AI INVENTS TOURIST DESTINATION

Warm up

In pairs or small groups, decide which of the four options for each category is a fictional place. No phones!

1. Museums and attractions in the UK
   a. Crocodiles of the World in Brize Norton, Oxfordshire
   b. The Museum of Porridge in Cluckton
   c. The Museum of Witchcraft and Magic in Boscastle, Cornwall
   d. The Crab Museum in Margate
2. South American historical sites
   a. Cueva de las Manos, Argentina
   b. Machu Picchu, Peru
   c. Lost City of Teyuna, Colombia
   d. The City of Lost Gold, Brazil
3. European castles
   a. The Dreaming Castle, Scotland
   b. Castle Borrekens, Belgium
   c. Chateau de Villandry, France
   d. Palacio de Pena, Portugal
4. Natural wonders
   a. Volcán de Parícutin in Mexico
   b. Jeita Grotto in Lebanon
   c. Hell's Volcano in Germany
   d. Angel Falls in Venezuela
5. Scenic towns and villages around the world
   a. Llanfairpwllgwyngyllgogerychwyrndrobwllllantysiliogogogoch in Wales
   b. Alberobello, Italy
   c. Upper Slaughter, England
   d. Little Bibbins, England

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2 Pre-listening task: general vocabulary

Part A: Match the words below with the correct definitions.

Group 1

1. generate (v)	a. (of a crime, etc.) that somebody has tried to do but without success
2. instance (n)	b. get something from a particular place
3. attempted (adj.)	c. a place where naturally warm water comes out of the ground
4. harmless (adj.)	d. a plan of a journey, including the route and the places that you visit
5. source (v)	e. produce a set or sequence of data by taking an initial set of data and applying a mathematical or logical process to it
6. itinerary (n)	f. a particular example or case of something
7. hot spring (n)	g. unable or unlikely to cause damage or harm

Group 2

1. backlash (n)	a. a small problem or fault that stops something from working successfully
2. glitch (n)	b. someone who is not one of the two main people or groups that are involved in a situation
3. tranquil (adj.)	c. quiet and peaceful
4. outsource (v)	d. the act of giving wrong information about something; the wrong information that is given
5. viral (adj.)	e. used to describe a piece of information, a video, an image, etc. that is sent rapidly over the internet and seen by large numbers of people within a short time
6. misinformation (n)	f. a strong negative reaction by a large number of people, for example, to something that has recently changed in society
7. third party (n)	g. arrange for somebody outside a company to do work or provide goods for that company

Part B: Discuss these questions in pairs.

1. Why do you think some companies outsource tasks to other businesses?
2. Have you noticed an increase in online misinformation recently? If so, why do you think this is?
3. Can you think of an example of a company receiving backlash after an advertising campaign?
4. How do you think news stories become viral?

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Listening comprehension

For each question, select the answer that most accurately reflects the information given in the audio. Watch the report again to check your answers.

1. What is the name of the fictional destination in the news report?

   a. Wellington Hot Springs b. Wellbrother Hot Springs c. Weldborough Hot Springs

2. How did the company behind the AI-generated blog respond?

   a. they deleted the blog

   b. they edited the blog

   c. they shut down their website

3. Who owns the company?

   a. a married couple

   b. a couple of friends

   c. the Australian government

4. What percentage of tourists use AI for travel advice and planning?

   a. 17% b. 27% c. 37%

5. What do experts call errors generated by AI?

   a. hallucinations b. dreams c. nightmares

6. What does AI draw upon when generating responses?

   a. libraries that have chosen to help train AI

   b. stolen material

   c. its own intelligence

How do you think locals might have felt when tourists arrived in their town asking about hot springs that didn't exist? Discuss in pairs.

4 Pre-reading task: general vocabulary

You are going to read an article in which three members of the public give their opinions on the news story. Read the text quickly and find words that match the synonyms and definitions below in each section.

