO wants to reduce the number. What’s the answer?”

tourist info

If you want to find out about a place, what do you do? There's the Internet, of course – lots of information there. But what about when you arrive in a place? Many people look for this sign!

In these places, you can find lots of free information. You can often buy maps and guidebooks, too. The people who work there can give you a lot of useful tips. They usually live in the area, and know it well. They can book a hotel or hostel, give advice about a campsite, or tell you about bus times, cycle hire, or the best clubs in the area. Working in a Tourist Information Office is just one part of working in the tourism industry. If you like meeting people, tourism can be a really interesting career (see page 15 for more about this).

What kind of thing do people want to find in a Tourist Office?
Answer – a huge variety! Here's a selection of leaflets from a few offices.



Visit your local Tourist Office. What free information do they have? Is it good?



WORD FILE

book (v)	To reserve.
campsite	A place with tents for people on holiday.
guidebook	A book for tourists with information about a place.
selection	A few examples out of a larger number.
tip	A useful idea.
tourist industry	The activities that bring tourists to a place, and make money.
variety	Different kinds.

 center	 centre
practice (v)	practise (v)
vacation	holiday

» a career in TOURISM

So you want to work in tourism? Let's take a look at some of the different possibilities. There are two important questions to ask: **What are you good at?** **What do you like to do?**

Restaurant

RESTAURANTS AND CAFÉS

- Types of job:** Chef or Manager.
Starting out: Work in a variety of places. Do washing up. Be a waiter... anything! Long hours and low pay here, too – but it's the best way to see if you like it.
Getting on: Train as a chef – or do a management course.
Opportunities: Having your own place is a great goal – but maybe it's safer to work for others?

AIRLINES

- Types of job:** From check-in clerk to airline pilot!
Starting out: Contact the airlines. Find out about their training programmes.
Getting on: Work-experience is the key.
Opportunities: The sky's the limit!



LOCAL TOURIST OFFICE



- Types of job:** Information Officer or Tourist Manager.
Starting out: Visit your local office and ask if you can help them.
Getting on: Do a course in Tourism. Get a variety of experiences in different places. Use your specialist knowledge and interests.
Opportunities: Helping to develop tourist policies for your area.

HOTELS



- Types of job:** Hotel management.
Starting out: Get a holiday job in a hotel. Making beds, cleaning rooms, working in the kitchen – you'll find out if you like it. You'll work long hours, and the pay's not great.
Getting on: Do a course in hotel management.
Opportunities: Join a specialist hotel and work with them. Be a specialist! Join a big chain and have opportunities to work in different cities and countries. Move around!

WORD FILE

- chain** An organisation with offices or shops in many places.
check-in clerk The person who checks passengers' tickets at an airport.
chef The person who cooks in a restaurant.
get on (v) To progress after beginning an activity.
key The best way to do something.
pay The money people earn for their work.
personal expertise The things a person does well.
specialist A person or place that is famous for or good at one thing.
start out (v) To begin an activity.
The sky's the limit! There is no stop to the things you can do.
tourist policy The ideas to attract tourists to a place.
training programme A course that trains a person to do something for a job.
waiter The person who brings food to the table.
work experience Practical experience in a job.



program



programme



TRAVEL COMPANIES

- Types of job:** Tour guide.
Starting out: Contact some companies. See what they can offer you.
Getting on: Work in different places. Build up your personal expertise.
Opportunities: Travel – meeting people – living in different places. And problem-solving!



LIVING WITH TOURISM

People who live in a tourist spot often have mixed feelings. There are “plus points” and “minus points” about it! We talked to a few people who live in these places. Here are some of their comments.

SHOPS AND PRICES

- “Tourists have more money than us. Music events, eating places – even ice cream... They all cost more here because of the tourists.”
- + “There are lots of good places to buy cheap sweaters! That’s what the tourists come for, and you can get really good bargains.”
- “All the small specialised shops are disappearing. The rents are too expensive. And in the winter, out of the tourist season, lots of places close. The town is dead!”

