



# Global Tourism

The **holiday-maker** has an endless variety of options when planning his trip. He can choose from many different means of transport: **coach**, hovercraft, ferry, rail, plane or personal car. He can choose to use a travel agent or a tour operator, **rent** a car or take a **cruise**, **book** a **scheduled flight** or a charter, opt for a **package holiday** or travel on his own. Besides deciding on the **peak season** or the **off-season**, he has to select his insurance, set his budget, and plan **sightseeing** excursions. He can book an endless variety of **accommodations**: **plain** or **fancy camp sites**, **seaside resorts** with all the latest facilities, **ski resorts**, rentals, **youth hostels** or **B and Bs**.

## Questions

- 1.1. What are the advantages of travelling in the off-peak season?
- 1.2. What family or professional obligations prevent more people from avoiding the summer months?
- 1.3. What trends can you notice in your country? (an increase or decrease in ski holidays? holidays in the sun? adventurous holidays? changes in the length of stay?, etc.) Find specific examples.

## Text

### The Pros and Cons of Global Tourism

Global tourism is greatly **criticized** from all sides, and it's not hard to see why.

Hordes of tourists invading Greek, Turkish or Mexican beaches **jeopardize** the eco-system.

International hotel groups destroy coastlines with a succession of uniformly ugly **holiday resorts**. The **big bucks**, say critics, go to the large international companies, with little **trickling down** to the local population. Tourism is a **seasonal** industry, with only seasonal benefits.

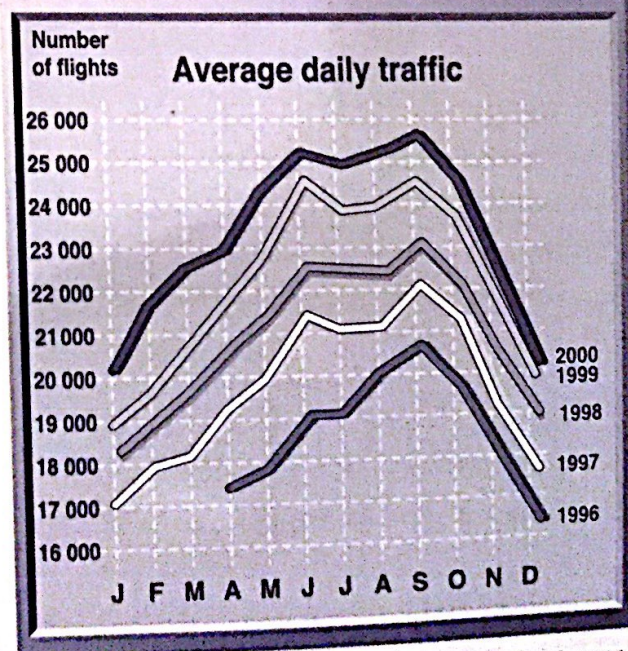
What's more, it is often at the mercy of currency fluctuations. For example, Turkey's devaluation of the lira in 2001 led to a massive rise in foreign visitors, to the detriment of Greece, since the two countries compete for the same northern European tourist trade.

Yet despite growing resistance among environmental groups to uncontrolled expansion, tourism is often a powerful motor for economic development.

First, it is **labour-intensive**. Every hotel needs

## SEASON'S FLEETINGS

Europeans are flying more than ever, but they still prefer to travel during the summer



Source: Time, July 16, 2001.