

Захарова Е.Н.

## **READING THE BBC NEWS**

### **Part 2**

**СБОРНИК ТЕКСТОВ И УПРАЖНЕНИЙ ДЛЯ  
СТУДЕНТОВ-БАКАЛАВРОВ, ИЗУЧАЮЩИХ  
АНГЛИЙСКИЙ ЯЗЫК**

**(НАПРАВЛЕНИЕ «ТУРИЗМ»)**

САРАТОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНА Г. ЧЕРНЫШЕВСКОГО

Захарова Е.Н.

READING THE BBC NEWS

Part 2

Сборник текстов и упражнений для студентов-бакалавров,  
изучающих английский язык

(направление «Туризм»)

*учебно-методическое пособие*

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**Захарова Е.Н.** Reading the BBC News. Part 2. Сборник текстов и упражнений для студентов-бакалавров, изучающих английский язык. Направление «Туризм: учебно-методическое пособие - Саратов, 2016.

Учебно-методическое пособие содержит англоязычные материалы для практических занятий, самостоятельной работы и переводческого практикума бакалавров направления «Сервис». Все представленные тексты снабжены после-текстовыми упражнениями. Целью пособия является подготовка студентов к самостоятельной работе с академической литературой и периодикой по специальности.

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## Содержание:

Предисловие.....	5
Uncertainty Over Future of Scottish Tourism After Brexit.....	6
Paris Tourism Hit by Militant Attacks, Strikes and Floods.....	10
Tourism Recruitment Crisis.....	14
NI Tourism Showcase.....	18
South: Tourism Dilemma?.....	22
UK Tourism Goes Green.....	25
Wales Tourism Alliance: 'Very Mixed' Summer for Tourism.....	28
Tourism 'In Decline' Row.....	32
Tourism 'Bullish' Amid Recession.....	34
What Now for Tourism?.....	39
Travel Experts Deny 'Vulture Tourism'.....	44
Airport Strikes Threaten Travel Chaos.....	48

## ПРЕДИСЛОВИЕ

Настоящее пособие предназначено для студентов-бакалавров направления «Туризм», изучающих английский язык. Учебным материалом пособия являются оригинальные тексты с сайта британской медиа-корпорации BBC <http://www.bbc.co.uk>. Целью пособия является подготовка студентов к самостоятельной работе с академической литературой и периодикой по специальности.

Учебные тексты снабжены после-текстовыми упражнениями: задания на объяснение (толкование) слов и выражений по теме «Туризм» и практикум перевода англоязычных предложений на русский язык. Это позволяет последовательно подвести студентов к пониманию и осмыслению содержания текстов, а также пополнить индивидуальный словарный запас в процессе чтения. Перевод всего текста рассматривается автором как этап речевой деятельности, завершающий предварительный анализ и толкование содержания и ведущий к передаче смысла оригинала средствами родного языка.

При работе с представленными в пособии статьями рекомендуется пользоваться различными словарями, среди которых отметим онлайн словари <http://www.multitran.ru>, <http://www.lingvo.ru>, <http://dictionary.cambridge.org/ru/>, <http://dic.academic.ru/> и др.

## “Uncertainty Over Future of Scottish Tourism After Brexit”

Source: <http://www.bbc.com/news/uk-scotland-highlands-islands-37258984>



Hotels, restaurants and historic attractions in the north of Scotland have just enjoyed a bumper season - but there is uncertainty about the future of the tourism industry following the Brexit vote.

Willie Cameron, who runs a range of hospitality businesses in the Highlands, believes the fact that the pound tanked against the Euro following the EU referendum has benefited the sector in the short-term. But its long-term repercussions are more uncertain.

A recent survey suggested that more than a quarter of EU nationals - normally the most loyal and lucrative visitors - would be less likely to holiday here because of the vote to leave.

Mr. Cameron said: "In the short term it's extremely good as far as the tourism industry is concerned. However, in the long term we don't know what's going to happen and this is where the big question mark regarding tourism generally is concerned - we're entering very, very uncertain times."

Any potential investment in the industry is being "put on the back burner", he added. "There are no decisions being made, there's no indication of decisions being made, it is very worrying." Part of that uncertainty surrounds the attitude of potential EU visitors. Would they really turn their backs on the UK as a holiday destination as a recent poll suggests?



Simon Calder, travel editor of The Independent, said: "It is not unreasonable for people on the continent to feel a bit miffed with the result of the EU vote. Effectively we were saying, 'We don't want to play' and therefore, of course, there will be a number of people who will say, 'Right, well if you don't want to be part of our great economic experiment, then we don't want to come on holiday to your country'. I think a bigger worry, actually, are people who will infer for some reason - maybe all the rhetoric that was going on at the time of the referendum - that somehow they'll need a visa to come to Scotland. It's very unlikely that the traditional Scottish markets will need that but it might deter some people."

The numbers of tourists coming to Scotland's shores is just one side of the coin. Increasingly, the staff serving them in the cafes and making the beds in the

hotels are from other EU states, especially eastern and central Europe. Restaurant worker Erik Harrmann, from the Czech Republic, said he was shocked and baffled by the Brexit vote. "I was surprised. We all thought that Britain would remain. Yes, it was like shock for us, for all of us," he said.

His colleague, Julie Barbusinova, added: "I was so sad. Everybody was sad in work." Many observers reckon foreign seasonal workers are the backbone of the tourist industry here.

George Stone runs a programme which has brought hundreds into the Highlands in recent years and he has real concerns about what might happen if there is a hard-line approach to such immigration. "They form a huge part of the workforce in the hotels," he said.

"And it's not just in the unskilled jobs that don't require a language, but the waitresses and, to an increasing extent, the people in the kitchen, not just washing the dishes but preparing the meals, are coming from Europe, particularly the central European countries. There are going to be two sets of losers. First of all, the young, dynamic people from places like the Czech Republic but also my friends, the hotel owners and managers here in the north of Scotland. It will be difficult for them to replace the staff from other sources."

