

Getting Off the Beaten Track

The world's tourists are starting to visit more unusual places - and in more unusual ways - than they ever have before

BY RANA FOROOHAR

5 (A) Back in the 1980s and early 1990s, when Africans first got the notion that tourism might be a way out of their desperate poverty, they built vast concrete hotels on the beaches of Kenya, South Africa and other countries. For a time the charter flights poured in from Germany and Italy. Tourists hoping to see lions - but also eat sauerkraut and enjoy the other comforts of home - packed into overcrowded game parks or roasted in resorts that attempted to replicate the Mediterranean.

10 (B) That was then. Fortunately, a new kind of travel is in vogue now. Savvier tourists are abandoning the mock-European high-rises for more authentic experiences, like horseback riding through the bush. On the wild coast of eastern South Africa, young Germans gallop on pristine beaches and thread their way through hills carpeted by subtropical vegetation. Huddled by the fire at night after a typical dinner of meat stew, pumpkin leaves and wild spinach, they listen to the local Xhosa people tell folk stories. This experience is offered not by a multinational tour operator but by the Xhosa themselves, through a small, locally run firm called Amadiba Adventures. The money earned will provide the Xhosa tour guides with incomes two and a half times the average local wage.

15 (C) In many ways, this off-the-beaten-path vacation represents the future of global tourism - an industry on the verge of tremendous growth and change. Despite a tumultuous year, international and domestic tourism is expected to boom over the next two decades. While a global recession and the terrorist attacks of 9-11 pushed down tourist numbers in 2001 for the first time since 1982, the impact was less than many had feared. Longer-term trends - including a rise in global wealth, improving transport technology, liberalization of international airspace, cheaper flights and the use of the Internet as a travel tool - will make it possible for more people around the world to travel than ever before. Last year there were 693 million international tourist arrivals. The World Tourism Organization expects that number to increase to more than 1 billion by 2010. Tomorrow's tourists will come from new places; the number of Asian, and particularly Chinese, tourists is predicted to explode as that region becomes more integrated into the global economy.

25 (D) Future tourists will also want to do different things. While sun-and-sea tourism still dominates, overcrowding and time pressures mean that the standard two-week beach vacation is becoming less popular. Rather than staking another umbrella into the sand, workaholic Americans - and, increasingly, Europeans - are taking shorter yet more diverse trips, fueling the growth of adventure travel, ecotourism, cultural tours, spa holidays, cruises and sport vacations in ever more far-flung places: 30 China, the Maldives, Botswana, Vanuatu. Authenticity is the new buzz-word; wealthier Western travelers who've "been there and done that" are eschewing package tours for more exotic, individualized experiences. Local governments and entrepreneurs are trying hard to cater to this new demand, which offers them the opportunity to keep more tourism revenue within their borders.

35 (E) That's good news, especially considering that in recent years, many of the world's most popular destinations have begun to crack under the pressure of mass tourism and business travel. Airports like London's Heathrow are at the breaking point. Many Southeast Asian cities are packed with too many hotels and not enough roads to funnel tourists to more remote areas. Governments around the world are closing off popular sites and launching marketing campaigns to divert tourists to less populated regions. Experts say that over the next two decades, tourism will be defined by the search 40 for time and space.

(F) Indeed, the industry is undergoing a seismic shift. "There are a lot of experienced travelers out there, and they are demanding more in terms of service, but often want to pay less," says George Morgan-Grenville, managing director of the British-based tour operator Abercrombie & Kent. Cheap Eu-

Musterprüfung 2

Aufgabenteil: Reading

45 European airlines like Ryanair and easyJet have forced incumbents like British Airways to slash fares, while others, like Sabena and Swissair, have gone out of business altogether. Internet travel sites specializing in cut rates are booming; Travelocity and Expedia are now among the 10 largest U.S. distributors of travel products. Europe's largest online travel agency, ebookers.com, recorded sales of £180 million in 2001, up from £15.4 million in 1999. Technology has also made it easier for people to research and plan their own trips, putting tour operators and travel agents under extreme pressure.

