
CORSO DI ISTRUZIONE TECNICA SUPERIORE

TECNICO SUPERIORE PER IL TURISMO CROCIERISTICO INTERNAZIONALE

Figura nazionale 5.1.2 Tecnico Superiore per la Gestione di Strutture Turistico-Ricettive (VI livello EQF)



TOURISM AND THE ENVIRONMENT

a cura di Prof. Luigi Vallillo



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TECNOLOGIE
INNOVATIVE
PER I BENI E
LE ATTIVITÀ
CULTURALI E
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MSC
C R U I S E S

MATERIAL MADE BY TEACHER AND STAFF OF THE BRITISH INSTITUTES NAPOLI

- SOURCES
- ENGLISH FILE BOOK
- GOING INTERNATIONAL ENGLISH FOR TOURISM

Believe you can and you're halfway there.



TOURISM AND THE ENVIRONMENT

Students focus on promoting and marketing in the tourism sector



LISTENING ACTIVITY



Sustainable tourism

You are going to listen to an interview in which Professor Roger Spencer from a British university talks about the principles of sustainable tourism. Before you listen, discuss what you think is meant by 'sustainable tourism'.

READING ACTIVITY

GOING INTERNATIONAL ENGLISH FOR TOURISM (p.164)

Read this promotional statement by the tour operator, Green Earth Travel. For each of the points, decide which of the principles of sustainable tourism they could be connected with.



READING EXERCISE

Which of the commitments listed above would be broken in the following situations? How would you respond to the comments (in brackets) made by the companies concerned?

- a A hotel imports people to work as waiters and bar persons. ('There aren't enough local people with the right skills.')
- b A tour operator tries to get as many people as possible to a resort, and builds extra hotels cheaply where necessary. ('If people want to go there, then we're only providing what they want.')
- c An international hotel chain builds a fifteen-storey hotel on the beachfront. All the other hotels in the resort are four storeys or less. ('It takes up less ground space.')
- d A tour company moves the date of a local festival so that it coincides with the peak season. ('That way more people get to see it and find out about the local people and their traditions.')
- e A tour operator and travel agent doesn't bother to send out feedback questionnaires to its customers. ('We send them next year's brochure. We're not interested in the past, we just want them to buy next year's holiday.')

OUR PROMISE TO YOU ...

Green Earth Travels is a responsible tour operator. We are committed to the principles of sustainable tourism. We aim to provide the traveler with a memorable and fascinating experience, but at the same time we are aware of the impact that mass tourism can have on the environment and on the culture and economy of a society. For you, we are concerned. If you want to do something about it.

In particular, we:

- 1 monitor the number of tourists visiting our chosen areas;
- 2 keep in close contact with local conservationists and regularly check any environmental changes caused by tourism in the area;
- 3 ensure that the type and scale of our tours is appropriate to local conditions;

- 4 encourage the use of local materials and ensure that we only use hotels and accommodation options which identify with the surroundings;
- 5 recruit local employment rather than expatriates wherever possible;
- 6 respect local customs and traditions;
- 7 arrange activities and excursions which ensure genuine contact with local people;
- 8 give detailed information on the cultural traditions of the places our customers are visiting;
- 9 carry out ongoing research into the impact of tourism;
- 10 support campaigns to raise the level of environmental awareness in the industry;
- 11 listen to our customers and welcome suggestions for improving standards.

VOCABULARY

GREEN EARTH TRAVEL

Match the verbs in column **A** with the nouns and phrases in column **B** to form a suitable collocation. There may be more than one possibility.

A		B	
arrange	provide	local employment	activities
carry out	recruit	the use of ...	research
encourage	support	the number of ...	campaigns
listen to		detailed	our customers
monitor		information	

GRAMMAR – QUANTIFIERS

We use quantifiers when we want to give someone information about the number of something: how much or how many.

Sometimes we use a quantifier in the place of a determiner:

Most children start school at the age of five.

We ate some bread and butter.

We saw lots of birds.

We use these quantifiers with both count and uncount nouns:



Diapositiva 9

- C1 Carmen; 02/02/2018
- C2 Carmen; 02/02/2018

GRAMMAR EXERCISES

There aren't ____ car parks in the centre of Oxford.

Eating out is expensive here. There aren't ____ cheap restaurants.

Liverpool has ____ of great nightclubs.

Hurry up! We only have ____ time before the coach leaves.

We saw ____ beautiful scenery when we went to Austria.

There are a ____ shops near the university.

It's very quiet. There aren't ____ people here today.

There are ____ expensive new flats next to the river.





HOMEWORK

Project work I – the development of tourism in an imaginary country

CONTATTI

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