The Scottish tourist trade is just one sector still trying to find out what exactly Brexit will mean for them.



Exercise 1: Explain the following words/phrases (in English).

historic attractions	potential visitors
to benefit	unreasonable
in the short-term	to be part of
uncertain times	economic experiment
indication of	to be shocked

Exercise 2: Translate the following sentences into Russian.

- Increasingly, the staff serving them in the cafes and making the beds in the hotels are from other EU states, especially eastern and central Europe.
- Willie Cameron, who runs a range of hospitality businesses in the Highlands, believes the fact that the pound tanked against the Euro following the EU referendum has benefited the sector in the short-term.
- . However, in the long term we don't know what's going to happen and this is where the big question mark regarding tourism generally is concerned - we're entering very, very uncertain times.
- I think a bigger worry, actually, are people who will infer for some reason - maybe all the rhetoric that was going on at the time of the referendum - that somehow they'll need a visa to come to Scotland.
- The numbers of tourists coming to Scotland's shores is just one side of the coin.

## “Paris Tourism Hit by Militant Attacks, Strikes and Floods”

Source: <http://www.bbc.com/news/world-europe-37164217>



Attacks by Islamist militants as well as strikes and floods have led to a big fall in tourism in Paris. There were a million fewer visitors between January and June compared with the same period in 2015. Paris welcomes 16 million visitors a year and is one of the world's top tourist destinations.

The drop is estimated to have cost about €750m (£644m) in lost revenue. One senior official described it as "an industrial disaster". France relies heavily on tourism, which generates more than 7% of its annual GDP. About half-a-million people in the Ile-de-France region, which includes Paris, have jobs linked to tourism, making it the biggest employer in the area.

But tourism has dipped sharply since gunmen from the so-called Islamic State killed 130 people in the November Paris attack. The city was only just beginning to recover from an attack in January 2015 on the satirical magazine Charlie Hebdo.

Tourist board figures show that nightly hotel stays were down 8.5% in the Ile-de-France region in the first half of 2016, with an 11.5% decline in foreign

tourists and a 4.8% decline in French tourists. The board says that even the staging of the European football championships failed to arrest the decline.

The Ile-de-France figures also show:

- A 46.2% decline in Japanese visitors compared with the same period in 2015
- A 35% decline in Russian visitors
- A 19.6% decline in Chinese visitors
- A 5.7% decline in visitors from the US

"It's time to realise that the tourism sector is going through an industrial disaster," Paris region tourist board head Frederic Valletoux said in a statement. "This is no longer the time for communication campaigns but to set up a relief plan." Mr. Valletoux called for major investment to protect jobs in the tourism sector and government and trades union action to address the problem.

Claude Rath, general manager of the Hotel Napoleon, said he had seen a drop in business, especially from American and Japanese customers. He said Paris was now seen as "less safe" after major terror attacks in the city.

A souvenir shop owner near Arc de Triomphe, who did not want to be named, said: "It's due to terrorism, nobody mentions it but everyone watches the news. We've sold fewer postcards and souvenirs this summer."

A rickshaw driver, who also withheld their name, said: "There are definitely fewer tourists. I look around and I can see the decrease. It's due to the terror attacks - the November attacks, but definitely the Nice attack in July. People stopped coming after that. It's also the economy, tourists, European tourists have less money to spend." Ile-de-France regional President Valerie Pecresse told Le Figaro in an interview (in French) that the decline in the number of tourists had worrying economic implications and that recent attacks

were the main reason for it. But she said Paris must also work out why tourists were spending less time in the city compared with London and "improve the quality of our offer".

France's tourism sector was also damaged last month when a gunman drove a truck into crowds celebrating Bastille Day in the Riviera city of Nice. Two weeks later, two men suspected of belonging to the so called Islamic State group killed a priest in a small town in Normandy. Strikes and floods have also taken their toll.

Exercise 1: Explain the following words/phrases (in English).

militants	sharply
the world's top tourist destinations	nightly hotel stays
lost revenue	to realise
an industrial disaster	a relief plan
to recover from	a priest

Exercise 2: Translate the following sentences into Russian.

- Paris welcomes 16 million visitors a year and is one of the world's top tourist destinations.
- About half-a-million people in the Ile-de-France region, which includes Paris, have jobs linked to tourism, making it the biggest employer in the area.
- Tourist board figures show that nightly hotel stays were down 8.5% in the Ile-de-France region in the first half of 2016, with an 11.5% decline in foreign tourists and a 4.8% decline in French tourists.
- Mr. Valletoux called for major investment to protect jobs in the tourism sector and government and trades union action to address the problem.
- France's tourism sector was also damaged last month when a gunman drove a truck into crowds celebrating Bastille Day in the Riviera city of Nice.

## “Tourism Recruitment Crisis”

Source: <http://news.bbc.co.uk/2/hi/business/688399.stm>



With the start of the tourist season only a few weeks away hotels and restaurants are warning of a staffing crisis which has left 100,000 jobs unfilled. The problem is being blamed on record low unemployment and the industry's reputation for poor pay. It's forcing employers to step-up the campaign to improve their image.

In Cardiff the effort to increase the number of people working in the tourist industry involves school children being given a taste of life behind the scenes of one of the city's conference venues. It is among hundreds of events organised around the UK as part of the industry's Springboard programme which tries to persuade potential employees that the industry offers more than long hours and low pay.

Gareth Edwards, from Springboard Wales, is doing his best to help the industry solve its recruitment problems.

## **Growth industry**

"We want young people to realise that there's a career here for them not just a job - and a whole variety of careers," he said. "But we also need them to think of it not as a servile industry but as a service industry with a great future."

But as staff at Cardiff Arena will testify - nowhere near enough people believe that view. The Arena is just one of many leading venues which is finding it difficult to recruit enough staff. An industry report suggests that - with the tourist season about to begin - hotels and restaurants across the UK have between them more than 100.000 vacancies.

