

1 Warmer

- What kind of accommodation did you stay in on your last holiday?
- What made you choose that particular accommodation and that holiday destination?
- Where would you like to spend your next holiday? Why?

Ecotourism

by Karen Richardson



Ecological considerations are playing an ever-increasing role in holiday planning. Dive into the topic and vocabulary of ecotourism with Karen Richardson.

the direction of the wind before they started building. They also use solar energy for lighting and fans, and to power the music played in the bar. What is more, rainwater is collected to supply the showers, do the laundry and water the gardens. The food they serve is organic, including fruit from their own garden, cheese from a goat dairy that works with local farmers and fish from local fishermen.

- 1 These days, green travellers are turning away from all-inclusive package deals because of their negative environmental impact.
- 2 Ecotourism is on the rise but, although many large hotels now have an environmental policy, this often contains vague statements, such as: "We aim to minimize pollution and waste, and to comply with environmental laws and regulations." And promising to turn off air-conditioning units while guests are out is not the same as building rooms that make use of natural breezes to keep guests cool. "It's not what you do, it's what you don't do that counts," says Kate Baumann, a Canadian and co-owner of Almost Paradise Cottages and Restaurant on Grenada, which received a sustainability award in 2013.
- 3 There are no air-conditioning units in their holiday cottages. Instead, Kate and her husband, Uwe, thought carefully about

Specialized travel agencies are also on the rise, such as Responsible Travel, which started 14 years ago with the help of the late Body Shop founder, Anita Roddick, and offers eco-holidays around the world. Roddick once said: "Responsible travellers want experiences rather than packages, authenticity rather than superficial exoticism and holidays that put a little bit back into local communities and conservation. This is the future of tourism."

According to a survey by the travel website TripAdvisor, 79 per cent of travellers think it's important that their accommodation should be eco-friendly and 47 per cent of business travellers prefer to stay in a green-certified hotel.

There is a lot more to being an environmentally conscious tourist than hanging up your hotel towels to use them a second day.

© Business Spotlight, 4/2015
www.business-spotlight.de

2 Key words

a. Read the definitions and, then, find the key words in the article.

1. holidays arranged by a travel company for fixed prices that include costs for hotels and transport, and sometimes meals and entertainment (two words) _____
2. a set of plans or actions agreed on by a business or other group _____
3. not clearly or fully explained _____
4. to obey a rule or law, or to do what someone asks you to do (two words) _____
5. light winds _____
6. causing little or no harm to the environment _____
7. something that is produced using no artificial chemicals _____
8. the quality of being real, not false _____
9. used for describing the way that something appears or seems to be although it is really not like this _____
10. an interesting or exciting quality that something has, especially because it is from a distant foreign country _____
11. the careful use of energy, water and other resources so that they are not wasted or lost _____
12. aware of how action and deeds can affect the world we live in (two words) _____

b. What is the meaning of green in these two terms from the article?

1. green travellers
2. green-certified hotel

3 Understanding the article

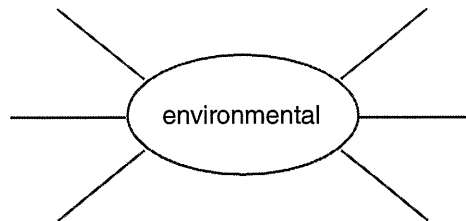
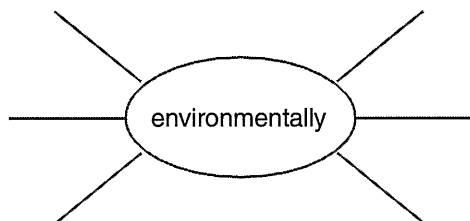
a. Write six to eight sentences about the article. Some should be true, some should be false.

b. Swap sentences with another student or pair and decide which are true and which are false. Say why you believe they are false.

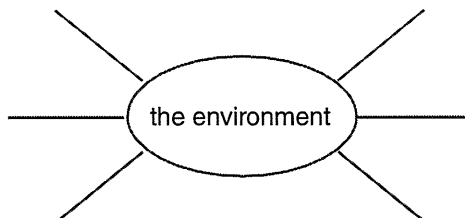
c. Correct the false sentences.

4 Collocations

Find all the words in the article that come after *environmentally* and *environmental*. Write them onto the spider diagrams. Can you think of any other words? If so, write them too.



Think of other words that can be used before *the environment* and add these to the third spider diagram.



5 Prefixes

a. Find three words in the article with the same prefix as *ecotourism*.

b. What other words do you know, or can you find, with the same prefix?

c. Use the words from activities a. and b. in sentences of your own.

6 On the rise

a. What does *on the rise* mean?

b. What two things are on the rise according to the article?

c. What other things are on the rise in the world today?

7 Discussion

- a. Who said this and what do you think they meant?

It's not what you do, it's what you don't do that counts.

Can you think of any other situations when not doing something is better than doing something?

- b. Who said this? Do you agree? Why? Why not?

Responsible travellers want experiences rather than packages ... This is the future of tourism.

8 Webquest

Visit tripadvisor and read and discuss the reviews that travellers have written about Almost Paradise Cottages, or another hotel of your choice:

www.tripadvisor.com/Hotel_Review-g616296-d1372620-Reviews-Almost_Paradise-Saint_Patrick_Parish_Grenada.html

Write a review of the last place you stayed at.