50 (G) Today's savvy travelers are seeking not the familiar but the unknown. They would be dismayed to find the restaurants in a favorite Greek beach town hawking reheated pasta alongside the traditional spinach-and-feta pastries, and would quickly relocate to a refurbished Turkish mansion turned boutique hotel in Istanbul. Or a windsurfing camp in Cape Verde (islands off the West-African coast). Or a Masai-owned lodge in Kenya. While these types of vacations currently represent a relatively small
55 cut of global tourism, their share is likely to grow exponentially. The World Tourism Organization ranks sport-and-scuba vacations, cultural and rural tourism and nature-based travel in pristine parts of Africa and Asia among the hottest growth areas over the next two decades. Even when tourists do take beach vacations (still the biggest slice of the market), the WTO says they are switching from established areas like the Caribbean, Hawaii and the Mediterranean to more exotic destinations like the
60 Indian Ocean and Southeast Asia.

(H) Experts say that consumer desire to find the undiscovered country will ultimately take some of the pressure off the world's more overcrowded tourist sites. But governments aren't taking any chances. Tourism generates about 10 percent of total world GDP, and in an effort to protect the long-term cultural and economic value of popular sites, some countries have begun limiting visitors, especially at
65 environmentally fragile destinations. Only a tiny fraction of Australia's Great Barrier Reef is open to visitors. Stonehenge was closed for 15 years, and very few people can view the Lascaux Cave in Dordogne, France (site of some of the world's finest Paleolithic cave paintings). The Ordesa National Park in Spain has been closed to car traffic. Some countries with overstressed infrastructure have tried to market tourists away from hot spots to less trodden regions; this year Britain launched a £40 million
70 campaign to publicize sites outside London, in places like Wales, Windsor and Glasgow. Others have taken a more controversial approach. Some Italian towns have begun a kind of tourist profiling, giving preferential access to those who can afford first-class accommodations. During a water shortage in Capri a few years ago, day-trippers were turned away so that the island could continue to cater to its five-star-hotel tourists; a similar plan is being considered this year. "I realize it looks like a despicable
75 measure," said Mayor Constantino Federico at the time, "but I certainly cannot damage our five-star hotels, which host tourists who spend millions of lire each day."

(I) Tourists can be just as harmful to native residents. In the south of France, 17 million second-home owners are pricing many locals out of their own villages. In Britain's Exmoor National Park, where second homes make up as much as 40 percent of residences, locals have taken action, drafting
80 proposed legislation that would limit the number of properties that could be used as vacation homes. Even more worrisome is the problem of tourism "leakage" in poor countries. When large multinational travel companies open up new tourist destinations, they tend to buy things like food, building materials and labor from established sources outside the host country (Caribbean resorts have been known to import bananas). That means that locals are mostly denied the benefits of tourism revenues. A recent U.N. report on tourism in least-developed countries notes that, on average, 55 percent
85 of tourism expenditures remain outside the host countries.

(K) Concern over the human cost of tourism is now front and center. "There's a growing understanding that sustainable tourism isn't just about saving turtles, or monitoring how often hotels wash their sheets," says Sue Wheat of *Tourism Concern*, a British-based nonprofit organization that lobbies for fair trade in tourism. *Tourism Concern* and other organizations encourage travelers to patronize smaller, locally run travel companies, which tend to limit leakages. But multinationals aren't
90 all bad – especially when they help develop new markets and transfer valuable tourism skills to locals. In the Maldives, where major luxury resorts have been running for two decades, joint public-

Musterprüfung 2

Aufgabenteil: Reading

95 private initiatives have ensured that a high percentage of locals are employed as managers, creating a base for future entrepreneurship.

100 (L) While travelers to poorer areas won't necessarily expect the upscale amenities already available in places like the Maldives, they will demand well-organized vacations and competent staff. That's why the most proactive developing countries are launching massive campaigns to increase tourism training. Tourism is an integral part of a Pan-African development program that has become the continent's own Marshall Plan. South Africa's booming industry, which contributes more than \$2 billion to yearly GDP, has become the model. Experts say tourism has the potential to create one new job for every eight to 12 visitors. Consequently, conservation colleges are springing up, and tourism-marketing and -training programs are rife. A new multi million-dollar government entrepreneurship project aims to train 15,000 new workers over the next four years.

105 (M) In the best-case scenario, tourism can deliver not only jobs but also peace. In countries like Turkey, tourism revenue has provided a powerful incentive for stability. Conversely, places such as Zimbabwe, Liberia and Sierra Leone have become cautionary examples of how quickly tourism-related wealth disappears in the face of chaos and conflict. There is no doubt that tourism holds the promise of prosperity for the world's poor. Tourism in least-developed countries is growing faster than the world average, and the industry is already the leading service export sector in 24 of the world's 49 poorest countries.