## **Choosy employees**

It is not uncommon for big hotels to be 40 staff short. The failure to appeal to job hunters is a serious problem because tourism is one of the fastest growing industries in Britain and is expected to provide one in six jobs in the future. But with unemployment at a 20 year low potential employees can afford to be choosy. And tourism is certainly facing stiff competition.

At Cardiff job centre there's a vacancy for a waitress just outside the city, paying about £9,000 a year. The problem is that next to it is a job at one of the many new call centres which is also paying the same sort of money. Faced with that choice most people are choosing not to go into tourism.

## **American dream**

But down the road at the St David's Hotel - they think they know how to persuade job seekers it's worth taking the hard option. In 1991 John Philipson decided not to take the easy route and instead became a waiter.

Now at the age of 30 he's earning £50,000 a year and is a manager rather than one of the managed. Mr. Philipson, manager of St David's Hotel, said: "I started off in the industry ten years ago as a waiter in a restaurant and ten years later I've gone to being the general manager of a five star hotel in Wales. Ten years is not a long time and in that time my salary has gone from one extreme to the other."

It's by selling its own version of the American Dream that the industry hopes it can overcome its recruitment problems - rather than by increasing pay.

Caron Jones, hotel personnel manager, said: "As an industry we have to introduce people who can see the excitement of the growth opportunities. We need to show them the training and development opportunities which mean they can go from being a waiter to a general manager - and to let them know they can take those skills to work overseas if that's their aspiration."

The teenagers at Cardiff Arena seemed enthused by what they had seen. The problem is that the big companies like Cardiff Arena still only represent a tiny proportion of the industry. In such a highly fragmented trade - better opportunities for the majority still seem along way off.



Exercise 1: Explain the following words/phrases (in English).

tourist season	leading venues
a staffing crisis	a waitress / waiter
low unemployment	to go into tourism
image	to take the easy route
to solve recruitment problems	to go from one extreme to the other

Exercise 2: Translate the following sentences into Russian.

- In Cardiff the effort to increase the number of people working in the tourist industry involves school children being given a taste of life behind the scenes of one of the city's conference venues.
- We want young people to realise that there's a career here for them not just a job - and a whole variety of careers.
- The failure to appeal to job hunters is a serious problem because tourism is one of the fastest growing industries in Britain and is expected to provide one in six jobs in the future.
- The problem is that next to it is a job at one of the many new call centres which is also paying the same sort of money.
- It's by selling its own version of the American Dream that the industry hopes it can overcome its recruitment problems - rather than by increasing pay.

## ”NI Tourism Showcase”

Source: [http://news.bbc.co.uk/2/hi/uk\\_news/northern\\_ireland/3011193.stm](http://news.bbc.co.uk/2/hi/uk_news/northern_ireland/3011193.stm)



Tour operators from Israel, India and Japan are in Belfast to see what Northern Ireland has to offer to holidaymakers in their countries. They are among 200 representatives from 161 tour companies across the world who are in the city for the Northern Ireland Tourist Board's (NITB) annual Tourism Workshop.

The tour operators, from 22 countries, kicked off their visit with a welcome evening at St George's Market. They toured the market to see handicrafts, produce and local cuisine from across Northern Ireland, accompanied by traditional music and dance. More than half of the tour operators are expected to take part in a number of familiarisation trips over the weekend in County Down, County Fermanagh, the Sperrin Mountains and Londonderry.

They are to meet more than 120 delegates from the local tourism industry who are showcasing what Northern Ireland has to offer.

### 'Positive future'

NITB chief executive Alan Clarke said he was delighted to see such a large number of international operators. "The NITB workshop, now in its 13th year, provides a unique opportunity for local tourism providers to meet buyers who have come here to include Northern Ireland in their programmes, or to expand their existing programmes," he said. "NITB is taking a focused approach to marketing short-term breaks in closer-to-home markets, and through our continued partnership with Tourism Ireland in overseas markets, we are confident of a positive future for Northern Ireland tourism."

After a weekend exploring Northern Ireland, the operators will move on to Dublin. However, an Australian tour operator said there should be a single event at one venue. "There should not be separate southern Ireland and Northern Ireland events," he said.



"If you want to show that it is one tourism product I think it should be in the north one year and in the south the next year. This should be done rather than splitting the event over three days into two locations." Alan Clark rejected claims that people in the rest of Europe and Republic of Ireland were "way ahead" of Northern Ireland in terms of marketing and amenities.

"There has been a huge amount of investment going into the Northern Ireland tourism product over the last 5-10 years," he said.

"We have had some really excellent independent coverage of our tourism product in the last couple of weeks. The BBC Holiday programme - one of the most influential holiday programmes in the whole of the UK - had a very positive article on Belfast and indeed the rest of Northern Ireland."

However, he admitted there were "vast improvements" which still had to be made in visitor facilities - especially customer service. "We are developing new initiatives this year to try and deal with those sorts of issues." The NITB said it was keen to interest the Israeli tour operators because of a new weekly flight from Israel to Dublin.

"We are talking about high spenders coming to Ireland for a whole week and we want to get them to come north for some of that time," said a spokeswoman.

Exercise 1: Explain the following words/phrases (in English).

to offer to holidaymakers	a focused approach to
the market	independent
familiarisation trips	vast improvements
to expect	a spokeswoman.
to be delighted to see	a huge amount of investment

Exercise 2: Translate the following sentences into Russian.

- Tour operators from Israel, India and Japan are in Belfast to see what Northern Ireland has to offer to holidaymakers in their countries.
- They are to meet more than 120 delegates from the local tourism industry who are showcasing what Northern Ireland has to offer.
- After a weekend exploring Northern Ireland, the operators will move on to Dublin. However, an Australian tour operator said there should be a single event at one venue.
- However, he admitted there were "vast improvements" which still had to be made in visitor facilities - especially customer service.
- The NITB said it was keen to interest the Israeli tour operators because of a new weekly flight from Israel to Dublin.