CROWDS

- “You can’t walk along the street at busy times. There are crowds of people walking really slowly. They stop and look at things – and they always move in groups. It makes me mad.”
- “You’re walking along, and suddenly you see a person with an umbrella, and a crowd of people behind. It’s a tour guide and some tourists. They all move together. They’re just like sheep!”
- + “It’s funny to hear some of the information that the guides give. You hear lots of wrong facts. Dates, names – they often get them wrong. Most tourists never notice. But sometimes one person in the group has a guidebook. They check up – and that’s funny, too.”
- “A lot of tourists seem to think the city is a beach! They wander around in silly clothes. Or sunbathe.”

JOBS

- + “Tourism really helps with jobs. There are lots of possibilities for weekend and holiday jobs – working in cafés and restaurants, or in some of the shops. It’s quite easy to earn some extra money now.”
- + “I’m thinking of tourism as a career. I like meeting people, and I’m quite good at languages. I think you can find really interesting jobs. I mean, I’d like to be a tour guide for a bit, and visit other places. Or perhaps I’ll train to be a hotel manager. There are lots of possibilities.”
- “My Mum runs a ‘bed and breakfast’ place. It’s awful – there are always strangers in the house. You can’t make a mess or a noise. And I have to help clean the rooms at the weekends, or in the vacations. I even have to get up early and help to make the breakfasts! All my friends are still in bed... O.K., I earn a bit of money, but I’d prefer to choose what to do. I want to help Mum, of course – but it’s *my* life, too!”

WORD FILE

bargain	An object you can buy at a low price.
bed and breakfast (B&B)	A small hotel which provides a room and breakfast only.
make a mess (v)	To leave things in disorder.
mixed feelings	Positive and negative thoughts.
tourist season	The months when tourists usually visit a place.
tourist spot	A place where tourists go.
wander around (v)	To travel with no fixed direction.



Mom
specialized
store
vacations



Mum
specialised
shop
holidays

Visit a tourist place. Are there more “positive” or “negative” things about it for the people who live there?





Souvenirs

You're on holiday – or just on a day trip. And you want to buy something to take home with you. Why? Is it to remember a good experience? To give a gift to someone? Or just because everyone does it, and the souvenirs are there? Be honest!

Are they worth it?

Some souvenirs are quite expensive. Some are beautiful. And some reflect a local speciality or craft. But some souvenirs are rubbish. They are not even made in the country you buy them! Look carefully!

Helping the local economy

Don't forget, there's another side to souvenirs – selling them. Read what a 12-year-old student in Mali, Africa, says about this.

"When I'm not in school, I sell souvenirs to make a bit of money and to help my people who are out in the desert. If I make some money, I buy sugar, rice, tea, and whatever else they need, and send it to them, and then during the vacations, I join them in the desert."

Abdoucarine Ag Hamalek.

So buying souvenirs can help the local economy. We just have to choose the right things.

Lots of tourists like to buy local food – honey, or special sweets or cakes. In some places, there are good local artists or musicians. Sometimes you can visit their studios and watch them make an object – and then buy it. Or go to a concert, and buy the CDs – a sound souvenir.

Of course, you can also take photos, and make your own souvenirs!

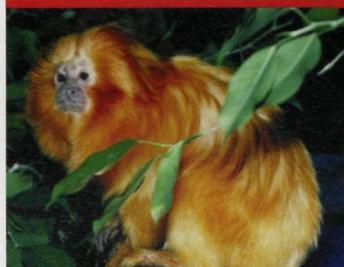
Don't touch!

We've seen that buying souvenirs can help local people. They can make things and sell them to tourists. It can be a way to preserve old traditional skills: pottery, woodwork, paintings. In this way, these skills continue, and people get money for their work. Eco-tourism encourages making, selling and buying this kind of souvenir.

There's another kind of souvenir, though, which is a real problem. Many people like to take back plants and animals. Dead or alive, they should not be taken home as souvenirs. Why?

Jim Kitchen, **Head** of WWF Northern Ireland says: "We all love going abroad and bringing home a souvenir of the places we visit. However, we have a duty not to destroy the things which we have gone to see. [...] By buying souvenirs made from endangered species, you are increasing demand for those items. This supports the extinction of the world's rarest species. If you must buy souvenirs, choose carefully. If in doubt – don't buy!"

