

Getting Started



A.1. Where have you seen tourists in East Timor? What were they doing? Make a list and compare it with your colleagues.

Example: *I've seen tourists lying on the 'Areia Branca' beach in Dili.*

A.2. Why do you think tourists come to East Timor? Choose some reasons from the table or add your own.

| | | | |
|--------------------------------|-------------|------------------------------|---------------------------|
| the weather | the cost | the hotels | the food |
| rest and relax | the beaches | the crocodiles | museums and monuments |
| scuba-diving | shopping | travel around the country | religious reasons |
| concerts, shows and spectacles | Carnival | the Nino Konis National Park | trekking in the mountains |

Did you choose the same reasons as your colleague?



A.3. What about you? Have you ever been a tourist? Where did you go and why? Tell the class.

A.1. Here are pictures of different types of tourism. Match the pictures to the names.

- Adventure tourism
- Cultural Tourism
- Spa and Wellness tourism
- Hunting tourism
- Religious tourism
- Rural tourism
- Wine tourism



A.2. Which of these types of tourism exist in East Timor?

B.1. Read the descriptions of four types of tourism. Complete the table which follows.



**battlefield = a place where a battle has been fought*

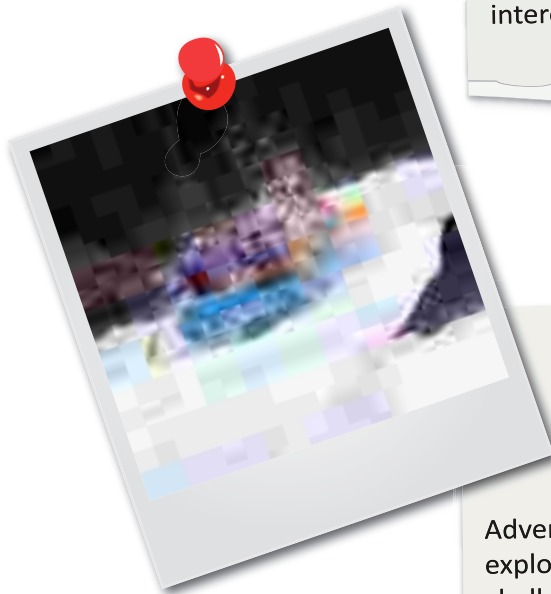
**Maori = the original people of New Zealand*



Cultural Tourism

Cultural tourism involves leisure travel for the purpose of seeing or experiencing the unique character of a place, its people, and its products. Many destinations and cultural activities are considered cultural tourism: visits to UNESCO World Heritage Sites (e.g. China's Great Wall, The Great Barrier Reef in Australia, etc.); tours of historic cities, architectural sites, cathedrals, and battlefields*; excursions to museums; trips to taste typical regional foods; travel to local music festivals and cultural performances; visits to indigenous villages or distinctive cultural landscapes (e.g. - the mountains at the heart of the park have cultural and religious meaning for the Maori* people). Cultural tourists want to experience an "authentic" cultural landscape, are interested in other cultures, and are interested in the past.

Adapted from: http://www.encyclopedia.com/topic/Cultural_Tourism.aspx



**hiking = going for long walks in the countryside*

**white-water rafting = being moved quickly in a small boat filled with air along rivers where the flow of the river is very strong*

**bungee jumping = jumping off a very high place, with a long elastic rope tied to your legs, so that the rope pulls you back before you hit the ground*

**kayaking = travelling in a light narrow canoe*



Adventure Tourism

Adventure tourism involves trips with the specific purpose of exploring a new experience, often associated with personal challenges, in a natural environment or exotic setting. The adventurers can choose from a number of possible activities: hiking* and walking tours, mountain climbing, white-water rafting*, mountain biking, bungee jumping*, kayaking* and other activities. Such excursions are available for all ages, worldwide, but countries such as New Zealand, Nepal, Kenya and Tanzania are among the popular adventure destinations. Adventure travellers determine their own level of comfort, but many are looking for new, uncertain outcomes and enjoy some level of risk.