## “South: Tourism Dilemma?”

Source: [http://news.bbc.co.uk/2/hi/uk\\_news/england/3873785.stm](http://news.bbc.co.uk/2/hi/uk_news/england/3873785.stm)



Seventy five years ago, King George V bestowed on Bognor the title "Regis", the sea air having been so helpful in his 13 weeks convalescence in the town.

Today, even with the royal imprimatur, Bognor Regis is struggling a bit. Like so many similar towns along the south coast, Bognor sprang up as a result of the Victorian mania for sea bathing. The railways brought more visitors, brought the British seaside holiday within the grasp of everyone, and brought increasing prosperity to the British seaside landlady.

But cheap holidays abroad, to exotic locations with guaranteed sunshine that once only "the quality" could enjoy, have hammered our seaside towns.

### **Economic benefits**

The South East has the largest regional tourism economy, worth £10bn annually, and employing 290,000 people. So it cannot just be allowed to go to

the wall - but when the ways in which we spend our leisure time today have changed so dramatically, where do you put your life support effort?

New Forest Tourism Officer Anthony Climpson points out that many small communities keep their local amenities like shops, pubs and post offices precisely because of tourism. The extra money brought in by visitors allows such businesses to survive.

### **Disturbing the peace?**

In towns like Bognor Regis, there are already signs of a tension between residents' needs and the tourism industry. After all, if you have retired to the south coast because it is quiet and peaceful, do you really want to see your town centre transformed into a slightly damper and chillier imitation of Agia Napa?

Maybe it would be better just to sink into genteel neglect, with only the occasional rock and postcard kiosk or the bleeping of the slot machines on the pier to remind you of former glories? Or maybe we should be looking to encourage a whole different kind of tourism?

In 2002, 35m people visited the South Downs, making it the top attraction in the region. Eight million visitors enjoyed the New Forest, and a hefty 7.5m took in the dreaming spires of Oxford.

### **Vital role**

We do have a lot of seaside, it is true, but we also have a lot of other things worth visiting - Stonehenge, Canterbury, Romney Marsh, Salisbury, Oxford - you could go on and on and on. That is where the real money could be, because that is where the foreign tourists want to go - and we managed to attract nearly 4m of those in 2002.

Tourism South East was set up by the South East of England Development Agency to provide a strategic overview for this increasingly important industry. As its chairman, Nigel Walmsley says: "Tourism plays a vital role in the powerhouse economy of the South East, generating wealth and supporting investment for the future."

Exercise 1: Explain the following words/phrases (in English).

helpful	to we spend our leisure time
as a result of	dramatically
the mania for sea bathing	to point out
increasing prosperity	small communities
exotic locations	quiet and peaceful

Exercise 2: Translate the following sentences into Russian.

- The extra money brought in by visitors allows such businesses to survive.
- In towns like Bognor Regis, there are already signs of a tension between residents' needs and the tourism industry.
- Or maybe we should be looking to encourage a whole different kind of tourism?
- Tourism plays a vital role in the powerhouse economy of the South East, generating wealth and supporting investment for the future."
- New Forest Tourism Officer Anthony Climpson points out that many small communities keep their local amenities like shops, pubs and post offices precisely because of tourism.



## “UK Tourism Goes Green”

Source: [http://news.bbc.co.uk/2/hi/uk\\_news/457838.stm](http://news.bbc.co.uk/2/hi/uk_news/457838.stm)



Overseas tourists are to be lured to visit Britain through a new "green" message.

British tourism chiefs are introducing the initiative along with environmentalists, countryside groups and transport organisations. The British Tourist Authority (BTA) worked with Ordnance Survey, the National Trust, the Countryside Agency, BritRail and national tourist bodies to produce a new campaign, Green Britain for the New Millennium.

The campaign features a fold-out map featuring millennium attractions which focus on the environment as well as outdoor activities and modes of transport to appeal to the green-minded visitor.



Attractions featured in the campaign include the Earth Centre in Doncaster, South Yorkshire, the Millennium Dome at Greenwich, the National Wildflower Centre in Liverpool and the Millennium Forest for Scotland.

Prime Minister Tony Blair has supported the initiative by writing a foreword to the brochure setting out how Britain is investing in and celebrating the nation's environment as part of the millennium celebrations. Launching the campaign, British Tourist Authority chief executive Jeff Hamblin said he believed Britain's green heritage could attract more visitors from abroad.

### **Tourists are big spenders**

He said: "Increased leisure time and more disposable income is resulting in people looking for holidays which provide self-enrichment. The trend towards holidays which stretch the mind and body will, I believe, mean tourism going greener - green both in terms of eco-tourism and in the activities visitors will be pursuing like walking and cycling."

He said that last year, four out of five of the 26 million people who visited Britain said the countryside and heritage were very important in their decision to come here.

Last year 26m people visited Britain and spent £12.8bn. The new campaign is being targeted at potential tourists from the United States, Canada, Germany, the Netherlands, Belgium and Scandinavia.

Exercise 1: Explain the following words/phrases (in English).

overseas tourists	modes of transport
the initiative	outdoor activities
national tourist bodies	the green-minded visitor
to produce a new campaign	a foreword
a fold-out map	disposable income

Exercise 2: Translate the following sentences into Russian.

- Overseas tourists are to be lured to visit Britain through a new "green" message.
- The campaign features a fold-out map featuring millennium attractions which focus on the environment as well as outdoor activities and modes of transport to appeal to the green-minded visitor.
- He said that last year, four out of five of the 26 million people who visited Britain said the countryside and heritage were very important in their decision to come here.
- Last year 26m people visited Britain and spent £12.8bn.
- Launching the campaign, British Tourist Authority chief executive Jeff Hamblin said he believed Britain's green heritage could attract more visitors from abroad.

