10 Travel and tourism

READING International tourism

1 Work with a partner. Discuss the questions.

1 When do most visitors come to your country?
2 Where do most visitors to your country come from?
3 What is the most popular destination for visitors?
4 Where do you go for *your* holidays?

2 Skim the graph, bar chart, and text on page 59. Are the sentences true (**T**) or false (**F**)? Correct the false sentences.

1 Paragraph 1 of the text describes the bar chart.

2 Paragraph 2 of the text talks about tourist destinations.

3 The graph shows the number of international tourists in 2005.

4 The bar chart shows the top twelve tourist destinations in the world.

5 Both diagrams show numbers in millions.

Hungary

3 Complete the text *International Tourism* using information from the graph and chart. **Read Study Skill**

STUDY SKILL Interpreting data

Many scientific and academic texts contain statistics. These are often illustrated in graphs or charts.

Referring to graphs and charts while you are reading will help you to understand the text, and interpret the statistical data better.

■ Skim the titles of the text and graphs and charts to get a general idea.
■ Read the description of the horizontal and vertical data.
■ Look at the graph or bar chart. Ask yourself questions:
  What is the general picture or trend?
  Are there any unexpected points?
■ As you read the text, refer to the appropriate part of the diagram. Compare the information in the text with the information in the graphs and charts.

China

4 Discuss the questions with a partner.

1 Have you been to any of these ten places?
2 Which country or countries would you like to visit?

Canada

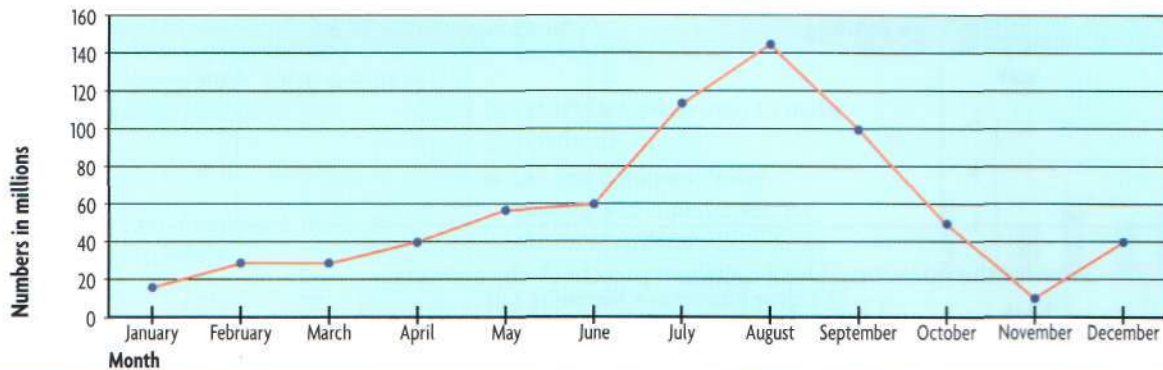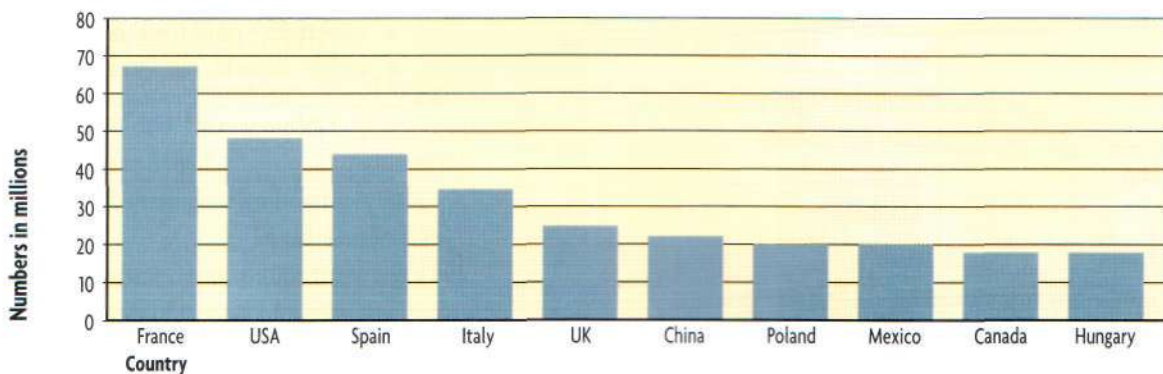# International tourism