It's not just animals, though. In some parts of India and Mexico, small, decorated parts of temples are sold as souvenirs. They're beautiful, and exotic – but taking them away destroys part of the country's history and culture. And no one else will be able to see them.



What "good" and "bad" souvenirs are there in your country or region



WORD FILE

abroad	Outside your own country.
craft	The way of making an object, usually by hand, not by machinery.
day trip	A visit to a place without staying the night.
duty	Moral responsibility to do something.
endangered	To be in danger.
garbage	Bad quality.
local	From one place.
local economy	The money that supports local people.
pottery	Ceramics.
species	Groups or families of plants and animals.
woodwork	Objects made out of wood.

 **garbage vacations**

 **rubbish holidays**

FAQs

• What are Youth Hostels?

They are places where young people can stay cheaply and safely. Most countries have their national Youth Hostel Associations. These all use the “umbrella name” Hostelling International.

• What is their mission?

They want to encourage young people to learn about the countryside, and to appreciate the cultural values of towns and cities in all parts of the world.

In the hostels, there are no distinctions of race, nationality, colour, religion, sex or political opinions. They hope to develop a better understanding of other people as a result of this.

• How did they begin?

A German schoolteacher, Richard Schirrmann, used to take his students for trips into the country in 1909. They needed to find cheap places to stay... That was the beginning! Now there are more than three million members all over the world.

• Statistics

Number of hostels: More than 4,000.

Number of countries: More than 60.



• Who can use them?

Anyone! Provided that you're a member of your national association, or join HI. School groups, individuals, people with kids – anyone who likes nature, and wants to explore different cultures, is welcome. If the hostel is nearly full, young people have priority.

• What is their big idea?

They believe that staying in a hostel helps young people to develop skills to live in the modern, global world. They learn to live in a community and to share their experiences with other people. They also learn to make decisions, and to learn from their own experiences. They encourage an international awareness of current issues, too.

• Are there any other important ideas?

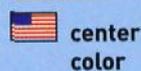
The association has an environmental code. It covers:

1. Energy conservation
2. Recycling
3. Pollution
4. Transport
5. Nature
6. Environmental education
7. Consumption

HI encourages people to use bikes, or to share cars where possible. And it supports the United Nations “Decade for a Culture of Peace” through its work.

WORD FILE

access	The way in to a building.
awareness	An understanding of something.
converted bank	An old bank building, now used for a different purpose.
distinction	A difference when one thing is thought to be better than another.
dormitory (dorm)	A big bedroom for a lot of people.
“en-suite” shower	A bedroom with a private shower.
good-value	At a good price for what you get.
hut	A very small house, usually in the country or the mountains.
issue	A topic that people discuss.
laundry facility	A place to wash and dry clothes.
mission	Policy – the things an organization wants to do.
priority	The most important thing to do.
range	Different types of something.
valid	Legally accepted.
vary (v)	To be different.
wheelchair	A chair with wheels for people who cannot walk.



center
color



centre
colour

www.avsshop.ir

PRACTICAL INFO

- **What are the rooms like?**

In the past, there were big dormitories. Now there are many hostels with rooms for 1, 2 or 4 people. Some have “en-suite” showers.

- **What are the costs?**

These vary from country to country, but are always good-value.

- **What do I have to bring?**

Bring your own towels. In some places, bring your own sheet or sleeping bag.

- **What facilities will I find?**

There is a cafeteria for meals in most hostels. In some of them, there is a kitchen where you can prepare your own food. There is often a T.V. room, a library, and Internet access. There are usually laundry facilities, too.

- **What are the hostels like?**

Lots of different kinds (look back at the photos on page 4). Modern buildings, old houses, castles, small huts, converted banks – there’s a huge range. Some of them are in the centre of cities - others are up in the mountains or near the beach. Many of them have wheelchair access, too.

- **How can I find out where they are?**

The association publishes two guidebooks: one for Europe and the Mediterranean, the other for the Americas, Africa, Asia and the Pacific. Ask in your bookstore.

