

Exercise 8

Read the information. Then read the passage and decide if the statements agree with the views of the writer.

Choose YES if the statement agrees with the views of the writer of the text, choose NO if the statement contradicts the views of the writer, or choose NOT GIVEN if it is impossible to say what the writer thinks about this.

- ☐ Quickly look through the passage to get an idea of what each paragraph is about.
- ☐ Look carefully at the first statement.
- ☐ If you need to look for the writer's view, decide if it is a positive or a negative one.
- ☐ Scan the passage to find the part which contains the information that matches each statement.
- ☐ Read this part of the passage carefully, paying attention to words with a positive or negative tone.
- ☐ Choose the best answer. Then go on to the next question (remember, they are in the same order as in the passage).

- ☐ Use any time left at the end to check your answers.

Nowadays, tourism continues to change, most of those changes having been brought about by technology. Statistics show that 148.3 million travel bookings are made online each year, 39% of which are accommodation bookings, and 37% are plane tickets. It is now estimated that people spend at least three hours online researching their trips, even if they go to a travel agent to make a final purchase. In addition, it is increasingly common for people to create online reviews of hotels, restaurants and so on, after having experienced something while travelling.

Although this is very useful for travellers, the effect is that the tourism industry is becoming much more consumer-oriented than ever before, and much more alert to the needs of travellers, in the hope of receiving good reviews. A good travel experience is something you can actively seek out and pay for.

By taking a mobile device on holiday, you can clearly save time, money and effort. The contents of a restaurant menu can be quickly checked. The opening times of a museum can be found immediately. It may be, however, that these are making the travel experience less of an adventure. It is possible that we have lost the notion of going to a new place in order to explore it. It is, perhaps, regrettable if we go to

a place and already know what we will find there.

Indeed, a recent survey shows that over 1.8 billion photos are shared online each day. A great many of these are images from holidays, and can share worthwhile information with other travellers. Such photographs can tell you more about a place than any professional advertisement could, and it's likely that they are more honest. Just one amateur photo can give an accurate impression of whether or not a particular festival, ski resort or hotel is the best one to choose.

It seems also that the average traveller is less likely to pack large amounts of clothes, and more likely to take equipment for recording their journey and sharing it with others. According to another survey, the most common things to take are laptops, smartphones, tablets, digital cameras and e-readers (not to mention the adaptors, cables and chargers that accompany them). One recent innovation that is certain to attract consumer attention is a suitcase with its own GPS. Even if the owner loses it, it is easily tracked, wherever it goes.

Back in the 19th century, many of the explorers sat down at the end of a long day to write an entry in their diaries, some of which are now regarded as historical treasures. In the 20th century, it was common for tourists to buy postcards, spend an afternoon writing brief messages, and post them home. Nowadays, we have social media. Regardless of the convenience, and the easily accessed information, if the point of travelling is freedom, it's hard to say that this is what technology allows us to gain. There is a constant pressure nowadays to update others about our lives and the experiences we are having. Many people feel forced into checking everything before they go there, and relying on other people's recommendations about what to do. Surely a holiday is the one time when people shouldn't feel the need to do this.

1. It is best to avoid using online reviews as a way of choosing a hotel to stay in.
 - ☐ Yes
 - ☐ No
 - ☐ Not Given
2. The use of a mobile device on holiday may have negative effects on people's experience on the holiday.
 - ☐ Yes
 - ☐ No
 - ☐ Not Given

3. An individual traveller's photo is far more useful to other travellers than an official one.
- ☐ Yes
 - ☐ No
 - ☐ Not Given
4. It is a good idea for travellers to limit the number of devices that they take with them on their trip.
- ☐ Yes
 - ☐ No
 - ☐ Not Given
5. A clear benefit of technology is that it gives people a lot more freedom when they are travelling.
- ☐ Yes
 - ☐ No
 - ☐ Not Given