

Unit 11 - Skills Practice



The objectives for this unit are:

- reading: read a text about eco-tourism
- writing: write a mailshot.

Unit 11 - Skills Practice - Reading

The following words and phrases appear in the text you are going to read in this section:

Tempt attract somebody or make them want to do something, even if they know it's wrong.
I was tempted by the dessert menu.

lounge the act of sitting, standing or lying in a lazy way
I'm going to have a lounge on the sofa.

weigh up decide or consider
We need to carefully weigh up all our options.

plaudits praise and approval
His work won him plaudits from the bosses.

geek a knowledgeable and obsessive enthusiast
He's a bit of a computer geek.

commend recommend
The organization has little to commend it.

upside the more positive aspect of something that is generally bad
The upside of this plan is that we make more money in the short-term.

pamper take care of somebody very well and make them feel as comfortable as possible
Pamper yourself with our new range of beauty treatments.

stay put remain somewhere
I told him to stay put until we come and get him in the car.

put paid to stop suddenly
Maria put paid to our ideas of expanding the company.

insatiable always wanting more of something
There seems to be an insatiable demand for new smartphones.

Reading: Benidorm - the new face of eco-tourism?

Home to high-rise hotels and busloads of tourists, Benidorm is not an obvious destination among people looking for an eco-holiday. But maybe it should be. Of all the choices you'll make this year, where to go on holiday may well be the one with the biggest environmental consequences. Perhaps you fancy trekking with the Kalahari Bushmen, a quick lounge by the sea, or a long lunch in Dubrovnik. In order to reach a decision you'll weigh up the usual things – cost, excitement, relaxation and available time. Increasingly, though, people are beginning to add environmental impact into that mix.

The travel industry has, of course, spotted this and green claims abound. But holidaymakers may be surprised to find out that frequently it's not the painted lady of eco-tourism, but the modest, unpretentious beach break that should win the plaudits.

John Swarbrook, head of Sheffield Hallam University's Centre for International Tourism Research is no fan of eco-tourism and likes to refer to the movement as 'ego tourism'. 'I think it's absolutely disastrous news for people interested in the environment,' says Mr Swarbrook. 'What it does is it takes people to places where they really shouldn't go. It's given the idea that so-called sustainable tourism can only ever be practised by a tiny minority of people who can afford to or wish to go to places like that.' 'Eco' destinations such as Antarctica make no sense, he says. 'Why? There's no reason to go. It would be better if you didn't go. We know from around the world, where tourism takes off today small time, by tomorrow it's going to be big time.'

Bucket and spade destinations such as Benidorm tend not to excite the independent, environmentally-conscious traveller. Yet on a trip to the Spanish resort, self-confessed eco-geek Gemma Roberts noted they have much to commend them. At one hotel, she found all the room lights automatically switch off on leaving. Street lighting is low energy and many of the taps are foot pump-operated to save water. Much of the food is locally sourced, the beach immaculately clean, and visitors can walk everywhere, rather than drive. But perhaps most importantly, the sheer volume of tourists has an environmental upside. Stacking thousands of guests in such a small area limits the size of the place they're impacting.

'I was expecting to arrive in a very developed, built-up area that would be doing absolutely nothing towards looking after the natural environment,' says Ms Roberts. 'I've been really pleasantly surprised by lots of small things that are going on within the resort itself. I really love the fact that everything is within walking distance. There are lots of lights on the promenade and they're all low energy. There are recycling bins everywhere. All the hotels have energy-saving devices and there's lots of local produce available. Even in a high-density resort like Benidorm there are opportunities to become as sustainable as possible; to make sure the impact is kept to a minimum.'

But there's no denying the environmental damage caused by actually getting there – the aeroplane trip. One economy trip from Birmingham to Benidorm leaves 464 kg of CO₂ in its wake, according to calculations by the Edinburgh Centre for Carbon Management. Yet, if two people were to share a car from Birmingham to Cornwall for a holiday, each passenger would be responsible for just 84 kg of CO₂. So, the car journey to Cornwall has one fifth of the global warming potential – making it, on one level at least, a greener choice. A next obvious step for visitors to Cornwall would be one of the growing number of 'eco-hotels' that can be found there.