- **How much does membership cost?**

This depends on your national association – it’s different in different countries. It is valid for 12 months.

- **Are there any other benefits from membership?**

Yes! You can get discounts on travel (bus travels and flights), and special deals on shopping and entertainment. And there’s a special low-cost communications package: really cheap international phone calls, voicemail, fax and e-mails.

- **Where can I find out more?**

Contact your national Youth Hostels Association. Or look at the international website: www.hihostels.com. There’s lots of interesting information there.



**What questions would you want to ask before you stayed in a place?
Where could you find the information?**

A TRAVEL STORY

In Africa, a lot of animals move around every year in search of food. They make long, difficult and dangerous journeys. Often the end of the story isn't a happy one. Here's an account of one animal, a wildebeest. A group of scientists tracked her progress, and made a radio documentary about her.

The journey:

From the Serengeti Plains in East Africa to the Masai Mara - over 2,000 miles!

The animal:

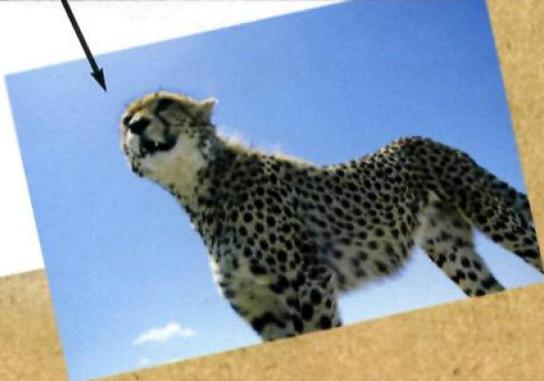
A four-year-old wildebeest, Kimbea (her name means "Run" in Swahili).

The dangers:

Other animals - lions, hyenas, cheetahs.

Natural dangers:

Deep rivers, forest fires, no food or water.



NOVEMBER: Over a million animals in the Serengeti Plains begin to move in search of food and water. Wildebeest and zebras often travel together. One of these is a female wildebeest. She is pregnant. The animals move slowly north for several months.

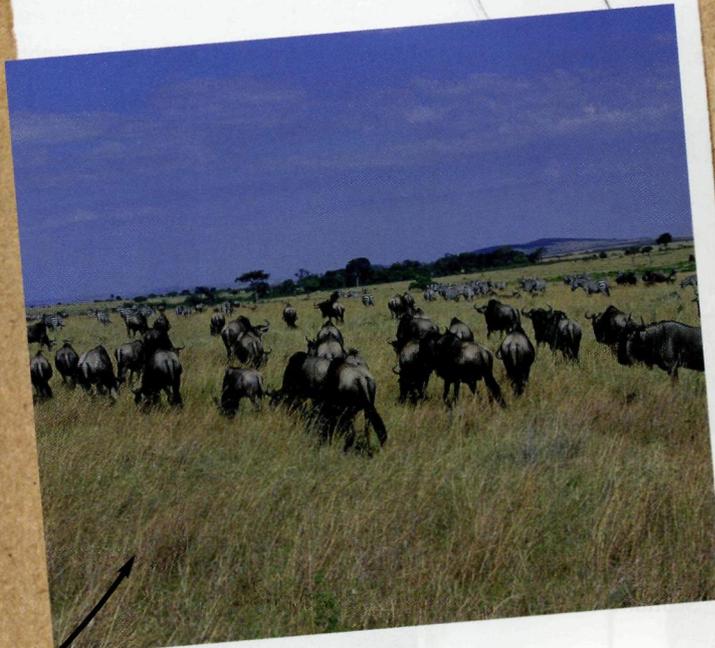
FEBRUARY: Kimbea is ready to give birth. Her contractions begin. However, just then she sees a hyena. It's looking for a meal. She controls her contractions and delays the birth until it is safe. Then a male calf, Du-may, is born. She takes it to join the other new animals. All around, hyenas and vultures watch and wait.

MARCH: The animals are still in the Serengeti. There is grass to eat, but there is danger, too. A cheetah sees the young calf. She begins to follow it. However, some monkeys see this, and make a loud noise. The cheetah goes away - this time.

