

# ATTRACTING TOURISTS

## IN THIS UNIT

- ▶ Rank tourist attractions
- ▶ Assess evidence in a travel blog
- ▶ Consider pros and cons of tourism
- ▶ Recognize bias in claims
- ▶ Write an argumentative essay about the impact of tourism

## SKILLS

### READING

Recognize a writer's point of view

### WRITING

Write counterarguments and refutations

### GRAMMAR

Articles

### CRITICAL THINKING

Recognize bias

## CONNECT TO THE TOPIC

1. Where are the people in the photo? Does the photo make you want to visit?
2. How do you decide where to go on vacation or on a trip?

Jimbaran Bay, Bali,  
Indonesia





WATCH

Bandhavgarh National Park,  
Umaria, Madhya Pradesh, India

WILDLIFE TOURISTS

A Watch the video. Check (✓) the two problems and two benefits of tourism mentioned. ▶7.1

Problems

- 1. \_\_\_\_ Too many tourists have put pressure on tigers.
- 2. \_\_\_\_ Some tourist vehicles have hit and killed tigers.
- 3. \_\_\_\_ Some tourists don't behave themselves because some guides aren't good.

Benefits

- 1. \_\_\_\_ Money from tourism can help wildlife such as tigers.
- 2. \_\_\_\_ Tourism increases people's connection to wildlife.
- 3. \_\_\_\_ Tourism attracts customers for local businesses.

B Watch the video again. Choose the correct word or phrase to complete each sentence. ▶7.1

- 1. Wildlife tourism in India makes **two to three / three to five / five to ten** million dollars a year.
- 2. Money from tourism goes toward **creating / protecting / planting** wildlife areas.
- 3. People in **rural / urban / poorer** areas are often not connected to nature.
- 4. **Taking photos / Playing sports / Walking into a forest** can bring people closer to nature.
- 5. Tigers have a fantastic **personality / history / appearance** that attracts thousands of tourists.
- 6. India's tigers raise public awareness around the **beauty / danger / conservation** of wildlife.

C PERSONALIZE Do you think the benefits of wildlife tourism outweigh the problems? Explain your answer in a small group.

PREPARE TO READ

A VOCABULARY Choose the correct meanings for the words in bold.

- 1. The explorer's blog gave a frightening **account** of the trip she took.  
The blog gave a **description / prediction**.
- 2. The hikers had waited for months and were **eager** to start the climb.  
They **really wanted to / were scared to** climb the mountain.
- 3. This city needs to invest more in their **infrastructure** to handle all the tourists.  
The **restaurants, shops, and entertainment / roads, bridges, and services** are not good enough.
- 4. Young people are usually more willing to take advice from their **peers**.  
They will take advice from **people who are similar to them / people who are more important than they are**.
- 5. The tourism office sends email messages to **potential** visitors around the world.  
The messages go to visitors **who are going to come / who might come**.
- 6. A closer look **revealed** that the photo had been edited to make the town look prettier.  
A closer look **hid / showed** how the photo had been changed.
- 7. The hotel manager offered a **sincere** apology for all the problems and gave them a large discount on their bill.  
The apology was **dishonest and fake / honest and real**.
- 8. City leaders are happy about the **steady** increase in tourists over the last 10 years.  
The increase has been **fast and sudden / smooth and constant**.
- 9. The photos of the animals that live around the coral reef were **stunning** and quite colorful.  
The pictures were **extremely beautiful / very frightening**.
- 10. This city is definitely **worthy of** a visit by anyone interested in architecture.  
I think it's **deserving of / possible to get** a visit.

REFLECT Rank tourist attractions.

You are going to read a blog post about the impact of social media on tourism. Why do tourists visit your city or a city you know well? Rank the following factors (1 = most important to 6 = least important). Add one factor of your own. Then compare with a partner and explain your ranking.

- |                            |                            |
|----------------------------|----------------------------|
| ____ cafes and restaurants | ____ stunning scenery      |
| ____ cultural experiences  | ____ museums and galleries |
| ____ outdoor activities    | ____ other: _____          |



# AMAZING INFLUENCERS

**A PREDICT** Read the first paragraph of the blog post. What do you think happened after the influencers arrived? Discuss your ideas with a partner.