Number of International Tourists 2005

Tourist Destinations 2005

1 This graph shows the number of international [1]_____, in millions, from January to December 2005.

At the start of the year, there were approximately [2]_____ international tourists. This number rose by 50% in [3]_____ to about 30 million. The number remained stable until March. Then it grew steadily to 40 million by April and this increase continued to the beginning of May. Between the beginning of May and the beginning of June, there was only a very slight increase, and then a dramatic rise in July and [4]_____, reaching a peak of [5]_____ tourists around the world. Then, in September it dropped suddenly to about 100 million, followed by a steady fall to the lowest point in [6]_____. At the end of the year the number of tourists rose steadily to around 40 million.

Overall, the graph shows that the most popular period for international holidays is July and [7]_____. The least popular time is [8]_____ and the beginning of the year, but there is a slight increase in [9]_____.

2 The bar chart shows the top ten most popular international tourist destinations in 2005. The favourite holiday destination was [10]_____, which about 67 million people visited in 2005. There was a drop of about 30% to the second most liked holiday spot, the USA, with about 47 million visitors. In [11]_____ place was Spain, with around 43 million tourists a year. This was followed by [12]_____, the UK, and China. There were fewer visitors to Poland and [13]_____, in seventh and eighth place respectively; only about [14]_____ million to each country. The ninth and tenth places were taken by Canada and Hungary. They received about [15]_____ tourists each.

VOCABULARY DEVELOPMENT Varying vocabulary (2)

1 Write the words from the box in the table.

> fall   drop   rise   remain steady   increase ´   decrease
> fluctuate   remain stable   grow

go up ↑	go down ↓	go up and down ∿↘	stay the same ⟶

2 **Read Study Skill** Answer the questions. Use a dictionary to check the answers.

1 Which words are both verbs and nouns?
2 Which verbs are regular?

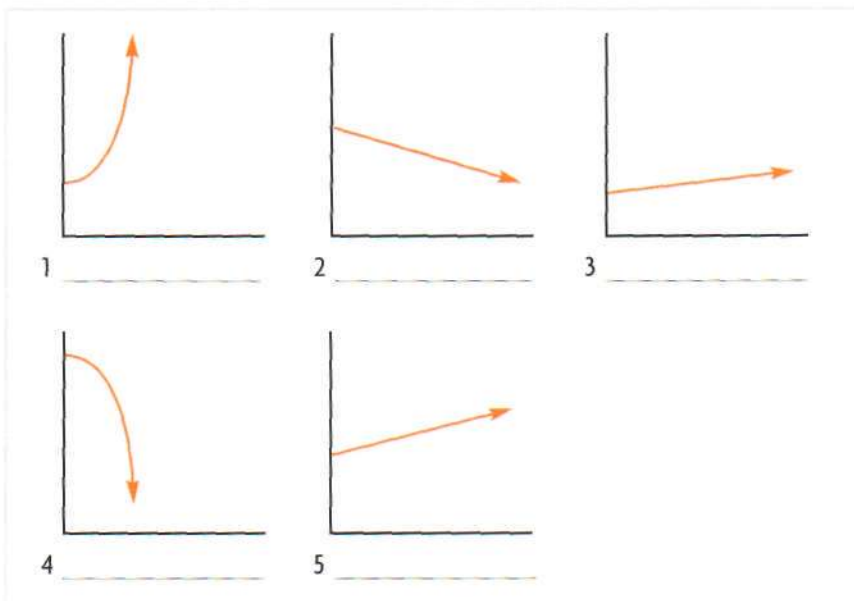**3** Look back at the text on page 59 to complete the table with phrases.