JUNE: The animals move west, towards Lake Victoria. There are thick forests here - and more dangers. The animals will have to cross the wide Mara River.



What can you discover about other animal migrations? Research the distances, time, problems. How many animals survive?



Kimbea is not the only animal to hear Du-may's calls. A leopard is sleeping in a tree, and the sound wakes it up. It comes down and moves towards the calf. The movement disturbs some small birds. They make a noise, and Du-may runs away. He's safe!

NOVEMBER: It's time to begin the return journey. The animals are moving back south to the Serengeti Plains again. The grass there is now tall and green. They have to cross the Mara River again, but this time they find a place where the water is shallow. There are no crocodiles – it's much easier.

Du-may is now ten months old. He doesn't always stay near his mother now. But there's something wrong with him – he walks in a strange way, and he moves away from the other young animals.

Du-may is ill – and the wild dogs that always follow the animals notice this. They move closer. Du-may falls over. He has an infection that affects the brain. The dogs get closer and closer – and then attack him. It's the end for him. They tear him apart. Then the vultures come down.

Kimbea does not see this. She is eating the grass, getting her strength back. Soon, she and the other animals will begin their long journey all over again. And again. And again... it's a journey to survive.

SEPTEMBER: There has been a lot of rain, so the river is very wide, and the water is moving fast. It's easy to be swept away by the current. There is another danger too: crocodiles.

They know the places where the animals usually cross the river, and lie in wait.

Kimbea goes down the bank and begins to cross the river. Suddenly, a crocodile grabs one of her legs. They struggle in the water, but finally she pulls herself free, and goes up the bank. Then she notices that Du-may isn't with her. She goes back through the dangerous waters, red with blood, and finds him. Then they have to cross the river again.

OCTOBER: The animals arrive in the Masai Mara plains. There is good grass, and water – but a lot of lions are waiting to attack them. Fire is another danger. The dry grass burns easily. One day, Kimbea is caught in a ring of fire. She panics – but finally finds a way out. Where is Du-may? She calls for him, but at first there is no answer. Then she hears a calf calling for its mother. It's him!

WORD FILE

account	A story.
calf	A young cow or wildebeest.
contraction	A movement when an animal or human begins to give birth.
current	The force and direction of the water in a river.
documentary	A factual radio or T.V. programme.
grab (v)	To hold something suddenly and violently.
mile	Equal to 1,609 kilometres.
shallow	Water that is only a few centimetres deep.
struggle (v)	To fight.
sweep away (v)	To move something very quickly.
track (her) progress (v)	To follow somebody's journey on a map.
wrong	Not normal or correct.

 centimeter
kilometer
program

 centimetre
kilometre
programme

Do you know?



(Answers on page 24.)

1. TOURIST OFFICE

Where are these tourists? Match the text and place. Then match five of your answers to the postcards on the right.

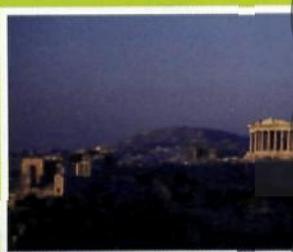
- a** "Where's the Epcot Center?"
 i Cape Canaveral ii Disney World iii Johnson Space Center
- b** "We want to watch some tango. Can you suggest a good place?"
 i Buenos Aires ii São Paulo iii Madrid
- c** "Do you have any information about the tea ceremony?"
 i India ii Japan iii Mexico
- d** "Where's the new stadium they built for the Olympic Games?"
 i Athens ii Sydney iii Atlanta
- e** "Can we take a tour to the Pyramids?"
 i Morocco ii Russia iii Egypt
- f** "Is this where they filmed 'Lord of the Rings'?"
 i New Zealand ii England iii Scotland
- g** "Is the Kremlin over there?"
 i Moscow ii Berlin iii St. Petersburg
- h** "Take us to the Maracanã Stadium, please!"
 i Buenos Aires ii Montevideo iii Rio de Janeiro

2. GREAT TRAVELLERS

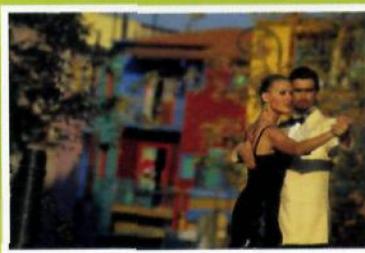
Match these people with the places where they came from, and the places they went to. Follow the model.