Photo of Lake Wānaka,  
Otago, New Zealand  
by Chris Burkard

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1 Imagine a beautiful blue lake with world-class fishing, empty beaches, and **stunning** views. For many tourists, Lake Wānaka on the South Island of New Zealand sounds like the perfect vacation destination. Yet, not very many people knew about this place—until a group of social media influencers arrived.

2 For much of its recent history, Lake Wānaka’s main industry was sheep farming. But, proud of Lake Wānaka’s beauty, local leaders were **eager** to attract more tourists. Globally, the tourism industry contributes almost nine trillion dollars annually toward GDP<sup>1</sup>. That’s more than 10 percent of the total GDP. For small communities like Lake Wānaka, tourism means a reliable income and jobs. Some jobs are directly related to the tourism industry, such as hotel and airport workers. Other jobs are indirectly related. For example, farmers and fishers supply the food that is served at hotels and restaurants where tourists stay and eat. Finally, tourism often contributes to **infrastructure**. Roads and airports may be built to bring tourists, but local residents benefit from them as well.

3 Because of the benefits tourism brings, it is a competitive business. Advertising is expensive—particularly for small places like Lake Wānaka. Until recently, most people learned about travel destinations by reading about them in guidebooks. That has all changed with the development of social media and in particular, Instagram. Instagram is one of the fastest-growing social media platforms, with one billion monthly users and half a billion active daily users. Users actively engage with the content, by liking, posting, clicking, and most important of all, buying. And for the tourism industry, that user engagement leads to travel decisions. Chris Burkard, a photographer with 3.5 million followers on Instagram, sums it up this way: “You’re less than 10 clicks away from seeing an image on Instagram to purchasing a ticket to go there.”

4 Lake Wānaka leaders hoped social media could increase tourism in their community at a lower cost than a traditional advertising campaign. So, they invited a group of travel influencers—including professional photographers—to Lake Wānaka. These influencers all had large numbers of followers online. The leaders wanted them to experience the region’s beauty and activities. They also, of course, wanted the influencers to take photographs and post them with the hashtag #LoveWānaka. Chris Burkard was one of the people invited. His photos of the area got 50,000 likes almost immediately. The influencers’ impact was remarkable. The area saw a 14 percent increase in tourist visits in 2016—the highest in the entire country that year. And it continues to draw a **steady** stream of visitors today. Local leaders have been thrilled with the results. The Lake Wānaka Tourism Board called it “an incredible return on investment<sup>2</sup>.”

<sup>1</sup>**GDP** (n) gross domestic product—the value of everything produced in one year in a given country

<sup>2</sup>**return on investment** (n phr) the amount of profit compared to the amount invested



5 The impact of travel influencers has been enormous all over the world. They determine whether a location is **worthy of** Instagram, and therefore worth visiting. A recent survey of young travelers **revealed** that, for 40 percent of them, the most significant factor in their choice for a vacation destination was “Instagrammability.” “I’ve met people who have traveled to places because of my photographs,” says Burkard with some surprise. “That wasn’t happening 10 years ago.” Why do influencers have so much impact on the public’s travel choices—even more than professional travel writers or advertisements? Travel professionals believe there are two main reasons. First, travelers view these influencers as **peers**, as people who are very much like them. They think: If these people liked this place, I probably will, too. Influencers’ **accounts** seem more **sincere** than the reports of professionals. Second, and perhaps more important, Instagram is the perfect medium for visual storytelling.

6 Without a doubt, social media has helped Lake Wānaka, but it is not alone in benefiting from the impact of online platforms. Thirty years ago, Iceland got 142,000 visitors a year. In 2018, the island received more than two million. Much of that growth is the result of its highly “Instagrammable” landscape. Hoping to increase tourism, officials in Scottsdale, Arizona, recently hired artists to create wall murals. They chose popular areas for the paintings in order to create “Instagrammable moments.” Some hotels have begun to redesign their lobbies to look attractive to **potential** guests on social media. Clearly, it has become a powerful tool that can help communities like yours attract tourists.



