Reading

Why do people travel?

1 Read the text. How many of the types of trip you listed in *Take off* can you find?

2 Look again at the trips you listed and put them into the categories described in the text.

Inside tourism: reasons for travel

People travel for many different reasons. In the tourism industry we divide the reasons for travel into three main categories: leisure tourism, business tourism, and visiting friends and relatives (usually abbreviated to VFR).

Leisure tourism can mean anything from excursions, day trips, and weekend breaks to package holidays, pleasure cruises, and longer independent trips such as hillwalking or treks in the mountains. It also includes cultural trips (for example, to music festivals), educational trips (for example, study tours), and religious trips (for example, pilgrims on a walking tour to a holy place).
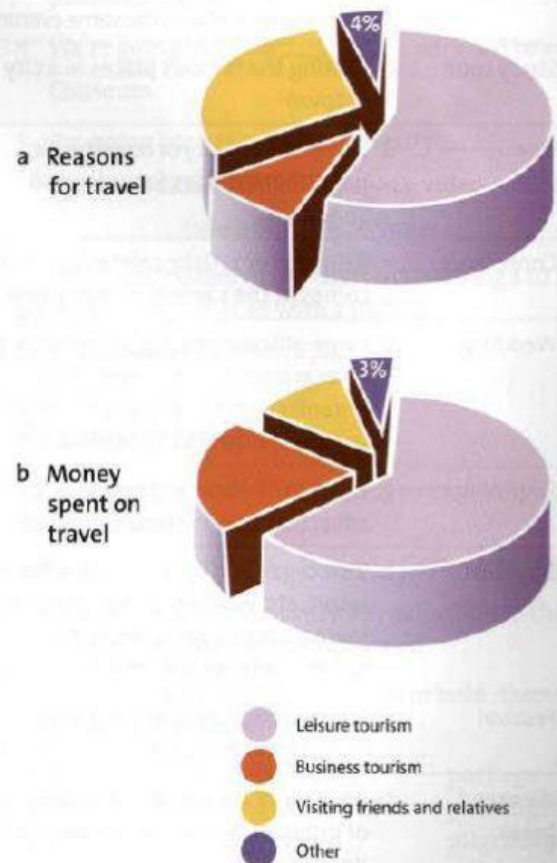
Business tourism includes any travel away from one's main place of residence, for such events as meetings, conferences, and trade fairs. It also includes special trips when workers are given a reward or a 'thank you' for good work (this is known as an incentive tour).

Travel in order to visit friends or family relatives is also regarded as part of the tourism industry. This could be for a special family party, such as a reunion or a wedding, or a regular trip made every year.

Listening

Reasons for travel and money spent on travel

The pie charts show the relative importance of the different categories of travel with reference to British tourists.

1 🎧 Listen to a lecture extract and label the percentages for each category.

a Reasons for travel

b Money spent on travel

● Leisure tourism
● Business tourism
● Visiting friends and relatives
● Other

2 Compare the two charts. Why do you think people travelling for leisure and for business spend more money than people travelling for VFR?

3 Use the information from the trips you listed in *Take off* to make a pie chart. How is it different from the chart for British tourists?