Adapted from: Encyclopedia of Tourism, by Jafar Jafari



Rural Tourism

Rural tourism can be defined as the 'country experience' that includes a wide range of attractions and activities that take place in agricultural or non-urban areas. Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments. Rural tourists may visit natural areas for the purpose of enjoying the scenery, including plant and animal wildlife. They can also visit a farm or any agricultural business for the purpose of enjoyment, education, or active involvement in the activities of the farm or business. It includes taking part in many different farm-based activities, including farmers' markets, petting farms*, pick-your-own fruits or vegetables operations; visiting agriculture-related festivals, museums, and other such attractions. There are many rural destinations found in the United States, Europe, India and many other countries all over the world.



**petting farms = a farm that has small or young animals which children can hold, touch and sometimes feed*

Adapted from: [http://www1.agric.gov.ab.ca/\\$Department/deptdocs.nsf/all/csi13476/\\$FILE/Rural-Tourism.pdf](http://www1.agric.gov.ab.ca/$Department/deptdocs.nsf/all/csi13476/$FILE/Rural-Tourism.pdf)



Religious Tourism

Religious tourism usually involves followers of particular beliefs visiting holy sites. In many instances, religious tourists journey to these sites on the anniversaries of events that are of importance to followers of specific religions. Many people involved in religious tourism are also known as pilgrims but there are also many non-religious individuals who also go on trips to holy sites for cultural or historical reasons. These tourists go on trips to temples, churches, sites where religious figures were reportedly martyred*, and various other locations that hold some kind of historical or mythical significance. These trips often take the form of guided tours, sometimes visiting a number of sites in one day or during one tour. Many sites in Israel are of significance to Christians, Jews and Muslims alike. Many sites in Jerusalem, Bethlehem and elsewhere are linked to historical figures or events associated with just one of these three major religions.



**martyred = a person who has been killed because of their religious beliefs*

Adapted from: <http://www.wisegeek.com/what-is-religious-tourism.htm>

B.2. Complete the table with information from the four texts. An example has been done for you.

Don't forget that you are not supposed to write in this space.

Copy the exercise into your notebook and do it there.

| Type of Tourism | Tourists' motivations | Activities | Common Destinations |
|--------------------------|---|--|--|
| Cultural Tourism | | | |
| Adventure Tourism | | | |
| Rural Tourism | <i>To directly experience agricultural and/or natural environments in non urban areas</i> | <i>Visiting farms; visiting farm markets; picking fruits and vegetables; visiting agricultural festivals</i> | <i>Rural areas in countries such as USA; India; European countries</i> |
| Religious Tourism | | | |

C. Choose another type of tourism. Research information about this type (on the Internet, in books, encyclopaedias, magazines, etc.). Write a short descriptive paragraph like the ones above. Include the tourist's motivations for doing this type of tourism, the activities that are normally done, and indicate some popular places tourists go to practice this type of tourism.

Report your findings to the class.



A.1. What are the advantages and disadvantages of having tourists visit your community? Compare your ideas with a colleague.

A.2. Read the fact file on sustainable tourism. Why is this type of tourism increasingly important these days?

A.3. What do you think the benefits of this type of tourism might be to East Timor? Discuss your ideas with a colleague. The ideas in the table might help you.

| | | | |
|-------------------------|-------------------------------|-----------------------|------------------|
| environmental resources | pollution | money | local businesses |
| job opportunities | training | type of tourist | the future |
| local investment | protection of flora and fauna | competitive advantage | infrastructure |

SUSTAINABLE TOURISM

Where did it start?

Like all forms of development, tourism can also cause its share of problems. These include social dislocation, loss of cultural heritage, economic dependence and ecological degradation. Learning about the impacts of tourism has led many people to seek more responsible holidays. These include various forms of alternative or sustainable tourism such as: 'nature-based tourism', 'ecotourism' and 'cultural tourism'.