**B MAIN IDEAS** Complete the summary of the blog. Use one word from the blog for each answer.

In many communities, tourism brings dependable <sup>1</sup>\_\_\_\_\_ and jobs. But tourism is competitive, and advertisements can be <sup>2</sup>\_\_\_\_\_. Social media <sup>3</sup>\_\_\_\_\_ like Instagram offer a cheap and effective way to raise awareness of a tourist destination. For example, travel <sup>4</sup>\_\_\_\_\_ with a lot of followers helped Lake Wānaka to attract tourists. Followers trust them because they think their stories are more <sup>5</sup>\_\_\_\_\_. Many communities are discovering that social media can be a great <sup>6</sup>\_\_\_\_\_ in their effort to increase tourism.

**C DETAILS** Read each statement. Write T for *True*, F for *False*, or NG for *Not Given* based on information in the blog.

1. \_\_\_\_\_ Before Instagram, Lake Wānaka didn’t have a lot of tourists.
2. \_\_\_\_\_ The tourism industry is 10 percent of the GDP of New Zealand.
3. \_\_\_\_\_ Residents do not benefit from improvements in infrastructure.
4. \_\_\_\_\_ Tourism campaigns on social media are more expensive than traditional advertising.
5. \_\_\_\_\_ Instagram has a very high level of user engagement.
6. \_\_\_\_\_ Chris Burkard makes a lot of money from his online posts.
7. \_\_\_\_\_ The influencers’ visit had a positive impact on tourism in Lake Wānaka.
8. \_\_\_\_\_ Social media has become an important element of the travel and tourism industry.

**D DETAILS** Check (✓) the three statements that you can infer based on information in the blog.

1. \_\_\_\_\_ Today, more people are probably working in the tourism industry in Lake Wānaka.
2. \_\_\_\_\_ Most small communities are using social media to increase tourism.
3. \_\_\_\_\_ For 60 percent of young people in the survey, “Instagrammability” was not important at all.
4. \_\_\_\_\_ It’s likely that some people who saw Burkard’s photos visited Lake Wānaka.
5. \_\_\_\_\_ Lake Wānaka now has too many tourists.
6. \_\_\_\_\_ Fewer people were using social media to make travel decisions 10 years ago.

### READING SKILL Recognize a writer's point of view

**Point of view** refers to a writer's opinion or perspective on a topic. As you read, look for the following.

1. Evaluative and descriptive words and phrases that imply the writer's opinion  
*There has been an **incredible** improvement.*  
*This is an **unfortunate** development.*
2. Adverbs and adverb phrases that express the writer's attitude toward a topic  
(e.g., *certainly, fortunately, in fact, of course, surely, unfortunately*)  
***Indeed**, this is an effective strategy. (Indeed emphasizes the point.)*  
***Sadly**, this has become a common practice.*
3. First and second person pronouns and possessive forms: These allow the writer to speak directly to the reader and help to include the reader in the writer's point of view.  
***Your** community can easily increase the number of tourist visits.*  
***We** can't let this happen to **our** community.*

Once you recognize the writer's point of view, you can decide if you agree with it or not.

**E** Choose the correct answers to complete the statements about the blog *Amazing Influencers*.

1. The writer has a **positive / negative** view about the value of tourism.
2. The writer has a **positive / negative** view about the value of social media.

**F** Answer the questions about the blog.

1. What three evaluative or descriptive words show the writer's point of view in paragraph 4? Highlight them.
2. What two adverbs or adverb phrases show the writer's point of view in paragraph 6? Highlight them.
3. How does the writer use a possessive form to include the reader in paragraph 6? Highlight the phrase.

**REFLECT** Assess evidence in a travel blog.

Write answers to these questions in your notebook. Then discuss your ideas with a partner.