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Group 1:

1. _____ (adj., para. 1): designed or changed in a way that it is suitable for the needs of a particular person
2. _____ (n, para. 1): the activity of traveling on vacation, carrying your equipment and clothes in a large bag that you carry on your back
3. _____ (adj., para. 1): not real
4. _____ (n, para. 1): a large vehicle designed for people to live and sleep in when they are traveling
5. _____ (n, para. 1): a sum of money that is paid back to you, especially because you paid too much or because you returned goods to a shop
6. _____ (n, para. 2): element

Group 2:

1. _____ (n, para. 2): something, especially a place, that is very good, pleasant, or useful, that not a lot of people know about
2. _____ (n, para. 2): point of view
3. _____ (n, para. 2): pleasure
4. _____ (n, para. 3): the feeling of being sorry for somebody
5. _____ (adj., para. 3): having the right to have or to do something
6. _____ (n, para. 3): money that is paid to someone in exchange for something that has been lost or damaged or for some problem

The Future of Travel?

Three members of the public share their opinions.

1. **Marcus, 45**

It seemed like a good idea at first. A website that generated the perfect travel itinerary, personalized just for you! My friends and I entered all of our details and received our own special travel plan. We were going backpacking in Kenya – the adventure of a lifetime! Luckily, before we set off, my wife checked through our plan. "Marcus," she said. "It says you're going to see wild tigers." I remember smiling and saying, "Sure, if it's on the plan!" "But there aren't any tigers in Africa," my wife said. That's when we both went over the itinerary together. It began with a non-existent hostel, followed by a safari organized by a company that had stopped operating over a decade ago. The road trip through the country would take place in a type of camper van that hadn't been made since the nineties, and the whole thing was set up by a travel agency that, it turned out, had also been invented by the AI. In the end, we had to cancel our flights and were lucky enough to get a refund.

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2. **Rita, 27**

As a travel writer, I can't stand the idea of people reading AI-generated blogs. Imagine planning your trip based on tips from a machine! Even worse, when you read something that has been "made" by AI, you're actually reading the stolen words of actual human writers, which have been selected at random by software in order to give the appearance of an original piece of writing. I understand that some people don't care about that, but I think that the most rewarding aspect of traveling is connecting to a place, finding hidden gems and exploring by yourself. A travel writer can act as a guide, but they are only sharing their own perspective. When we visit a new place, we should be developing our own points of view about it. A trip is an expensive luxury, and we should try to enjoy all stages of the journey, including the planning. If we allow a computer to tell us what to do and where to go, then I think we are removing the joy from travel.

3. **Michelle, 23**

I have no sympathy for anybody who gets lost because they asked AI to plan a vacation for them. I think people have completely misunderstood what artificial intelligence is: chatbots can't think for themselves. They aren't friends, or guides, or experts. They can predict text and arrange words in approximately the correct order, but that's all. I have a friend whose brother, Steve, went on a vacation recently. Apparently, he decided to ask an AI bot to plan his trip. Following the software's instructions, he went to see the famous pyramids of Turkey. Of course, Turkey doesn't have any pyramids. When Steve arrived, the locals laughed at him! Now, if a travel agency had made a mistake, he might have been entitled to compensation. Unfortunately for Steve, AI companies appear to be above the law. He spent almost a thousand dollars to visit monuments that don't exist. I know AI is hard to avoid – it's basically everywhere at the moment – but I think we should try not to use it if possible. Just do your own research!

Sources: BBC, CNN, Independent

Part B: Read the sentence below. What does the underlined phrase mean? Do you usually ask someone to help you go over a contract if you need to sign something? Discuss in pairs.

*Our lawyer **went over** the contract with us and found some possible issues. Now, we're not sure if we want to buy the house after all.*

5 Reading comprehension

Part A: Read the article again. Match speakers to the statements. One of the statements cannot be matched to any of the speakers and should be marked 'not given'.