115 (N) The challenge now is to build tourism sectors that are truly local, and sustainable. On the pristine coast of eastern South Africa, the fledgling success of companies such as *Amadiba Adventures* has proved that this is possible. Several hundred visitors book tours annually, up from zero two years ago. Perhaps more important, more than half the locals involved in *Amadiba* have gone on to start other ventures, seeding new areas of the economy. Already plans are underway to start more companies like this along the South African coast, with help from the European Union. As the hordes of holiday-makers disembark this summer, they'll be bringing not only sunscreen and spending money, but also hope.

[1750 words]

With KAREN MACGREGOR in Durban, ALEXANDRA A. SEND in Hong Kong and BARBIE NADEAU in Rome
NEWSWEEK JULY 22 / JULY 29, 2002

Worksheet

1. Geben Sie stichpunktartig auf Deutsch wieder, auf welche Veränderungen sich die Reisebranche laut vorliegendem Text in den kommenden Jahren einstellen muss. Nehmen Sie dabei Bezug auf die Begriffe, die in der linken Spalte angegeben sind.

1.	Asien	- _____ - _____	2
2.	Reisedauer	_____ _____	1
3.	Personal	_____ _____	1
4.	Internet	_____ _____	1

(5 Punkte)

2. Antworten Sie stichwortartig auf Deutsch:

(5 Punkte)

Welche konkreten Schritte wurden von einigen der in Abschnitt H aufgeführten Länder für den Erhalt wichtiger Sehenswürdigkeiten oder Reiseziele unternommen?		
Australien	_____ _____	1
Italien	_____ _____	1
Großbritannien	- _____ - _____	2
Spanien	_____ _____	1

3. Erklären Sie die Bedeutung des folgenden Satzes (keine Übersetzung):

(2 Punkte)

"...tourists are abandoning mock-European high-rises for more authentic experiences." (l. 6/7)	
_____ _____ _____	2

4. Mark the most suitable option with a cross.

(6 Punkte)

1. The African game parks mentioned in paragraph A ...

A	offered tourists a lot of games.
B	were packed with tourists roasting in the sun.
C	gave tourists the chance to see wildlife.
D	mainly cater for German tourists.

2. The terrorist attacks of 9-11 mentioned in paragraph C ...

A	didn't have such a negative influence on tourism as many people had expected.
B	will prevent a further increase in the number of travellers.
C	are the major reason for the global recession.
D	caused tourist numbers to fall to 1982 figures.

3. Which of the following is **not mentioned** in paragraph D?

In the future American and European tourists will ...

A	look for more diversity.
B	make greater efforts to find their particular type of holiday.
C	no longer go on package tours.
D	travel to more unusual places.

4. According to paragraph G, the World Tourism Organization believes ...

A	that most tourists will turn their backs on the beach destinations.
B	that Africa and Asia will see the most dramatic increase in tourist numbers.
C	that traditional tourist areas like Hawaii and the Mediterranean will be turned into more exotic destinations.
D	that tourist activities will change considerably.

5. "*Governments aren't taking any chances*" in lines 62/63 means that ...

A	politicians want to make sure that they make enough money with tourism.
B	countries don't have a chance to protect their popular sites.
C	politicians don't want to wait until it is too late.
D	authorities have acted immediately.

6. In paragraph K we are told that Tourism Concern encourages travellers "*to patronize smaller, locally run travel companies*" (ll. 90/91). This means ...

A	they want tourists to travel with organizations like Amadiba Adventures.
B	they encourage tourists to book their trips at small travel agencies in their home towns.
C	they don't trust organizations which are run by locals.
D	they don't take locally-run travel companies seriously.

5. Gapped summary:

(6 Punkte)

A tourism expert of a developing country in Africa read the above text and wrote down what was most important for him.

Fill the gaps with one word each from the text (paragraphs B, L, M, N).

"Tourism still offers great chances for our society. It's not only bringing jobs and wealth to our country, it can also bring stability and _____ to our area as it did in other parts of the world. We have to adapt to the new demands of the tourists, however, and have to offer them _____ experiences that allow them to learn more about our culture. Travellers to a poor country like ours don't expect all the _____ they find in upscale resorts, but they expect _____ staff to take care of them. To get that, we have to invest a lot into training our people. But we have to avoid damage to our fragile environment and should therefore concentrate on tourism sectors that are truly _____.	1
Companies like Amadiba Adventures in South Africa have proven that locally _____ agencies can compete on the market and can ensure that we profit from tourism as well – and not just the multinationals. "	1

6. Who, according to the position described in our text, could have made the following statements? Match the following statements with six of the persons below. Write the correct letters in the boxes. (6 Punkte)