1. What evidence in the blog supports the writer's view that tourism in general is valuable?
2. What evidence supports the writer's view about the impact of social media on tourism in Lake Wānaka?
3. Has the writer convinced you that her point of view is right?

## PREPARE TO READ

**A VOCABULARY** Choose the correct meanings for the words in bold.

- Two monkeys were fighting in a tree, and I **captured** the whole thing on video.
  - showed
  - posted
  - recorded
- The movie was very violent, which many people in the audience found **distressing**.
  - upsetting
  - surprising
  - extraordinary
- We can feel **inferior** when we compare our lives to the lives of people on social media.
  - happy for others
  - hopeful
  - not as good as others
- Today, it's possible to **make a living** by teaching people how to cook online.
  - find a job
  - earn enough money
  - live a long time
- Sunlight can't easily **penetrate** thick gray clouds.
  - cover
  - go through
  - warm up
- In bad weather, hiking on the mountain trails is **prohibited**. It's too dangerous.
  - not encouraged
  - not stopped
  - not allowed
- We tried to **replicate** the vacation we had here years ago, but too much had changed.
  - improve on
  - permanently record
  - do again in the same way
- The wet summer **ruined** beach vacations for many people.
  - destroyed
  - added to
  - changed
- I got a great **shot** of my family standing in front of the Eiffel Tower.
  - route
  - photo
  - view
- My friend was **showing off** by telling everyone about her expensive jewelry.
  - pretending not to care about
  - being mean about
  - attracting attention to

**B PERSONALIZE** Discuss these questions with a partner.

1. Do you think being an influencer is a good way to **make a living**?
2. Do you think posting on social media is **showing off**?

**REFLECT** Consider pros and cons of tourism.

You are going to read a blog post about some of the effects of travel influencers. Work with a small group. Brainstorm ideas about the pros and cons of tourism in your community or a place you know well. Decide on the top two pros and cons.

Pros	Cons



READ

# IS SOCIAL MEDIA HARMING TOURISM?

**A PREDICT** Read the title of the blog post and look at the photo and caption. What do you think the writer's purpose is?

Zhangjiajie Glass Bridge, Hunan, China

7.2

1 Let's face it, social media platforms have **penetrated** every aspect of travel, from how we choose a place to visit to what we do once we get there. Sadly, a few beautiful photos online can sometimes transform a quiet, remote corner of the world into a circus. In 2010, fewer than a thousand tourists visited Trolltunga, Norway, a spectacular rock formation 370 kilometers west of Oslo. Six years later, the number had climbed to 80,000. This increase followed the appearance of photos on social media. This process can happen extremely quickly. Amazing photos appeared online soon after the opening of a glass-bottom bridge over the Zhangjiajie Canyon in China. Within days, thousands of visitors arrived, all hoping to **capture** similar images. Because of the crowds, the government decided to temporarily close the bridge and **prohibit** people from visiting.

2 Clearly, social media provides the fuel for our vacation dreams, but it also has a negative side. Increasingly, travelers are choosing their vacation destination based on images they see online. They plan their vacations around the photographs they hope to post, already smiling about how their friends will react to them. Many travelers say they do this to share their wonderful experiences with their friends and family, but isn't this more like **showing off**? The **distressing** thing is that many of these tourists are not really looking at the natural beauty or exciting environment around them. Instead, they just want to take photos like the ones they saw online. Some travelers even hire professional photographers to follow them so they can get that perfect photo!

3 Some of these travelers are ordinary tourists, but others are trying to **make a living** as travel influencers. In an effort to attract more followers, these influencers find places that are more and more remote to take more and more spectacular pictures. These efforts may mean they go places where they should not or do things that are dangerous. In the old quarter of Hanoi, Vietnam, for example, visitors compete to take photos of themselves on the train tracks that run along the street. Some stand on the train tracks as long as possible, jumping off just as the train comes—so they can capture the most dramatic image.