adjectives + nouns	verbs + adverbs
a steady growth	
_____	increased slightly
	rose dramatically
a sudden drop	
_____	fell steadily

4 Match an expression from exercise 3 with the graphs.

1 _____   2 _____   3 _____

4 _____   5 _____

5 Complete the expressions with adjectives from exercise 3.

1 A _____ rise (or fall) is both large and fast.

2 A _____ growth (or drop) is small, slow, and regular.

3 A _____ increase (or decrease) is small.

4 A _____ drop (or rise) is fast and unexpected.

WRITING Graphs and bar charts

1 **Read Study Skill** Work with a partner. Decide which way of illustrating data would be best for:

- showing the number of university students in a country from 1995 to 2005.
- showing the difference in the number of men at university and the number of women at university in 2000, 2003, and 2006.

2 Look at the bar chart. Complete the text using the words in the box.
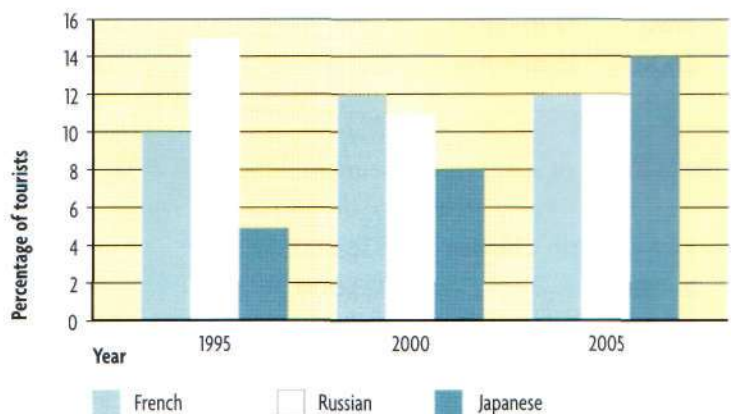
fewer	largest	more	same
smallest	than		

STUDY SKILL Illustrating data

Graphs and bar charts are used to show different ways of illustrating data.

Graphs are often used to show change over a period of time.

- use prepositions of time:
  in 2005, at the beginning, between May and June

Bar charts are often used to make comparisons.

- use comparatives: *fewer visitors*, and superlatives, e.g. *the most popular*

Use adjective + noun and verb + adverb to describe graphs and bar charts.

This bar chart shows the percentage of French, Russian, and Japanese tourists visiting my country.

In 1995 the ¹_____ percentage, 15%, of foreign visitors came from Russia. There were 5% ²_____ visitors from France and the ³_____ group (5%) were from Japan. This changed significantly in 2000, when there were ⁴_____ French visitors (12%) ⁵_____ Russians. Then, in 2005 there was a huge increase in the number of Japanese tourists, who formed the largest group (14%). The percentage of Russian and French visitors was the ⁶_____, at 12%.

Overall, the percentage of French and Japanese visitors increased between 1995 and 2005, whereas the percentage of Russian tourists fell.
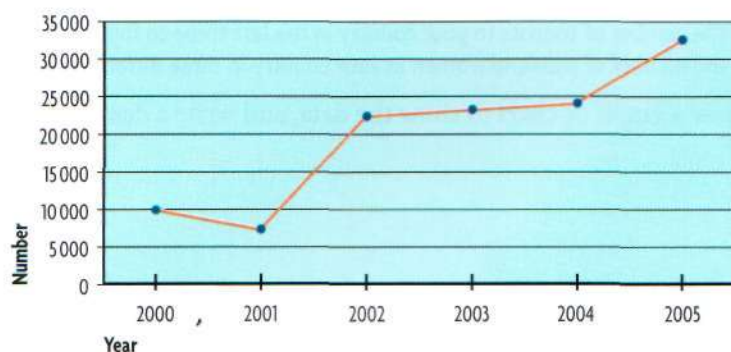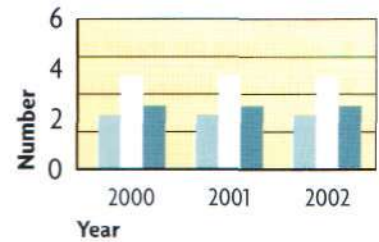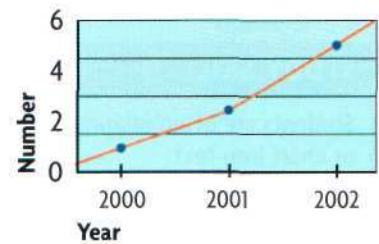
Nationality of Tourists