## “Wales Tourism Alliance: 'Very Mixed' Summer for Tourism”

Source: <http://www.bbc.com/news/uk-wales-14665310>



Attractions across Wales have had a "very mixed" summer, according to tourism experts. Some businesses have seen the number of visitors increase substantially as more holidaymakers stay closer to home due to the economic downturn. But others have seen a decrease in daily footfall and spending on site.

The Wales Tourism Alliance predicted an overall decrease in spending "as families tighten their belts due to the macro-economic climate". Executive director Adrian Greason-Walker said: "It seems the season has been very mixed. Some businesses have fared okay. But I suspect when the figures for this quarter are out, although we will probably see an increase in footfall at free admission attractions, we will possibly see a fall in admissions to paid attractions on the same quarter last year and a fall in secondary spend."

In north Wales, Ffestiniog & Welsh Highland Railways, based in Gwynedd, and Bodellwyddan Castle in Denbighshire, both recorded an increase in visitor figures compared to summer 2010.

Castle spokeswoman Morrigan Mason said that although the figures for August, which represents 20% of the attraction's visitors for the whole year, have not yet been compiled, "we've got a feeling that it's gone up...our visitor figures are up 3.5% on last year for April, May and June".

But she also reported a decrease in visitors' spending on site. "People are tending to come out with picnics, not buying gifts in the gift shops. This seems to be a trend - visitors are up but spending on site is down," she said.

"We usually see between 7,000 and 8,000 visitors for August. If the weather is grey but dry we have a fantastic turnout. If it's really hot beach weather we don't get as many visitors," she said.

Andrew Thomas of Ffestiniog Railway said visitor figures had increased as "quite a lot of people are staying in the UK this summer". "We haven't got figures for August yet but this July we carried 55,000 passengers, which is about 12% up on July 2010," he said.

But not all businesses fared so well, with attractions in other areas of Wales seeing visitor numbers fall or stay the same as last summer. Dorothy Devereux of Felinwynt Rainforest and Butterfly Centre near Cardigan said the centre was around 20-30% down on last summer. "People are being a bit more careful at the moment," she said.

But she added that other businesses in the area seemed to be experiencing the same problem. "We're on the west Wales coast near Cardigan and everyone we've spoken to in the area are saying that people aren't spending," she said. "We should be getting 150-200 people a day, but the most at the moment is around 149."



Llinos Richards of the Welsh Wildlife Centre in Cardigan said visitor numbers were roughly the same as in 2010. "August is a particularly busy time for us and the summer holidays are our peak time," she said. "The last fortnight has been quite busy. We usually get about 22,000 visitors per year, with the majority in July and August."

Hilary Kennelly of the West Wales Museum of Childhood said: "I would say that the traditional July/August has been less but not desperately less, just a bit of a dip." But she added that visitors have actually been spending more, once they get through the doors, and settle on "proper destinations rather than dashing around visiting different places in one day".

"Our visitor numbers are totally random. It's impossible to say how many people we will get on a day, it can be anything from 20 to over 100," she said." And 10 people can spend £50 each but 100 might spend only a few pounds each."

Pembrokeshire's Folly Farm performed well, with peak season comparisons showing a 10% increase on the previous year. A farm spokeswoman said: "Compared with last year's visitor numbers Folly Farm has been up considerably and smashed several daily attendance records with

numbers in excess of 7,800 on the character appearance days with Peppa Pig and Fireman Sam."

At the Big Pit National Coal Museum in Blaenavon, spokeswoman Kathryn Stowers said the museum anticipated 24,000 visitors for August, which "is down slightly on where we were at last year". But 2010 had proved a tough year to beat, with the museum seeing "record figures because the National Eisteddfod was in Ebbw Vale and a lot of the Eisteddfod-goers visited Big Pit".

Exercise 1: Explain the following words/phrases (in English).

attractions	a tough year to beat
due to the economic downturn	to perform
a decrease in visitors' spending	impossible
free admission	roughly the same
to anticipate	peak time

Exercise 2: Translate the following sentences into Russian.

- This seems to be a trend - visitors are up but spending on site is down.
- I would say that the traditional July/August has been less but not desperately less, just a bit of a dip.
- But I suspect when the figures for this quarter are out, although we will probably see an increase in footfall at free admission attractions, we will possibly see a fall in admissions to paid attractions on the same quarter last year and a fall in secondary spend.
- August is a particularly busy time for us and the summer holidays are our peak time.
- It's impossible to say how many people we will get on a day, it can be anything from 20 to over 100.

## “Tourism 'In Decline' Row”

Source: <http://news.bbc.co.uk/2/hi/europe/2931947.stm>



Allegations that Guernsey's tourism industry is still in the middle of a major slump have been dismissed by tourism chiefs.

Deputy Mike Torode said people in the industry were in denial about the decline. He criticised the tourist board for painting an over-optimistic picture of the industry, and has described their figures as "pie in the sky". He said: "Tourism in Guernsey is definitely in decline. Any intelligent observation will prove it. Bookings in the early part of this year were quite good, but have gone into a steep decline in the last few weeks, probably brought about by the war situation. But it does not take away from the fact that tourism has been in decline for a large number of years. We are not attracting sufficient numbers of people to Guernsey, and we don't really have the facilities for the when they get here."



He added: "We are an expensive place to come to - hotels, and transport are expensive and even eating out is no longer cheap. They must realise we are not the magnet we used to be and it's time to take a reality check."

Tourist Board president, Deputy Geoff Norman, said he was not prepared to respond to an "ill-informed outburst". He said the Board was about to release figures demonstrating a much more positive outlook for tourism in the island.

Carl Symes, president of Guernsey's Hotel and Tourism Association, said: "I think Deputy Torode's comments are certainly unhelpful, and I think it's very easy to talk something up, or down. But I think we have got to realise that in the last few years our visitor numbers have been up and down a little bit - a couple of percentage points here and there, which in fact is a lot better than many of our competitors have done."