4 Unfortunately, these influencers and tourists are not a danger just to themselves. Their activities can cause real damage to the locations that they are promoting. One recent newspaper article on this topic began, "Sorry Instagrammers. You are **ruining** Wyoming." Delta Lake is located in a remote area in the Wyoming mountains. Before social media, just a few visitors a day might find their way there. Today, the daily number is closer to 150, with some people making the 14.5-kilometer hike to take engagement or wedding photos. All of this traffic is damaging the environment and putting wildlife at risk. Local officials have asked visitors to stop geotagging<sup>1</sup> photographs on social media in order to protect the fragile ecosystem<sup>2</sup>. This distressing story is not limited to wild places. In 2018, a Canadian flower farm invited visitors to come admire their beautiful fields of flowers. The owners were unaware that word<sup>3</sup> was spreading through social media, and they were not prepared for the crowds. Shockingly, thousands of visitors arrived, climbing on ladders and destroying hundreds of flowers, hoping to get the perfect **shot**. The farmers closed their doors after about a week.

<sup>1</sup>**geotag** (v) to use electronic data to show where something is

<sup>2</sup>**ecosystem** (n) all the living things in an area

<sup>3</sup>**word** (n) news or information





A “superbloom” of flowers,  
Lake Elsinore, California, USA

5 Everyone wants that perfect shot, and the photos on Instagram do look nearly perfect. Have you ever wondered why? Of course, many of the photos on Instagram are taken by honest, professional photographers, but many travel influencers edit their photographs to make the locations look better. They cut out the hundreds of tourists on a beach to make it seem as if there are no crowds, or they brighten the colors to hide air pollution. As a result, travelers are sometimes disappointed when they arrive at a destination and find it very different from the images they admired on social media.

6 Social media is a powerful tool, and we can use it to explore the world, but we need to use it thoughtfully. Travel writer James Asquith hopes that tourists stop relying so much on these “perfect” photos to make their travel choices and instead try to appreciate these locations as they really are. “It shouldn’t all be about **replicating** what an ‘influencer’ has done. Pictures are important memories from our travels, but so are the experiences we have. Social media should genuinely inspire us to travel, rather than make our experiences seem **inferior** to what we have seen.”

**B MAIN IDEAS** Put the main ideas in the order (1–6) that they appear in the article.

- a. \_\_\_\_\_ Some Instagrammers are destroying the places they photograph.
- b. \_\_\_\_\_ As they pursue more dramatic shots, some influencers are taking risks.
- c. \_\_\_\_\_ Social media platforms are very effective for reaching and influencing tourists.
- d. \_\_\_\_\_ We should try to enjoy real experiences and not depend on social media.
- e. \_\_\_\_\_ Some travel influencers are dishonest.
- f. \_\_\_\_\_ Some travelers spend so much time trying to take great photos that they don’t really see what’s around them.

**C MAIN IDEAS** What is the main purpose of the blog? Check (✓) the best answer.

- 1. \_\_\_\_\_ To explain the pros and cons of social media’s impact on tourism
- 2. \_\_\_\_\_ To persuade us that social media can have a negative impact on tourism
- 3. \_\_\_\_\_ To describe ways that social media platforms could be better for tourism

**D DETAILS** Complete the sentences. Use the names of places or countries from the blog.

- 1. In \_\_\_\_\_, influencers risked their lives on railroad tracks.
- 2. In \_\_\_\_\_, a flower farm was destroyed by people trying to take photos.
- 3. In \_\_\_\_\_, 80,000 visitors a year began to arrive after photos were posted on Instagram.
- 4. In \_\_\_\_\_, hundreds of people hiked nine miles in a fragile ecosystem to take the perfect picture.
- 5. In \_\_\_\_\_, after photos appeared on social media, a bridge had to close due to crowds.

**E** Answer the questions about the blog.

- 1. What four evaluative or descriptive words show the writer’s point of view in paragraph 4? Highlight them.
- 2. What two adverbs show the writer’s point of view in paragraph 4? Highlight them.

**CRITICAL THINKING Recognize bias**

When a writer expresses a point of view but does not provide evidence to support it, this can be seen as **bias**. Bias means supporting (or opposing) a person or point of view based on personal preferences rather than facts. When you read a piece of argumentative writing, check to see how the writer’s point of view is supported. You should be careful about accepting a writer’s point of view if it’s not supported by evidence.