What Is Sustainable Tourism?

Sustainable tourism is travel designed to minimise the impact of humans on the places they visit, encourage protection of both cultural heritage and the environment and provide long-term, socially fair economic opportunities for local residents.

Adapted from: <http://seniortravel.about.com>

B.1. You are going to listen to an interview with Jaime Santal, who works for KOPI Sustainable Tours, a holiday business that specialises in sustainable tourism in many different parts of the world. Jaime has been speaking to a group of school children about sustainable tourism and a project that his company has for the local area. He has just finished his talk and is now answering questions at the end of his talk. Which of the topics from A.3. are mentioned as benefits by Jaime?





B.2. Listen to the talk again and correct the sentences. The words you need to change have been underlined.

- a. Studies indicate that sustainable tourists will use less gas, less food and generate less money than normal tourists at most destinations.
- b. My organisation, for example, is going to put water and electricity meters in our restaurants so that guests can see how much they are using.
- c. Many experts predict that by the year 2070, 50% of today's most popular tourist destinations will have used up their local resources, both virtual and physical.
- d. First of all, being sustainable is one way of making yourself the same as the competition, showing people that your business and the holiday you are offering is different.
- e. Next winter, here at KOPI tours, we are opening a new sustainable resort on the edge of the ocean.
- f. For instance, we are sending 44 of our catering people to France next year to learn more about sustainable cooking.

C.1. Look at the sentences in B.2. again. Five of these sentences contain verbs in the future and one doesn't. First identify the sentence that doesn't contain a future verb and then identify the future forms in all the other sentences. Refer to the Grammar Box if you need help with this.

C.2. Listen one more time to the text. Can you hear at least one other example of the future forms that you identified in the previous exercise?

C.3. Select a suitable future form to complete the following sentences. In some cases, more than one answer is possible. Check the Grammar Box again, if necessary.

- a. We (open) a new hotel next year.
- b. By the end of the holiday season over 6,000 people (visit) our sustainable mountain holiday camp.
- c. We have lots of plans for the new site. For example, we (build) a water recycling plant so that we don't use any of the local supply.
- d. I'm sorry I can't come to the meeting. I (collect) a group of new guests from the airport at three o'clock.
- e. Our study predicts that more than 1 million tourists (book) a sustainable holiday next year.
- f. We (install) water-saving showers, energy efficient light bulbs and traditional cooling in our new complex. It should be ready to open next year.
- g. If we don't change our ways now to become more sustainable, we (exhaust) the possibilities for tourism development within 5 years.
- h. Sustainable tourism (eventually become) the norm, replacing other types of tourism and helping to save our planet.

D.1. You heard Jaime answering questions at the end of his talk on sustainable tourism. Jaime was supposed to come to your school to give the same talk, but unfortunately he can't come. You have offered to give the talk in his place. In groups, prepare what you are going to say about the following topics.

A suitable project for your area

The type of tourist who will come

The changes that will take place in the area

The advantages for the local population and businesses

The ways in which this project is better than other types of tourism project

D.2. Divide the topics between the members of your group and practice giving your talk. You will need to decide the best order to speak in.

D.3. Give your talk to the class.



Focus on Reading



A.1. Hong Kong is one Asia's top tourist destinations. Read the introduction to the website Discovering Hong Kong. Would you like to visit this city? What interests you most?

Hong Kong is a city that always looks to the future while never losing sight of its past. Ancient traditions live on in this modern society, which blends tradition and innovation, as much as it does East and West. Take a walk through the streets of Hong Kong to discover its amazing history, culture, people and soul; or learn the secrets of feng shui. There are so many ways to experience Hong Kong's living culture up close.

A.2. You are going to read about three different tours that tourists can take in Hong Kong: The Hong Kong Traditional Lifestyles Tour, The Feng Shui Tour and The Heritage Tour. Look at some activities that are done in each tour. Which tour would you match each activity to?