- a** Neil Armstrong
b Christopher Columbus
c Marco Polo
d Hernan Cortez
e The Pilgrim Fathers
f Vasco da Gama
g Che Guevara
h Amyr Klink
- | | |
|--|--|
| <input type="checkbox"/> Portugal | <input type="checkbox"/> The moon |
| <input type="checkbox"/> Venice | <input type="checkbox"/> India |
| <input checked="" type="checkbox"/> U.S.A. | <input type="checkbox"/> Mexico |
| <input type="checkbox"/> Genova | <input type="checkbox"/> North America (New England) |
| <input type="checkbox"/> Brazil | <input type="checkbox"/> West Indies / America |
| <input type="checkbox"/> Spain | <input type="checkbox"/> Antarctica |
| <input type="checkbox"/> England | <input type="checkbox"/> Havana |
| <input type="checkbox"/> Buenos Aires | <input type="checkbox"/> China |

1



2



3



4



5



Projects

TOURIST OFFICE

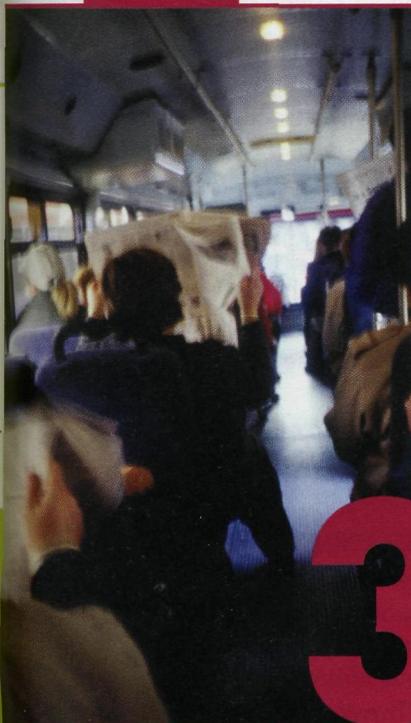
Go to your local Tourist Office. Look at the information they give to tourists about your town or region. Decide what is good for people like you. Then design your own tourist material.

i Information **1**

2

CLASS TRIP

Plan the ideal class trip. Then design an ad to "sell" it to other people.



TRANSPORT

Keep a diary of all the kinds of transport you use in a month. Note the reason for the journey, the amount of time, and the cost. Then compare this with your friends. You can ask your family too. Use the info to make a class survey of transport.

3

4

EXPLORING

Who is your favourite explorer? Collect all the info you can find and design a website for him or her.



EXCHANGE STUDENTS

Plan an info guide for foreign students coming to your school. Include useful tips and information to help them to survive.

6

T-SHIRT

Design a T-shirt logo and slogan for your favourite place.

TRAVEL EDITOR

Plan a new Travel & Tourism Magazine. Decide the cover, the contents and the photos.

7

PACK YOUR BAG

Decide on a travel destination with a partner, or in a group. Individually, list all the things you want to take (clothes, belongings, equipment).

Mark each one "E" (essential), "P" (if possible) or "L" (a luxury). Compare your lists. Justify your decisions. Can you all agree?