Emma Stratton, who manages the Bedruthan Steps hotel at Mawgan Porth near Newquay, warns potential guests not to arrive expecting to be pampered. She is trying to change the philosophy of hotels – to break the link between enjoyment and consumption. She believes instant luxury is just a sugar rush and true holiday pleasure is to be found in what you *do*.

'The whole experience is about bloating the guest with far too much and what we're trying to do is reverse that and say actually you might be happier if you have less,' explains Ms Stratton. 'We want to go as far as we can to be eco friendly and sustainable and still have guests. We've also got to make sure our guests have a fabulous time, though – otherwise they won't tell their neighbours to come to us.'

But wouldn't the greenest holiday of all be to stay put at home?

Leo Hickman has written a book, *The Final Call*, questioning if our love of travel can be sustained. Predicting that surging oil prices might put paid to budget flights anyway, he advocates a 'Goldilocks approach' to tourism: a three-year cycle of flight one year, overland travel the next, and holidaying at home the next. But he also has a more radical idea to address our seemingly insatiable thirst to witness first-hand the charms of places like Venice or the Taj Mahal – a global lottery for entry tickets.

'There are lots of places where we know they're already struggling to sustain the number of visitors each year: Venice, Machu Picchu, the Great Barrier Reef. You can charge an entry fee but then there's a fairness argument,' says Hickman.

'Does it mean that tourism becomes an elitist activity? Or do we enter into this concept of lottery-based tourism? It instils a new mentality where you feel like you're privileged to be able to go. It brings us back to an approach to tourism of that kind of guest mentality, that I would love to see a return to.'

From BBC News



Benidorm - the new face of eco-tourism? Read the text and answer the questions

Read the text again and then match the person to the opinions.

1 Tourists shouldn't go to certain places.

Leo Hickman

2 Benidorm is green holiday destination.

The author

3 Flying to Benidorm is bad for the environment.

Emma Stratton

4 Having a good holiday is about what you do, not how much you consume.

Gemma Roberts

5 Tourists should feel privileged when they go to certain places.

John Swarbrook

Unit 11 - Skills Practice - Writing

The following words and phrases appear in this section:

consultation a formal meeting to discuss something.

There were extensive consultations between the two parties.

Enforce make sure people obey a particular law or rule.

It's the job of the police to enforce the law.

Peak times moments when the greatest number of people are travelling.

The train journey always takes longer during peak times.

core the central and most important part of something.

have an edge / have the edge have a slight advantage

Speedwells & Company have the edge on us.

get your hands on obtain something

We've been trying to get our hands on the software update for ages.

get lucky be fortunate

We got lucky when we found this supplier.

hacker a person who secretly finds a way of looking at and / or changing information on somebody else's computer system without permission

We've had a hacker trying to get into the system to steal credit card details.

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Mailshots: Match the paragraphs to their functions

Match the functions on the right to parts 1-5 of the mailshot.

1	Part 1	Details of offer
2	Part 2	Key benefits of offer
3	Part 3	Why customer is receiving this offer
4	Part 4	Customer testimonial of product or service
5	Part 5	Reminder and end date of offer
6	Part 6	Invitation to proceed

Mailshots: Read the text again and answer the question

Is this good advice or bad advice when writing mail shots? Look at the text as an example.

Bad Advice		Good Advice		

Mention disadvantages	Invite the person to act	Highlight key benefits	Use humour	Include a deadline
Use client testimonials	Get to the point	Use exclamation marks	Personalize the text	Use a P.S.

Mailshots: Practice

Read the task and write your mailshot in the space provided.

Task:

You work for a stationery suppliers. Write a mailshot to customers about the current offer you have on printers, ink, and paper. Use the advice you looked at earlier in this section and the offer details below. Include a testimonial from a customer who already uses a KP printer.

Offer:

KP printers – 25% off the entire range for next 3 months. 5 free boxes of paper with all KP premium printer purchases.

20% off any contract for regular monthly paper deliveries if placed in next 6 weeks.

10% off all ink purchases for duration of KP offer and 10% off ink for the next year for any customers buying a KP