1.	"We simply couldn't compete any longer. As a company that has always put a lot of emphasis on security, service and customer satisfaction, the cut-throat competition on the market made our survival impossible."	
2.	"I can understand that everybody wants to come to this lively place but we simply cannot handle any more people. If we don't succeed in promoting other places better, our infrastructure will collapse completely."	
3.	"I hate to say it, but we can't go on like that. These tourists are becoming a real nuisance. It is true that any community profits from rich members but what sense does it make if ordinary people can't afford to live here any longer?"	
4.	"When we started our company nobody believed that we could compete on the market (with all these multinationals), but we've proved everybody wrong. Our customers appreciate our unique service, the insight they get into our culture and the comforting feeling that they didn't do any harm to our fragile environment."	
5.	"I know we are very often considered a role model for our neighbouring countries. They all see how much we profit from tourism but I think they often forget how much energy we have invested into making this place so attractive to foreigners."	
6.	"For more than 20 years we have been working together with locals and I can proudly declare that we have been very successful with this strategy."	

A = manager of Amadiba Adventures	B = South African politician
C = resident of a small town in southern France	D = mayor of London
E = CEO of Ryanair	F = manager of a luxury resort
G = speaker of WTO	H = CEO of Swissair

Task 1:

(6 Punkte)

What do the two charts below tell you about the development of tourism in Europe and Asia?
Write about 60 words.

Where Tourists Come From		
Country	1995*	2020*
Germany	75	153
Japan	23	142
United States	63	123
China	5	100
Britain	42	95
France	21	55
Netherlands	22	46
Italy	16	35
Canada	19	31

And Where They Will Go		
Destination	1995*	2020*
Europe	338.4	717
Americas	108.9	282
E. Asia/ Pacific	81.4	397
Africa	20.2	77
Middle East	12.4	69
South Asia	4.2	19

*** figures in millions**

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Task 2:

(24 Punkte)

Choose either A or B.

A. Letter:

Write a letter to a friend trying to convince him/her to join you for a six months' stay in a developing country to do voluntary social work. Write about 200 words.

B. Composition:

"More money should be invested in creating and improving tourist facilities in the new 'Länder' of Germany." What advantages and disadvantages do you see in this proposal? Write about 200 words.

1. Stichpunkte Deutsch

1.	Asien	- mehr Touristen von dort kommend (l. 23/24) - populärer werdendes Reiseziel (l. 60)	1 1
2.	Reisedauer	Trend geht zu Kurzreisen (l. 28)	1
3.	Personal	Touristen erwarten qualifiziertes Personal (l. 97-99)	1
4.	Internet	bevorzugtes Buchungsmedium (l. 20; 45-48)	1

2. Stichworte Deutsch

Welche konkreten Schritte wurden von einigen der in Abschnitt H aufgeführten Länder für den Erhalt wichtiger Sehenswürdigkeiten oder Reiseziele unternommen?			
Australien	größter Teil des Great Barrier Reefs für Touristen gesperrt		1
Italien	sucht sich seine Touristen aus, wohlhabende werden bevorzugt		1
Großbritannien	- Stonehenge 15 Jahre lang geschlossen		1
	- Versuch, Touristen auch andere Gebiete außer London schmackhaft zu machen		1
Spanien	der Ordesa National Park wurde für den Autoverkehr gesperrt		1

3. Satzerklärung

"tourists are abandoning mock-European high-rises for more authentic experiences."			
a.	die Leute wollen ihren Urlaub nicht mehr in Hotelsilos verbringen, die europäischen Hotels nachgebaut sind		1
b.	sondern wollen erleben, wie die Einheimischen wirklich leben		1

4. MC

1.	2.	3.	4.	5.	6.
C	A	C	D	C	A

5. Gapped Summary

"Tourism still offers great chances for our society. It's not only bringing jobs and wealth to our country, it can also bring stability and <u>peace</u> to our area as it did in other parts of the world. We have to adapt to the new demands of the tourists, however, and have to offer them <u>authentic</u> experiences that allow them to learn more about our culture. Travellers to a poor country like ours don't expect all the <u>amenities</u> they find in upscale resorts, but they expect <u>competent</u> staff to take care of them. To get that, we have to invest a lot into training our people. But we have to avoid damage to our fragile environment and should therefore concentrate on tourism sectors that are truly <u>sustainable/local</u> . Companies like Amadiba Adventures in South Africa have proven that locally <u>run</u> agencies can compete on the market and can ensure that we profit from tourism as well and not just multinationals. "	1 1 1 1 1 1 1
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6. Matching

1.	CEO of Swissair	H
2.	Mayor of London	D
3.	resident of French town	C
4.	manager of Amadiba Adventures	A
5.	South African politician	B
6.	manager of luxury resort	F

Die Bewertung des Teils **Writing** erfolgt mit Hilfe der Beschreibungen auf der nächsten Seite.