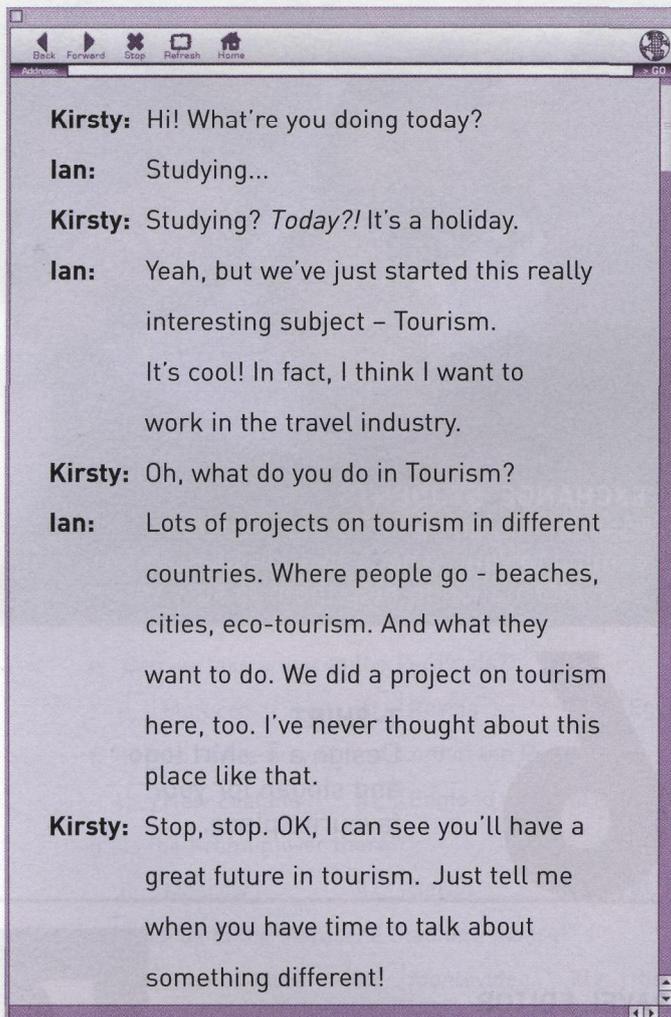
8



Look at all the T&T Spy things you have done. Update and improve the info. Choose the best ones, and present them in a Travel & Tourism Exhibition.

Topics chatrooms

Teens chat



Kirsty: Hi! What're you doing today?

Ian: Studying...

Kirsty: Studying? *Today?! It's a holiday.*

Ian: Yeah, but we've just started this really interesting subject – Tourism.
It's cool! In fact, I think I want to work in the travel industry.

Kirsty: Oh, what do you do in Tourism?

Ian: Lots of projects on tourism in different countries. Where people go - beaches, cities, eco-tourism. And what they want to do. We did a project on tourism here, too. I've never thought about this place like that.

Kirsty: Stop, stop. OK, I can see you'll have a great future in tourism. Just tell me when you have time to talk about something different!

Can you believe it?



Hey! Did you see the MOTORCYCLE DIARIES film? Well, travel companies are now selling Motorcycle Diary tours!

Look at these suggestions. We found them in a travel brochure.

“Join a 3-week tour from Buenos Aires to Lima. Optional extra: a 3-day river tour on the Peruvian Amazon. With trips into the rainforest and a visit to the San Pablo leper colony.”



“An 18-night tour to Cuba, visiting all the key revolutionary places.”



“Even Bolivia – where Che was killed – now has a Che Guevara tourism route. The government hopes it will attract tourists to a really poor part of the country. All the money from this tourism will go to the communities in the area.

On the building where he was killed, the tourists can read a notice:
‘Through this door one man walked out to eternity’”.

? Tourism? Exploitation of a film? A cynical way to get money? What do you think?

Facts Check

Answers

Page 4:

Youth Hostels are places where young people can stay cheaply and safely.

They are in more than 60 countries.

They began in 1909, in Germany.

Anyone can use them.

They have an environmental code which covers energy conservation, recycling, pollution, transport, nature, environmental education and consumption.

Page 22:

TOURIST OFFICE:

a. ii; b. i; c. ii; d. i; e. iii; f. i; g. i; h. iii

POSTCARDS:

1. d; 2. b; 3. e; 4. c; 5. h

GREAT TRAVELLERS:

F-A; C-F; A-D; B-E; H-B; D-H; E-G; G-C

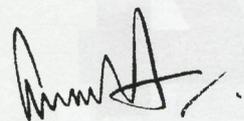


GOODBYE!

Well, that's the end of 'Travel and Tourism'. We hope you've enjoyed it. Perhaps you can even find a job in it in the future. There are lots of possibilities – for travellers and tourists!

See you in the next Topics title.

Bye!



Susan Holden

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