

1 Work with a partner and answer these questions.

- 1 Do tourists visit your town regularly?
- 2 What do the local people think of them?
- 3 What are the benefits of tourists visiting?

2 Read this quote by a human rights activist and answer these questions.

- 1 According to Mr Rajendra:
- 1 Do tourists bring benefits to the countries they visit?
 - 2 How do tourists affect the culture of a country?
 - 3 Can a culture recover from the impact of tourism?
- 2 How far do you agree with Mr Rajendra's view?

Today the tourist is a consumer. The raw material of the tourist industry is the flesh and blood of people and their cultures, thus its long-term effect on a country whose main income is derived from tourism can be devastating. Once a people or culture has been exploited and subverted to the needs of the tourist industry it can never be replaced.

Cecil Rajendra, lawyer and human rights activist, Malaysia

3 Work in a group of three and discuss the possible problems associated with tourism.

- 1 Make notes and be ready to tell the class what you thought.
- 2 Think about local examples or places you have visited.

Land use: building and infrastructure

Local traditions and culture

Resources: water, fuel

Human rights

The environment: local and global pollution

Effect on the local economy

4 People who are worried about the problems caused by tourism often try to be ethical tourists. The motto of ethical tourism is *Take only photographs, leave only footprints*. How do you think an ethical holiday would be different from a normal one?

5 Your group is going to prepare a list *Guidelines for ethical tourism*. Think about the problems you identified above, and make a poster to encourage tourists to behave responsibly.

6 Display your posters around the classroom and look at the other groups' work. Which poster do you think is most effective?

Lead-in

Ask: Where do you normally go on holiday? What do you like about the places you visit?

Vocabulary

consumer, raw material, flesh and blood, devastating, infrastructure, income.

Procedure

- 1 Students work in pairs and tell each other about tourists that visit their towns / regions.
- 2 Students read the quote and discuss its implications.
- 3 Students make notes on possible problems with tourism.
- 4 Students consider how an ethical tourist differs from a 'normal' tourist, and how one might overcome the negative effects listed.
- 5 Each group produces a poster / advertisement to encourage tourists to behave responsibly.
- 6 Encourage students to comment on the items on their lists. Ask: How realistic are the ideas? Can you think of occasions when tourists in your area have broken any of these rules?