**REFLECT Recognize bias in claims.**

Read two claims that the writer of the blog makes about travel influencers. What evidence in the blog supports each claim? Is there enough evidence to support each claim or are they biased? Discuss your reasons in a small group.

- 1. Travel influencers often do stupid and dangerous things.
- 2. Travel influencers and the tourists they bring are damaging travel destinations.





WRITE

Oaxaca in southern Mexico is known for its artist communities!

UNIT TASK Write an argumentative essay about the impact of tourism.

You are going to write an argumentative essay in response to the question, “Has tourism had a positive or negative impact on your community or a community you know well?” Use the ideas, vocabulary, and skills from the unit.

A MODEL Read the model essay and decide what the writer’s point of view is.

Is Tourism Beneficial for Oaxaca?

- 1 Oaxaca is one of the most beautiful states in Mexico, but it has not always had a lot of resources. Much of its economy has relied on agriculture and mining. This is hard, backbreaking work that does not always provide residents enough income. Today, though, the state’s fastest-growing industry is tourism. Oaxaca’s natural beauty and rich culture attract thousands of tourists from around the world. This change in the economy has been a positive development for the state.
- 2 Oaxaca has the greatest biodiversity of any state in Mexico. It has plants and animals found nowhere else. We have been able to protect this precious natural resource partly because many tourists want to experience nature. To respond to this demand for “eco-tourism,” the government created huge nature reserves, especially along the coast. One example is Huatulco National Park, which protects thousands of species of animals. Some people complain that the tourists are disrespectful and behave badly. While that’s true of some tourists, they are a minority.

Without tourists, we might not have this wonderful resource. Indeed, we might have factories there instead.

- 3 Nature is not the only attraction for tourists in Oaxaca. Our rich cultural heritage is also an important factor. The state is famous for its artistic traditions, including weaving, pottery, and woodcarving. These draw thousands of tourists to our state and promote valuable cultural exchange. The increase in tourism has brought some unwelcome changes; the price of housing has increased in the city center because of tourist hotels. However, most local people accept this. The artists know that the tourists provide them with a market for their work. Tourism also provides a steady income for people who act as guides.
- 4 It’s really all about money—money that these tourists bring to our economy. Although some money goes to the central government, the government returns money to Oaxaca to help support infrastructure projects. The projects are aimed at increasing tourism. They include better roads and more reliable communication systems, especially, the Internet. Although tourism may be the reason for these projects, local residents also use and benefit from these services.
- 5 Tourism has generally improved the lives of people here and can continue to do so. We can use tourist dollars to help people who can no longer afford to live in the city center. We can be thoughtful and careful about how we develop the tourism industry here. Clearly, we need to control the number of tourists and their impact, but if we use tourism to make our lives better, we can continue to develop our community in harmony with nature and our traditions.

B ANALYZE THE MODEL Write the benefits the writer claims that tourism offers to Oaxaca. Then write the evidence the writer gives to support each benefit.

1. Paragraph 2  
Benefit: \_\_\_\_\_  
Evidence: \_\_\_\_\_
2. Paragraph 3  
Benefit: \_\_\_\_\_  
Evidence: \_\_\_\_\_
3. Paragraph 4  
Benefit: \_\_\_\_\_  
Evidence: \_\_\_\_\_



- C **ANALYZE THE MODEL** Complete the examples of evaluative and descriptive language that the writer uses in the model essay.
1. a \_\_\_\_\_ development

2. a \_\_\_\_\_ resource

3. a \_\_\_\_\_ cultural exchange

4. \_\_\_\_\_ roads

5. more \_\_\_\_\_ communication systems

**WRITING SKILL** Write counterarguments and refutations

When you write an argumentative essay, you use facts and evidence to convince your readers that your claim is valid. You can strengthen your essay by including **counterarguments**—objections a reader might have to your argument. You should **acknowledge** any counterarguments and then offer a **refutation**. The refutation states why the counterargument is not valid or correct.

