

Reading

The changing face of tourism

- Discuss these questions with a partner.
 - How do you think tourists' reasons for travelling have changed in the last twenty or 30 years?
 - What do you think is meant by 'old' and 'new' tourism?
 - Do you think these words are related to 'old' or 'new' tourism? Use a dictionary to help you.
 high-rise package long-haul independent
 concrete authentic fly-drive ecotourism
- Read the article to check your answers.



Old and new tourism

In the 1980s and early 1990s, when Africans first realised that tourism could be a way out of their poverty, they built very large concrete hotels on the beaches of Kenya, South Africa, and other countries. For a time the charter flights poured in from Germany and Italy. The tourists hoped to see lions, but also wanted to lie by the pool and to eat food from their own country and enjoy the other comforts of home. The revenue from tourism rose sharply, but most of it went to international tour operators.

That was then. Fortunately, a new kind of travel is now in fashion. Today's tourists are leaving the high-rise hotels and European comforts. Instead they are looking for more authentic experiences. On the wild coast of South Africa, young tourists ride horses on unspoilt beaches and make their way through hills of subtropical vegetation. In

the evening they sit round the fire and eat a traditional Xhosa meal of meat and vegetables; they listen to the local Xhosa people tell folk stories, before going to bed in simple tents and lodges. The experience is not offered by an international tour operator but by the Xhosa themselves. The Xhosa tour guides are paid two and a half times the average rate of pay.

The change from 'old tourism' to 'new tourism' did not happen suddenly. Interest in the traditional two-week sun and sea package holiday fell gradually towards the end of the last century. Individual tailor-made or independent holidays – such as fly-drive – have steadily become more popular. Nowadays people are taking shorter yet more diverse holidays. Long-haul flights are increasing and are making faraway places easier to get to. More and more tourists are looking for

adventure, activity, and authenticity. Adventure travel, ecotourism, cultural tours, and sports vacations are taking people to more exotic destinations: China, the Maldives, Botswana, Vanuatu.



- Use information from the text to complete these tables.

In Africa	Old tourism	New tourism
1 What do tourists want to do?		
2 What do tourists want to eat?		
3 Where do tourists stay?		
4 Who are the tourism employees?		
In general	Old tourism	New tourism
1 Types of holiday		
2 Length of holiday		
3 Types of activities on holiday		
4 Destinations		