3 Look at the graph and complete the text with a suitable *noun, adjective, verb, adverb,* or *preposition.*

This graph shows the number of students at university ¹_____ 2000 and 2005.

In 2000 there were about 10,000 people studying at university. There was a slight ²_____ in 2001 to about 8,000. This was followed by a dramatic ³_____ to 22,000 ⁴_____ 2002. After this, the number ⁵_____ ⁶_____ at around 23,000 people for two years. Then, the number ⁷_____ ⁸_____ to approximately 32,000 by 2005.

Overall, the number of students continued to rise between 2000 and 2005, apart from a slight fall in 2001.

Number of Students at University

4 Draw a graph or a bar chart to illustrate the data in a and b. Write a description for each set of data and give the descriptions titles. Write about 120 words for each. **Read Study Skill**

STUDY SKILL Describing a graph or chart

Students are often required to transform data from a graph or chart into text.

Always:
- say what the graph or chart shows.
- describe the main changes.
- summarize the major trends and/or high and low points.

Vary the vocabulary you use.

a The amount of time needed for an average worker to earn the money to buy 1 kilo of rice.

1900	75 minutes
1920	60 minutes
1940	35 minutes
1960	20 minutes
1980	12 minutes
2000	15 minutes

b The number of speakers of the major languages of the world.

1	Mandarin Chinese	836,000,000
2	Hindi	333,000,000
3	Spanish	332,000,000
4	English	322,000,000
5	Bengali	189,000,000
6	Arabic	186,000,000
7	Russian	170,000,000
8	Portuguese	170,000,000

Writing about data

5 Use the Internet or reference books to research one of the topics:
- the number of tourists to your country in the last three to five years.
- the number of men and women in your country in three different years.

Draw a graph or chart to show the data, and write a description.
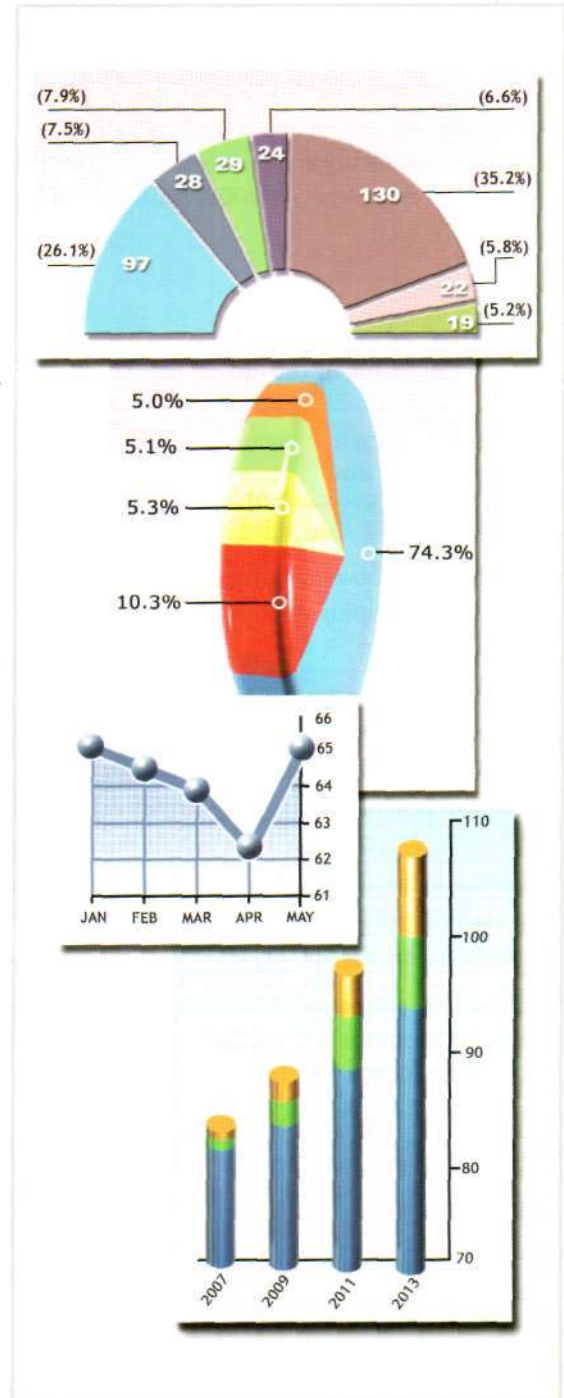
REVIEW