Example: Learning how to make tea and how to drink it properly.
The Hong Kong Traditional Lifestyles Tour

- a. Touring a place that is said to have a lot of energy.
- b. Going on a tour of a 19th century extravagant residence.
- c. Taking part in a tai-chi class.

B.1. Now read about the three different tours of Hong Kong and check your answers.



Hong Kong Traditional Lifestyles Tour

Discover how traditional Eastern values live in harmony with the fast-paced Western influences of metropolitan Hong Kong on this tour of some of the city's most enthusiastic daily traditions. And you can see just how surprisingly relaxing life in fast-paced Hong Kong can be by beginning the day with a slow-motion tai chi class along the Tsim Sha Tsui waterfront. Then, you'll visit Lantau Link View Point where you will see wonderful views of the Tsing Ma Bridge. The tour then wraps up at a local teahouse for a tea-making demonstration and etiquette session where you can try Hong Kong's famous Kung Fu tea.

Feng Shui Tour

Translated as 'wind and water', feng shui follows the principle of humans living in harmony with nature. Learn all there is to know about this ancient philosophy on this tour and how it has directly influenced the landscape of Hong Kong's major commercial areas. The tour begins with a stop at Lung Cheung Road lookout, where you'll be shown the place with the highest concentration of dragon energy that's believed to have created Hong Kong's amazing wealth, known as the 'dragon's den'. Then, explore the feng shui principle of destroying negative influences on environments at Nine Dragons Wall in Wan Chai. Finally, you'll head into Central, where your guide will explain feng shui's influences on important buildings as well as the energy that has driven Asia's world city to become a leading international centre of prosperity.



Heritage Tour

Downtown Hong Kong gives a view of Asia's world city that's very different from what it once was. But as soon as you take a step into the New Territories, you'll find much of the city's rich heritage still stands as it once did, offering an amazing look into a unique past that serves as a contrast to the towering city you see today. Take a time-trip back into the mid-1800s as you enter Tai Fu Tai, a luxurious residence. Extravagant details and beautiful Chinese wood carvings adorn its majestic interior, while similar exquisite design can also be seen inside the Tang Chung Ling Ancestral Hall. The nearby walled village of Lo Wai offers fascinating insights of what village life was like in the New Territories. You'll then discover the roots of ancient beliefs inside the Man Mo Temple, dedicated to the God of Literature (Man) and the God of War (Mo). Another beautiful tradition comes from the enchanting Lam Tsuen Wishing Trees, where local villagers burn sticks and incense papers hoping their wishes will come true. During Chinese New Year, many Hong Kong people make a pilgrimage to this spot to make their wishes for the new lunar year ahead. If you participate in this same tradition, you may be able to make your own wish come true!



Texts adapted from: <http://www.discoverhongkong.com/eng/see-do/tours-walks/guided-tours/living-culture/index.jsp>

B.2. True or false?

- a. Even though the people in Hong Kong run around, they are able to find ways to relax.
- b. Nine Dragons Wall in Wan Chai creates a lot of negative energy.
- c. Feng Shui principles are found in many buildings in central Hong Kong.
- d. The New Territories are the modern part of Hong Kong.
- e. Many Hong Kong people make a pilgrimage to Man Mo Temple to make their wishes for the new year.

C.1. Read the profile for three different travellers. Which person should go on each one of the tours? Explain your answer.



| Profile #1 | Profile #2 | Profile #3 |
|--|--|---|
| This tourist loves to visit places of historical interest and photograph them. When going to another country, he thinks you can understand its present by learning about its past and the changes that have taken place. | This tourist is a spiritual person and is fascinated by oriental philosophy. She is particularly interested in the relationship between people's spiritual well-being and the places they live in. | These tourists love to dive in and participate in the local lifestyle. They want to feel like they are really living in a place doing the things that the locals do and eating what they eat. This makes them feel that they truly understand what they are seeing. |

C.2. Choose an activity tourists can do in your area. Write an imaginary profile for the type of tourist that would most enjoy this activity.