Exercise 1: Explain the following words/phrases (in English).

to realise	facilities
tourism chiefs	it's time to take a reality check
expensive	to respond
the tourist board	to release figures
sufficient numbers	positive outlook

Exercise 2: Translate the following sentences into Russian.

- Deputy Mike Torode said people in the industry were in denial about the decline.
- We are an expensive place to come to - hotels, and transport are expensive and even eating out is no longer cheap.
- He said the Board was about to release figures demonstrating a much more positive outlook for tourism in the island.

## “Tourism 'Bullish' Amid Recession”

Source: [http://news.bbc.co.uk/2/hi/uk\\_news/scotland/8013075.stm](http://news.bbc.co.uk/2/hi/uk_news/scotland/8013075.stm)



Scotland's tourism boss has said the industry remains "confident and bullish" despite a drop of around 30% in corporate tourism business.

VisitScotland chief executive, Philip Riddle said, conversely the recession was also prompting more people from the UK to holiday in Scotland. But he added the proportion of overseas visitors has fallen by up to 10%. Mr. Riddle said the decline had hit Scotland's cities hardest, but rural areas have been faring better.

Over 250 tourism firms have been exhibiting to buyers from across the world at the VisitScotland Expo trade fair in Glasgow. Mr. Riddle said business tourism had suffered a "significant decline" of about 30%, but that an improvement was anticipated by the end of 2009. He said: "Looking at the market generally it's quite clear that corporate business is suffering. It's not just businesses cutting back, which of course is a feature everywhere. There's also cultural intimidation - businesses are feeling they should not be seen to be doing things like hosting meetings for buyers or having incentive trips. So we've got to

get out of that way of thinking. These things are good for business, not all jollies for overpaid executives."

Lee Derrick, executive board member of Golf Tourism Scotland, agreed: "Corporate groups have been down. People are more likely now to spend their own money because it's hard for a company to justify spending large sums at the moment."

Jamie Hastings, a business development manager with Malmaison hotel in Aberdeen, said some corporate demand had been sustained despite "cost-consciousness". "A lot of business for our English hotels comes from financial services companies in the major cities affected by the recession. But in Aberdeen we rely on the oil and gas industry - they will pay a premium for rooms during the week, and it's consistent business."

Mr. Riddle said the decline had hit Scotland's cities hardest, but rural areas offering outdoor activities were faring better. VisitScotland has launched a new "Perfect Day" campaign to highlight Scotland's potential for leisure and activity holidays, offering a challenge to the popular North of England market.

Nicol Manson, director of Highlands Loch Ness tourism group, described business in Inverness as "buoyant" in the face of economic gloom. But he believed a delayed impact might be seen in the city, based on its response to previous downturns. He added: "The home market is showing a lot more interest than usual, not so much because of the cost of getting to Europe but the cost of being there."

## Scottish value

Mr. Riddle confirmed the strength of the euro and relative weakness of the pound was attracting more European visitors - particularly from France, Germany, Spain and Italy - and keeping more British holidaymakers in the UK. "We have tremendous competitiveness due to the exchange rate - it's never been better value to be in Scotland than it is just now." But he noted a "reluctance" for recession travel among Americans, traditionally Scotland's biggest overseas market.



Mr. Riddle said: "In the first part of the decade, we increased our international business quite significantly to 25-30% of our total value. I wouldn't be surprised if we now go back to nearer 80% domestic, 20% overseas, which is where we were traditionally."

Audrey Kelly, general manager of the Kenmore Hotel in Perthshire, said this shift was reflected in the make-up of her clientele. "Whereas before we had about 30% domestic and 70% international business, it's shifted to 60% domestic and 40% international this year, most notably over Easter."

Hoteliers exhibiting at the event admitted they had discounted room rates in order to secure business as customers tried to economise. And in this uncertain financial climate, Scotland's hostels have been seeing benefits.

Louise Nowell, head of sales and marketing at the Scottish Youth Hostels Association, said: "Our advance bookings are up 7% compared to the same time last year. In an ordinary year I wouldn't have expected the figures to go up as they have. There's a reason for it - the economic situation. The exchange rate is keeping Brits at home, foreign visitors are getting more value for money, and people are becoming more value-conscious due to the credit crunch. Suddenly we're being seen as an affordable destination."

### **Bright future**

About 800 buyers are attending the trade fair in Glasgow, with representatives from Iran, Serbia, Pakistan and Turkey among those attending for the first time.

Mr. Riddle said new markets, particularly in Asia, represented "the future" for Scotland's tourism. And though China is often thought to present the greatest potential, he believed India could be even more important.

Mr. Derrick, of Golf Tourism Scotland, felt Scotland would see more Chinese visitors in the future. "But they're talking about a million Chinese golfers - I think that's a long way off." Meanwhile, Indian buyers at the fair said many Indians could afford and would want to visit Scotland for its culture, history and reputation for a warm welcome. They were impressed by the Homecoming Scotland initiative, which is encouraging tourists to explore their heritage in Scotland during 2009.

Mr. Riddle said the concept provided a focus for the industry during the recession. "It's not going to transform tourism overnight, it's not going to transform the Scottish economy, but it will make a vital contribution at a particularly important time. And it carries a very strong message about Scotland - that Scotland's not only open for business, but there's a lot happening here."

Exercise 1: Explain the following words/phrases (in English).

tourism firms	to explore their heritage
relative weakness	a vital contribution
advance bookings	a very strong message
to be impressed by	the economic situation
initiative	an affordable destination

Exercise 2: Translate the following sentences into Russian.

- There's also cultural intimidation - businesses are feeling they should not be seen to be doing things like hosting meetings for buyers or having incentive trips.
- A lot of business for our English hotels comes from financial services companies in the major cities affected by the recession.
- Mr. Riddle confirmed the strength of the euro and relative weakness of the pound was attracting more European visitors - particularly from France, Germany, Spain and Italy - and keeping more British holidaymakers in the UK.
- About 800 buyers are attending the trade fair in Glasgow, with representatives from Iran, Serbia, Pakistan and Turkey among those attending for the first time.
- Mr. Riddle said the concept provided a focus for the industry during the recession.