Bewertung der schriftlichen Sprachproduktion – 12. Jgst. / Fachhochschulreifeprüfung

Punkte	Themaentwicklung* und Struktur	Korrektheit der sprachlichen Mittel	Spektrum der sprachlichen Mittel
8 - 7	<ul style="list-style-type: none"> - relevante und besonders interessante Aspekte nennt - mit konkreten Details erläutert/illustriert - geschlossene, ausgewogene Darstellung mit durchgängiger Logik 	<ul style="list-style-type: none"> - allgemein gute Beherrschung der Sprache; Fehler sind Ausrutscher und nicht sinnstörend 	<ul style="list-style-type: none"> - Wortschatz erlaubt Präzision im Ausdruck stellenweise ausgesprochen idiomatisch - auch komplexe Satzstrukturen vorhanden - verwendet sinnvolle Verknüpfungswörter
6 Eurolevel B2	<ul style="list-style-type: none"> - relevante Aspekte genannt - mit konkreten Details erläutert/illustriert - aufgabenbezogen gegliedert - einfache logische Bezüge (räumlich, temporal, kontrastiv, kausal) klar erkennbar und durchgehalten 	<ul style="list-style-type: none"> - Grammatikfehler und falsche Wortwahl kommen vor, sind aber selten, führen nicht zu Missverständnissen und sind nicht systematischer Natur 	<ul style="list-style-type: none"> - Wortschatz erlaubt angemessene Ausdrucksweise - idiomatische Wendungen vorhanden - auch komplexe Satzstrukturen vorhanden - verwendet ein begrenztes Repertoire an passenden Verknüpfungswörtern
5	<ul style="list-style-type: none"> - relevante Aspekte genannt - eher knapp dargestellt, wenig konkret - aufgabenbezogen gegliedert - logische Bezüge nicht ganz durchgehalten 	<ul style="list-style-type: none"> - Grammatikfehler führen nicht zu Missverständnissen, sind nicht systematischer Natur, aber häufiger - vereinzelt Wortfehler, die den Leser irritieren 	<ul style="list-style-type: none"> - einfache Sprache, die jedoch variiert verwendet ist - idiomatische Wendungen vorhanden - verwendet ein begrenztes Repertoire an passenden Verknüpfungswörtern
4 Eurolevel B1+	<ul style="list-style-type: none"> - einzelne sachfremde Aspekte vorhanden - zu knapp dargestellt, kaum konkretisiert - Aspekte aneinander gereiht; wenig logische Bezüge hergestellt 	<ul style="list-style-type: none"> - vereinzelt systematische Grammatikfehler - Tendenz zu deutschem Satzbau - vereinzelt Wortfehler, die zu Missverständnissen führen 	<ul style="list-style-type: none"> - einfache Sprache, wenig Variation - kaum idiomatisches Englisch, gelegentliche Germanismen - verwendet nur einfache Verknüpfungswörter
3	<ul style="list-style-type: none"> - Aspekte kaum von überpersönlichem Interesse und/oder nicht themerelevante - knappe, wenig konkrete Darstellung - keine logische Struktur 	<ul style="list-style-type: none"> - nur ganz geläufige Wendungen werden korrekt verwendet; sonst viele systematische Fehler - Fehler, die den Sinn entstellen, der vom Leser mühsam entschlüsselt werden muss 	<ul style="list-style-type: none"> - begrenzter Wortschatz führt zu Wiederholungen und umständlichen Formulierungen - Germanismen überwiegen - kurze, isolierte Sätze weitgehend ohne Verknüpfung
2 - 0	Thema nicht behandelt und/oder weitgehend unverständliche Darstellung		

*Die stofflich-thematischen Ansprüche auf Niveau B2 sind: über den Alltag und das eigene Interesse hinaus gehende, aber vertraute Sachverhalte; Fachthemen auch nicht aus dem eigenen Interessensgebiet (aber nur, wenn Wörterbuch zur Verfügung steht); komplexere Sachverhalte und Probleme mit Ursachen und Folgen.