1 Read the description of a graph. Replace the words in bold with synonyms from the unit.

> The graph shows the average cost of a one-week holiday for a family of four people from 1995 until 2005.
>
> In 1995 the average cost of a holiday was $500. This **increased** dramatically in 1996 to $700 and then remained **stable** for the next year. However, in 1998 there was a slight **drop** to about $650. This was followed by a steady **rise** over the next two years to $800 by 2000. Between 2000 and 2003, the price **rose** dramatically again to $1,500. It remained steady at this level in 2004 and then there was **an increase** to a peak of $1,750 in 2005.
>
> Overall, the graph shows that there has been a continual increase in the price of family holidays except for a slight **fall** in 1998.

2 Write a paragraph describing the graph.

Hotels on Rock Island
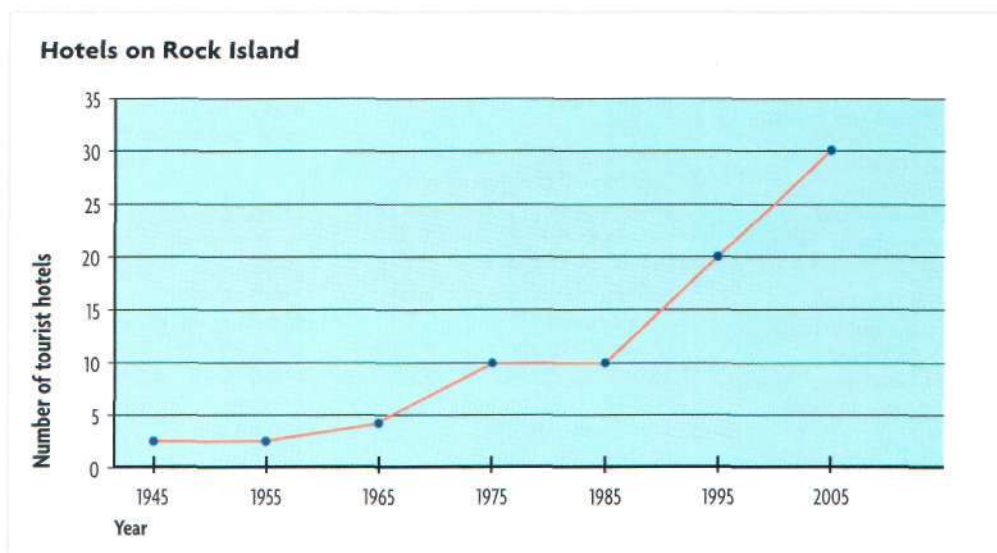
3 Use the Internet or reference books to find out in which country/countries the languages are spoken?

Languages	Country/Countries
Mandarin Chinese	China
Hindi	
Spanish	
English	
Bengali	
Arabic	
Russian	
Portuguese	