Marcus Michelle not given Rita

1. They know somebody whose family member went to visit a fictional destination → _____
2. They got lost trying to visit somewhere that doesn't exist → _____
3. They were advised to stay at a place that is not real → _____
4. They work in the travel industry. → _____

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Part B: For each question, choose the answer you believe best suits the speaker.

1. Who described Marcus's vacation as "the adventure of a lifetime"?

   a. AI-generated travel plan b. Marcus's wife c. Marcus

2. What does Rita think we should do when we visit a new place?

   a. treat the locals with respect

   b. form our own point of view about the place

   c. keep it a secret

3. How did the locals react when Steve arrived in Turkey?

   a. They tried to help him find the pyramids.

   b. They laughed at him.

   c. They were angry that he was asking questions about a fictional destination.

Do you think Steve should have been given a refund? Why/why not? Discuss in pairs.

Talking point

In pairs or small groups, discuss the following questions using information from the lesson and your own knowledge.

1. Have you ever used AI to plan a trip? Why do you think some people do this?

2. Do you think that using AI to generate a travel plan could be dangerous? If so, how?

3. Do you enjoy planning vacations, or do you find it stressful or difficult?

4. Is the rise of artificial intelligence making it harder to find information online? If so, what can we do about it?

5. Will people travel more or less in the future?

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6 In-depth discussion: travel itinerary

Part A: Read the travel itinerary for a safari vacation in Kenya below. Complete the plan with the correct words from the list.

cameras	campsite	elephant	hostel	hotel
lake	meal	museums	swim suit	taxi

Monday

After checking in at The Swan – a luxury _____[1] in Nairobi – we'll spend the day exploring the city before enjoying a night of comfort and relaxation. This is our free day, so we haven't planned anything in particular, but we'll probably visit some of the _____[2] and might even take an open-bus tour!

Tuesday

The tour guide will pick us up outside the hotel in the morning. We'll need to have our _____[3] ready to photograph the giraffes – the first animals we will be seeing on our safari vacation! In the evening, we'll sleep at a _____[4] a few hundred miles outside of the capital. We might have to share a room with strangers, which will be fun!

Wednesday

I've always wanted to see an _____[5], and on Wednesday I'll have that opportunity. The national park we will be visiting is home to hundreds of these huge, grey animals, and if we're lucky, we might catch sight of some lions, too. The night will be spent in a _____[6] in the middle of nowhere, and the travel company will provide us with tents.

Thursday

We're going to take a break from wildlife watching on Thursday and visit a beautiful _____[7] that is famous for having water the color of rare jewels. I don't know if we will be allowed to swim in it, but I'm going to pack my _____[8], just in case! We'll stay in a guest house in the middle of a natural park.

Friday

We'll head back to the city on Friday, driving for almost seven hours before arriving in the capital once again. This time, we won't be staying in The Swan. Instead, we will have a nice evening _____[9] in one of Kenya's most famous restaurants, before taking a _____[10] to the airport. We'll spend the night in a nearby hotel before flying home in the morning.

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Part B: In groups, create your own travel itinerary for a five-day vacation. You can choose from one of the holidays below, or think of your own ideas. When creating your travel plan, consider what you're going to see, where you're going to stay and how you're going to travel around your destination.

- A backpacking vacation in South America
- A stay at a beach resort on a tropical island
- A climbing vacation in the Himalayas
- A trip around several European countries by train
- A road trip through the US

8 Extended activity: travel writing

You are a travel writer and have been asked to write an article about one of the topics below. Choose ONE topic, and write an article of between 220 to 280 words. Think about your target audience, the tone of the article, and try to use descriptive writing so that the text is interesting to your readers.

- **Topic 1:** Hidden Gems: Should We Share Our Secret Travel Destinations?
- **Topic 2:** The Most Beautiful Place on Earth
- **Topic 3:** How to Plan a Travel Itinerary When You Don't Have Much Money
- **Topic 4:** A Vacation That Changed Me

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