## “What Now for Tourism?”

Source: <http://news.bbc.co.uk/2/hi/business/1548915.stm>



The 22nd World Tourism Day is scheduled to take place in Iran on 27 September. Its motto, "tourism: a tool for peace and dialogue among civilisations", and geographical focus have become particularly poignant following the terrorist attacks on the US. Mass tourism, although resilient to major world events in the past, is facing its greatest challenge yet, experts believe.

Financial analysts predict that the events of 11 September will have devastating economic consequences for the tourist industry. It will also lead to a fundamental shift in the way we behave as tourists, whether travelling to the south coast of England or the Far East.

## **Barometer effect**

Recent events which have affected tourism habits include the Gulf War in 1991 and the terrorist attacks on Luxor, Egypt in 1997. During the Gulf War, countries in the Middle East and eastern Mediterranean suffered heavy drop-offs in tourist visits. In Cyprus, for example, a popular destination close to the Middle East, numbers fell to 2.94m in 1991 from 3.38m in 1990.

Mainland Europe also suffered. The number of tourists from the Americas visiting the continent was, at 5 million, 23% down on the year before. However, experts believe that the implications of last week's attacks will be considerably more detrimental.

"[This is] not only because of the devastation caused by the American attacks but the simplicity of the attack," says Professor John Fletcher, a tourism economist and editor in chief of the International Journal of Tourism Research. "It means that everyone is more vulnerable and people will feel much more so than ever before."

## **Special case**

"We should not jump to conclusions," World Tourism Organisation Secretary-General Francesco Frangialli says. "We have learned from experience that the industry recovers very quickly from adversity." But the immortal footage of passenger jets being used as weapons of mass destruction, is likely to have a lasting impact on the confidence of tourists.

Geoffrey Lipman, former president of the World Travel and Tourism Council and government adviser, says that the terrorists' use of such a fundamental travel mode is "clearly going to take the bottom out of travel".



## **Dependency**

Business travellers and tourists are already making their own protests against the attacks - as consumers. A US report conducted two days after the atrocities indicated that half business travellers would take fewer overseas business trips in the future. The survey, by market research firm Yesawich, Pepperdine & Brown, also found that almost 60% of leisure travellers would take fewer overseas trips.

It is the reactions of Americans that are most worrying for the travel industry. According to Sean Tipton of the Association of British Travel Agents (ABTA), Americans' travel plans are traditionally more reactive to world events than Europeans'. "We are quite resilient," he says. "Most of Europe has had some form of terrorist problem although not on this scale, whereas America hasn't experienced this before."

## **UK's woes**

The UK's tourism industry will be one of many sectors hit - Americans constitute the largest group of travellers by country to UK.

According to Elliott Frisby of the British Tourist Authority (BTA), a decline in the 3m American visitors to the UK would be a "serious blow", especially following so soon after the foot-and-mouth crisis. There are already calls for more government help for a tourism industry which accounts for 10% of the UK economy. For the UK, the implications will depend largely on how closely other countries associate the country with America.

The BTA has already received reports from Japan indicating that people are now more reluctant to travel to the "West".

"We are now embarking on a consultation exercise with our 27 offices around the world to try to discover whether people are as worried about travelling to the Britain as they are America," says Mr. Frisby.

### **Worldwide effect**

And the impact of a tourism downturn will not only affect big corporations. Tourism is a labour intensive industry. So any boycott by Western tourists would have serious repercussions for some of the world's poorest economies - many of which are becoming increasingly dependent on tourism.

"People welcome tourism because people spend across a wide range of sectors," Professor Fletcher says. "This means that the economic impact is very widely spread, probably more so than in many other industries."

While Britons are likely to reply to the terrorist attacks with fewer visits to the US, there could be serious repercussions for Middle Eastern economies, which have increasingly attempted to promote themselves as safe and idyllic destinations.

Ironically, there could be a boom in European tourism - and while some people fear that it will be a massive blow for UK tourism, others are more optimistic. "It may end up being a positive thing for the UK market - as people focus more on travel nearer home," says Mr. Lipman.

Exercise 1: Explain the following words/phrases (in English).

geographical focus	a labour intensive industry
to become particularly poignant	massive
tourism habits	serious repercussions
devastation	to discover
business travellers	to fear

Exercise 2: Translate the following sentences into Russian.

- Mass tourism, although resilient to major world events in the past, is facing its greatest challenge yet, experts believe.
- The number of tourists from the Americas visiting the continent was, at 5 million, 23% down on the year before.
- Business travellers and tourists are already making their own protests against the attacks - as consumers. A US report conducted two days after the atrocities indicated that half business travellers would take fewer overseas business trips in the future.
- And the impact of a tourism downturn will not only affect big corporations.
- There are already calls for more government help for a tourism industry which accounts for 10% of the UK economy.

## “Travel Experts Deny 'Vulture Tourism'”

Source: [http://news.bbc.co.uk/2/hi/uk\\_news/1564964.stm](http://news.bbc.co.uk/2/hi/uk_news/1564964.stm)



Cashing in on a disaster is one of the worst accusations that can be levelled at a business. Tales of exploitation provoke disgust, whether it is black marketers profiting in a war-torn developing nation or souvenir sellers trading on the death of thousands.

But UK travel experts are denying anecdotal reports that cynical consumers are seeking to take advantage of the aftermath of the World Trade Center attacks. Dubbed "vulture tourists" by one newspaper, there are suggestions that wily customers are demanding severe discounts from the hardest-hit airlines and hotels, changing their travel plans accordingly.

The New York atrocities have precipitated a global crisis for airlines with thousands of jobs already cut and half-empty airliners crossing the Atlantic.

Tour operators selling package trips to many destinations have also been hit. But Sean Tipton, spokesman for the Association of British Travel Agents (Abta), said "vulture tourists" would get short shrift from its members.