**Claim:** Tourism is hurting our area.  
Supporters of tourism maintain that tourism is the best way to improve the economy.

counterargument

These tourist dollars are indeed attractive. However, we have seen too many communities  
acknowledgmentrefutation  
suffer environmental and cultural harm as a result of tourism.

The counterargument and refutation are often connected by a contrast connector, such as *although, but, however, indeed, nevertheless, while, yet*, etc.

D **ANALYZE THE MODEL** Reread paragraphs 2 and 3 of the model essay. Identify the counterargument, the acknowledgment, and the refutation. Label them C, A, and R. Circle the word that connects the counterargument and the refutation.

E **APPLY** Match each refutation to the correct counterargument. Underline the acknowledgment. Circle the word that connects the counterargument and the refutation.

Counterargument	Refutation
1. When it first appeared, Instagram was welcomed as a powerful tool to help communities attract tourists. And indeed, it was very successful, _____	a. but not if it replaces the natural spaces that are the reason that tourists choose our community as a destination.
2. Tourism is our primary source of income. It’s true that we need tourists, _____	b. but today it has become too successful and it is increasing tourism beyond the ability of communities to handle them.
3. Supporters of the infrastructure projects argue that without them, tourists will choose to go somewhere else. Infrastructure is certainly important, _____	c. yet we need to pay attention to the type of tourists we are trying to attract. We need more mature tourists who appreciate our culture and history.

- F Complete the counterarguments with refutations. Use your own ideas.
1. In spite of claims that tourism has negative effects on local residents, \_\_\_\_\_

2. National park officials worry that hikers are destroying animal habitats, \_\_\_\_\_

3. Some people want to reduce the number of tourists worldwide. \_\_\_\_\_

**GRAMMAR** Articles

Nouns are introduced by the articles *a/an* or *the*—or with no article at all (Ø). Follow these steps to help you choose the correct article.

1. First, decide if you can use **the**. Use *the* if you think your readers will know the specific thing, person, place, or idea you are mentioning. Readers will know if:

- ▶ you already mentioned it with either the same word or a synonym.  
*I took a trip to Oaxaca. **The** experience was amazing.*
- ▶ you share knowledge of it: **the** government, **the** moon, **the** store, **the** graph below.
- ▶ it is part of, or connected with, something you have already mentioned:  
*I left my car at home, but I think I left **the** windows open.*
- ▶ it is unique or part of a ranking: **the** only, one of **the** X, **the** second, **the** best.

2. If *the* is not appropriate, you can use:

- ▶ **a/an** for count nouns.
- ▶ no article (Ø) for noncount and plural nouns.  
*I want to save Ø money for **a** trip to Indonesia.*

- G **GRAMMAR** Look at paragraph 2 of the model. Why does the writer use *the*? Write the reasons (a–d).
- a. The writer already mentioned it with either the same word or a synonym.

b. The writer and you share knowledge of it.

c. It is part of, or connected with, something that the writer has already mentioned.

d. It is unique or part of a ranking.
1. \_\_\_\_\_ the greatest biodiversity

2. \_\_\_\_\_ the government

3. \_\_\_\_\_ the coast

4. \_\_\_\_\_ the tourists are disrespectful



**H GRAMMAR** Complete the paragraph with *the* or *a* or *an*. Discuss the reasons for your choices with a partner.

1\_\_\_\_\_ increasingly popular form of tourism is medical tourism, that is, people crossing international borders for medical care. 2\_\_\_\_\_ medical tourism market is estimated to be over 50 billion dollars per year. 3\_\_\_\_\_ most popular destinations are India, Malaysia, Singapore, and Thailand. Why would people travel for 4\_\_\_\_\_ medical procedure? 5\_\_\_\_\_ most important factor is cost. This is especially true for American patients, who can save up to 90 percent, compared to their health-care costs at home. India has seen 6\_\_\_\_\_ steady rise in medical tourism, so 7\_\_\_\_\_ country is trying to make it easier for tourists to come. In 2015, 8\_\_\_\_\_ Indian medical tourism market was worth about 3 billion dollars; by 2020, 9\_\_\_\_\_ figure had jumped 200 percent.

