

Indians embrace campervanning and help to revive country's tourism

Level: Elementary

1 Warmer

a. Work with a partner and use your imaginations to complete the text.



There are _____ people in this red campervan.

Their names are _____.

They are going to _____,

which is near _____.

When they get there, they are going to _____.

2 Key words

a. Write the words from the wordpools next to the definitions below. Then find and highlight them in the article to read them in context.

adventure

attractive

cosy

coverage

sector

1. warm and comfortable, makes you feel relaxed _____
2. a new and exciting experience _____
3. a part of a country's economic or business activity _____
4. the availability of mobile-phone networks, service, and connections _____
5. worth doing, pleasant, enjoyable _____

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booked out

charging points

economy

hire

reserve

6. If you _____ something, such as a car, a room, or tool, you pay the owner so that you can use it, especially for a short time.
7. places where you can put electricity into _____
8. not available because other people have already reserved it _____
9. the whole of a country's business, industry, and trade, and the money that they produce _____
10. an area of land where wild animals or plants are officially protected _____

b. Use some of the key words above to complete these sentences.

1. I'm sorry – we don't have any free rooms. The hotel is _____.
2. The islands' _____ depends on tourism.
3. I decided I was ready for an _____ after university.
4. We usually _____ a car at the airport.
5. Their new house was warm and _____.

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Charu Sudan Kasturi

14 July, 2022

- 1 As the rain came down on Lake Umiam in the north-east Indian state of Meghalaya, Rishab Baid and his friends sat in their cosy campervan. When the rain stopped, they walked along the lake surrounded by green hills.
- 2 Baid, Nabendu Goswami and Kaushal Jain – all 30 years old – grew up in Assam, in the country's north-east. They now live in the south. The friends wanted to go to where they spent their childhood and have an adventure. Online, they found Camping Co, an Indian start-up offering campervans for hire.
- 3 Campervanning has been popular in the west since the 1960s, but the idea of holidaying in a campervan is strange to most Indians. They prefer to stay in hotels.
- 4 Now that's changing. New start-ups are offering campervans for hire. India's tourism sector lost 14.5m jobs in the Covid-19 pandemic. The sector hopes that campervanning will create new jobs.
- 5 Better roads and mobile-phone coverage in most parts of the country have helped make campervanning attractive, says Tiger Ramesh, founder of LuxeCamper. Campervan hire is also cheaper than paying for hire car and a hotel.
- 6 India's new campsites usually have toilets, showers, charging points for phones, etc.
- 7 The campervans are almost always booked out at the weekends, says Ramesh, just not during the monsoon season.
- 8 India's tourism industry employed about 35 million people before the pandemic and contributed about \$194bn to India's economy in 2019. Most of the money came from Indian tourists going on holiday in their own country.
- 9 Campervan travel means India's increasingly global young population can do at home what they've tried in other countries. Deena Sivadas had been on road trips in New Zealand. In January, she hired a campervan with her husband, Akhil, to visit the states of Assam and Meghalaya.
- 10 At Assam's Kaziranga National Park, which is famous for its elephants and rhinos, the couple camped in a village on the edge of the reserve. "We saw the animals, and there were no other tourists," says Akhil. "It was better than any safari."

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3 Understanding the article

- a. Are these statements True or False according to the article? Correct any that are false.
1. Campervanning started to be popular with Indians in the 1960s.
 2. Improved roads and new comfortable campsites are making campervanning in India more attractive.
 3. Rishab and his friends hired a campervan to visit places in their hometown in southern India.
 4. Many people who worked in India's tourist sector lost their jobs during the Covid-19 pandemic.
 5. The tourism sector in India hopes that Indians' new interest in campervanning will help their industry.
 6. Young Indians who have travelled to other countries are interested in hiring campervans to see places in their own country.

4 Key language

- a. Highlight all the words in the article that include 'camp'. Write them into the box below.

- b. Fill the gap in each sentence with a word from task a.

1. Indians can hire a _____ from one of the many new start-ups.
2. India's new _____ have showers and charging points.
3. Young Indians are interested in going _____.
4. Deena and her husband _____ in a village next to an animal reserve.
5. _____ are usually booked out at weekends unless it's the monsoon season.

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5 Discussion

a. Discuss these questions.



- Why is campervanning better than staying in a hotel?
- Have you ever been in a campervan? What did you like most / least about it?
- You can use your friends' campervan for one month. Where will you go and why? What (and who) will you take with you on your campervan adventure?

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6 In your own words

- Read parts of the travel diary that goes with the article.
- Write your own travel diary about a weekend away in a campervan. Use your imagination but also write about things that you saw or did in your previous holidays.

Our travel diary

Names: Rishab Baid, Kaushal Jain, and Nabendu Goswami

Ages: 30

16 April

11am: We got our campervan from Camping Co. The van came with three tents, sleeping bags, a small cooker, pots, and pans.

2.30pm: We got to Lake Umiam after a three-hour drive. We parked the van in the grounds of a hotel. We met a group of bikers in their 50s. One of the group was the owner of a bakery we went to when we were children.

6pm: Lake Umiam is beautiful in the moonlight. It is 225 square km in size. It's surrounded by green hills. We stayed the campervan until the rain stopped. Then we went for a walk along the lake.

17 April

7am: We left Lake Umiam early and drove through the green Jaintia Hills to a beautiful waterfall.

10.30am: There were many other tourists there when we arrived at the Phe Phe waterfall after a three-hour drive and a short walk. We stood under the waterfall, getting wet. Refreshed, we hit the road again.

6.30pm: We reached Shnongpdeng village, and the Dawki River, which marks the border between India and Bangladesh. We took tents from our van and camped on the riverbank overnight.

18 April

10.30am: We stopped at Jowai, a buzzing town with a rich culture. For us, it was a welcome break from camping: we needed a shower, so we rented a room in a hotel for a few hours, rested, then left again.

3.30pm: Our final stop – at Jiva Veg restaurant in Nongpoh. We ate hot dosas, sandwiches, and French fries. It was time to finish our trip and drive back to Guwahati.

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