### **Perennially tough**

"I can't speak for hoteliers but if somebody walked into a travel agent and said 'Look, clearly business is going badly, this is what I'm going to pay', they would be asked to leave the shop." "You can't really bargain with a tour operator."

Mr. Tipton maintained that travel agents were not reporting any more discounting than was usual for the end of September, a perennially tough time for the holiday industry. "We haven't an unusual burst of discounts. There are cheap holidays - there always are at this time of year. It could be different for hoteliers in America where the market is going badly."

But Mr. Tipton said it was unfair to stigmatise customers looking for a good deal. "'Vulture tourism' is bit extreme. I'm sure they would be pleased to have somebody book into the hotel. It is a bit harsh as a term."

Neal Baldwin, deputy editor of Travel Weekly, admitted tourists could target discounts created by the atrocities' aftermath.

### **Cheap holidays**

"I'm sure people do that sort of thing. You don't have to look very hard if you want to go on a package to get a bargain. Prices are extremely low. A lot of operators have found themselves with stock they can't get rid of."

But Mr. Baldwin denied there were any serious numbers flocking to cheap holidays generated by the crisis.

"There are probably some people who are savvy enough to realise they can get away with it but you only have to look at the bargains about to see there the demand isn't there. There is no large scale movement of people saying they are going to get a bargain out of this."

### **Transatlantic load**

The major airlines such as BA, Virgin, United and American Airlines insist they have no knowledge of "vulture tourism". Continental Airlines told BBC News Online that transatlantic load, the proportion of capacity used, is 60% as opposed to 84% last year.

Dr Don Slater, a reader in sociology at the London School of Economics and a writer on consumer culture, said seeking cheap air fares was innocuous compared to more ghoulish rumours. Dr Slater, who was born in New York, said: "There have been all kinds of reports about all kinds of opportunism - auctioning rubble on ebay from the World Trade Center. [There are] people who are attracted to these kind of scenes of devastation [and] voyeuristic interest. You sometimes find that after disasters or major events like 1989 in Europe - people want to be there."

Dr Slater said his partner had decided to fly out to a conference in the US this week as a "gesture of ethical obligation" as the battle continues to return to normal life.

Exercise 1: Explain the following words/phrases (in English).

to provoke disgust	unfair
rumours	disasters
to demand severe discounts	to fly out to a conference
package trips	to get a bargain
a perennially tough time	ethical

Exercise 2: Translate the following sentences into Russian.

- But UK travel experts are denying anecdotal reports that cynical consumers are seeking to take advantage of the aftermath of the World Trade Center attacks.
- Tour operators selling package trips to many destinations have also been hit.
- A lot of operators have found themselves with stock they can't get rid of.
- You sometimes find that after disasters or major events like 1989 in Europe - people want to be there.
- There are cheap holidays - there always are at this time of year. It could be different for hoteliers in America where the market is going badly.

## “Airport Strikes Threaten Travel Chaos”

Source: [http://news.bbc.co.uk/2/hi/uk\\_news/2444889.stm](http://news.bbc.co.uk/2/hi/uk_news/2444889.stm)



The decision by firefighters and security staff to call strikes at the UK's major airports is likely to cause serious disruption to Christmas travel and hit tourism hard in an important month. Strikes have been called for four dates in December, including the day before Christmas Eve - traditionally one of the busiest travel days of the period - as well as for 2 January, impacting on New Year travel.

While December is traditionally a relatively quiet month for air travel in the UK, the two days before Christmas see a peak in passengers numbers. The British Airport Authority (BAA) estimated around 1.1m people travelled on the weekend of 21-24 December last year, out of a total of about 8m for the month as a whole.

BAA said they were hopeful of reaching an agreement with unions that would end the threat of strike action, but were looking at contingency plans to ensure airports did not grind to a halt.



Sam Birmingham, a spokeswoman for BAA, said they may have to consider the sort of measures brought in to tackle the travel chaos that followed last year's 11 September attacks on the US.

### **Closure threat**

She said: "At that time, we were suddenly faced with a very different playing field. One of the things we did was to redeploy people from office jobs onto security - certainly to posts where there was no specific security training needed. We might have to look at doing something similar, but obviously we are hopeful that the situation will be resolved before then."

But the threat of total closure remains real. The Transport and General Workers Union said Civil Aviation Authority rules insisted airports had to close if firefighters and security staff were on strike. Following a traumatic 2001 for tourism, strikes in December could be a serious setback at the end of a year that has shown some signs of recovery.

December 2001 was a particularly difficult month, with overseas spending falling 19% to £765m - and there have been hopes of a major improvement this year. But Rebecca Milton, of the English Tourism Council, said: "December is a very important month for domestic flights because people tend to visit their relatives for Christmas, or they are staying in hotels or cottages for New Year."

### **Peak travel**

"Tourism has been improving in the year as a whole, it is returning to its 2000 levels, before the foot-and-mouth outbreak, but it is just getting back to those levels, it has not shown any growth since then." She said the timing of the strikes could cause particular travel problems.

"The 23rd is terribly close to Christmas and it will also mess up travel on the 24th because of the backlog. Christmas Eve is one of the peak travel times."

Exercise 1: Explain the following words/phrases (in English).

the threat of total closure	people tend to
to consider	domestic flights
traditionally	a major improvement
the travel chaos	to cause
security training	to ensure

Exercise 2: Translate the following sentences into Russian.

- While December is traditionally a relatively quiet month for air travel in the UK, the two days before Christmas see a peak in passengers numbers.
- We might have to look at doing something similar, but obviously we are hopeful that the situation will be resolved before then.
- Following a traumatic 2001 for tourism, strikes in December could be a serious setback at the end of a year that has shown some signs of recovery.
- December is a very important month for domestic flights because people tend to visit their relatives for Christmas, or they are staying in hotels or cottages for New Year.
- But the threat of total closure remains real.