**I EDIT** Read the paragraph. Find and correct eight errors with *the*, *a*, or *an*.

There is the museum in Turkey for people who like to visit strange sites. The museum displays local pottery, but it also has the collection of hair. There is an old story that a woman who lived in this town wanted to leave the friend with something that would help him remember her. So, she gave him the piece of her hair. The man hung the hair up in his pottery shop and told the story to his visitors. The women who visited his shop loved a story, so they left him pieces of their own hair. Soon a man had so many pieces of hair that he turned his shop into a museum. Inside the museum, there is the pair of scissors so that visitors can add a piece of their own hair to a collection.



PLAN & WRITE

**J BRAINSTORM** Follow these steps.

1. Think about a city or place you know well where there is a lot of tourism. Write the name.  
\_\_\_\_\_
2. How does tourism impact the place you chose? Discuss these areas of impact with a partner. Add one idea of your own.  
**What is the impact on . . . ?**

▶ jobs

▶ income for local shops and artists

▶ traffic and pollution

▶ police and health professionals

▶ infrastructure projects

▶ natural spaces

▶ culture

▶ shops and restaurants

▶ prices for food and other necessities

▶ opportunities for young people

▶ rents and home prices

▶ \_\_\_\_\_
3. Complete the chart. Choose three areas of impact that you think are most important for the place you chose. Write down arguments for and against tourism. Add evidence to support each argument.

Area of impact	Arguments for tourism	Arguments against tourism



**K OUTLINE** Complete the outline using two of the areas of impact from activity J.

**Introduction**

Background information: \_\_\_\_\_

Claim about the impact of tourism: \_\_\_\_\_

Thesis statement: \_\_\_\_\_

**First body paragraph**

Area of impact: \_\_\_\_\_

Evidence: \_\_\_\_\_

Counterargument: \_\_\_\_\_

Acknowledgment: \_\_\_\_\_

Refutation: \_\_\_\_\_

**Second body paragraph**

Area of impact: \_\_\_\_\_

Evidence: \_\_\_\_\_

Counterargument: \_\_\_\_\_

Acknowledgment: \_\_\_\_\_

Refutation: \_\_\_\_\_

**Conclusion** \_\_\_\_\_

**L FIRST DRAFT** Use your outline to write a first draft of your essay.

**M REVISE** Use this list as you write your second draft.

- ☐ Do you provide enough background information?
- ☐ Does your thesis statement clearly express your claim about the impact of tourism?
- ☐ Do your body paragraphs provide enough evidence to support your point of view?
- ☐ Do your body paragraphs present, acknowledge, and refute a counterargument?
- ☐ Does your conclusion make a comment or prediction about tourism in the community you are writing about?

**N EDIT** Use this list as you write your final draft.

- ☐ Did you use persuasive language appropriately?
- ☐ Did you use articles correctly?
- ☐ Did you use the correct verb forms?

**O FINAL DRAFT** Reread your essay and correct any errors. Then submit it to your teacher.

**REFLECT**

**A** Check (✓) the Reflect activities you can do and the academic skills you can use.

- ☐ rank tourist attractions
- ☐ assess evidence in a travel blog
- ☐ consider pros and cons of tourism
- ☐ recognize bias in claims
- ☐ write an argumentative essay about the impact of tourism
- ☐ recognize a writer’s point of view
- ☐ write counterarguments and refutations
- ☐ articles
- ☐ recognize bias

**B** Write the vocabulary words from the unit in the correct column. Add any other words that you learned. Circle words you still need to practice.

NOUN	VERB	ADJECTIVE	ADVERB & OTHER

**C** Reflect on the ideas in the unit as you answer these questions.

1. Now that you have learned more about tourism, do you think it has an overall positive or negative impact? Why do you think so?
2. Did anything in this unit change how you will use social media for travel and tourism? How?
3. What is the most important thing you learned in this unit?