Introduction
You can listen to a recording of this article at:
http://learnenglish.britishcouncil.org/magazine-articles/ecotourism

This support pack contains the following materials:
• a pre-reading vocabulary activity
• the article that you can listen to in the podcast
• a comprehension activity

Before you read

Activity 1
At the top are 14 words from the article. Below are definitions of these words. Can you match the words to their definitions?

<table>
<thead>
<tr>
<th>basic</th>
<th>benefit</th>
<th>fair price</th>
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</thead>
<tbody>
<tr>
<td>flexible</td>
<td>footprints</td>
<td>handicrafts</td>
</tr>
<tr>
<td>natural resources</td>
<td>nature reserve</td>
<td>restaurant chain</td>
</tr>
<tr>
<td>souvenirs</td>
<td>sustainable</td>
<td>warden</td>
</tr>
<tr>
<td>water sprinklers</td>
<td>wildlife</td>
<td></td>
</tr>
</tbody>
</table>

1. [....................] are devices used to direct water in order to water plants, grass, etc.
2. A [....................] is a group of establishments which belong to a single company, have the same appearance and sell similar food.
3. [....................] are skilled activities in which things are made in a traditional way with the hands rather than being produced by machines in a factory, or the objects made by such activities.
4. [....................] is used to refer to a way of using natural products so that no damage is caused to the environment.
5. [....................] means animals and plants that grow independently of people, usually in natural conditions.
6. To [....................] means to receive or give a helpful or good effect.
7. A [....................] is an area of land which is protected in order to keep safe the animals and plants that live there, often because they are rare.
8. A [....................] is a person whose job is to take care of a wildlife park and make certain that members of the public obey particular rules.
9. [....................] are materials such as coal and wood which exist or are produced in nature and can be used by people.
10. [....................] means providing the base or starting point from which something can develop; it also means simple or without complication.
11. [....................] are the marks made by a person's or animal's feet.
12. [....................] are things you buy, give or receive to help you remember a visit or an event.
13. [....................] means able to change or be changed easily according to the situation.
14. A [....................] is one which is reasonable and is what you expect or deserve.
Read the article

Ecotourism
by Linda Baxter

Imagine the scene. You're sitting in the hot sunshine beside the swimming pool of your international luxury hotel, drinking your imported gin and tonic. In front of you is the beach, reserved for hotel guests with motor boats for hire. Behind you is an 18-hole golf course, which was cleared from the native forest and is kept green by hundreds of water sprinklers. Around the hotel are familiar international restaurant chains and the same shops that you have at home. You've seen some local people - some of them sell local handicrafts outside the hotel. You bought a small wooden statue and after arguing for half an hour you only paid a quarter of what the man was asking. Really cheap!

Is this your idea of heaven or would you prefer something different?

Nowadays, many of us try to live in a way that will damage the environment as little as possible. We recycle our newspapers and bottles, we take public transport to get to work, we try to buy locally produced fruit and vegetables and we stopped using aerosol sprays years ago. And we want to take these attitudes on holiday with us. This is why alternative forms of tourism are becoming more popular all over the world.

But what is ecotourism?

There are lots of names for these new forms of tourism: responsible tourism, alternative tourism, sustainable tourism, nature tourism, adventure tourism, educational tourism and more. Ecotourism probably involves a little of all of them. Everyone has a different definition but most people agree that ecotourism must:

1 conserve the wildlife and culture of the area.
2 benefit the local people and involve the local community
3 be sustainable, that is make a profit without destroying natural resources
4 provide an experience that tourists want to pay for.

So for example, in a true ecotourism project, a nature reserve allows a small number of tourists to visit its rare animals and uses the money that is generated to continue with important conservation work. The local people have jobs in the nature reserve as guides and wardens, but also have a voice in how the project develops. Tourists stay in local houses with local people, not in specially built hotels. So they experience the local culture and do not take precious energy and water away from the local population. They travel on foot, by boat, bicycle or elephant so that there is no pollution. And they have a special experience that they will remember all of their lives.

This type of tourism can only involve small numbers of people so it can be expensive. But you can apply the principles of ecotourism wherever you go for your holiday. Just remember these basic rules.

- Be prepared. Learn about the place that you're going to visit. Find out about its culture and history. Learn a little of the native language, at least basics like 'Please', 'Thank you', and 'Good Morning'. Think of your holiday as an opportunity to learn something.
- Have respect for local culture. Wear clothes that will not offend people. Always ask permission before you take a photograph. Remember that you are a visitor.
- Don't waste resources. If the area doesn't have much water, don't take two showers every day.
- Remember the phrase "Leave nothing behind you except footprints and take nothing away except photographs." Take as much care of the places that you visit as you take of your own home. Don't buy souvenirs made from endangered animals or plants.
• Walk or use other non-polluting forms of transport whenever you can.
• Be flexible and keep a sense of humour when things go wrong.

Stay in local hotels and eat in local restaurants. Buy local products whenever possible and pay a fair price for what you buy.

Choose your holiday carefully. Don't be afraid to ask the holiday company about what they do that is 'eco'. Remember that 'eco' is very fashionable today and a lot of holidays that are advertised as ecotourism are not much better than traditional tourism.

But before you get too enthusiastic, think about how you are going to get to your dream 'eco' paradise. Flying is one of the biggest man-made sources of carbon dioxide in the atmosphere. Friends of the Earth say that one return flight from London to Miami puts as much carbon dioxide into the atmosphere as the average British car driver produces in a year. So don't forget that you don't have to fly to exotic locations for your 'eco' holiday. There are probably places of natural beauty and interest in your own country that you've never visited.

After reading

Activity 2
Dirty Dan is a bad tourist. Match what he said to his friends when he returned from holidays to the seven golden rules of ecotourism that he broke.
Answers


Activity 2:

<table>
<thead>
<tr>
<th>Think of your holiday as an opportunity to learn something.</th>
<th>Have respect for local culture.</th>
<th>Don’t waste resources.</th>
<th>Leave nothing behind but footprints - take nothing away but photos.</th>
<th>Use non-polluting forms of transport.</th>
<th>Keep a sense of humour when things go wrong.</th>
<th>Choose your holiday carefully.</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;They tried to teach us some words in their silly language, but we weren’t interested.&quot;</td>
<td>&quot;The stupid natives got upset when we sunbathed topless.&quot;</td>
<td>&quot;It was so hot that we each had at least 6 showers a day.&quot;</td>
<td>&quot;We found some lovely old stones at the ruins and brought them home with us.&quot;</td>
<td>&quot;We hired a motor bike and went riding through the forests and on the beaches.&quot;</td>
<td>&quot;When we discovered that our hotel room hadn’t been booked, I punched the manager.&quot;</td>
<td>&quot;The travel agent said the resort was powered by solar energy, but in the end it wasn’t true.&quot;</td>
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</tbody>
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