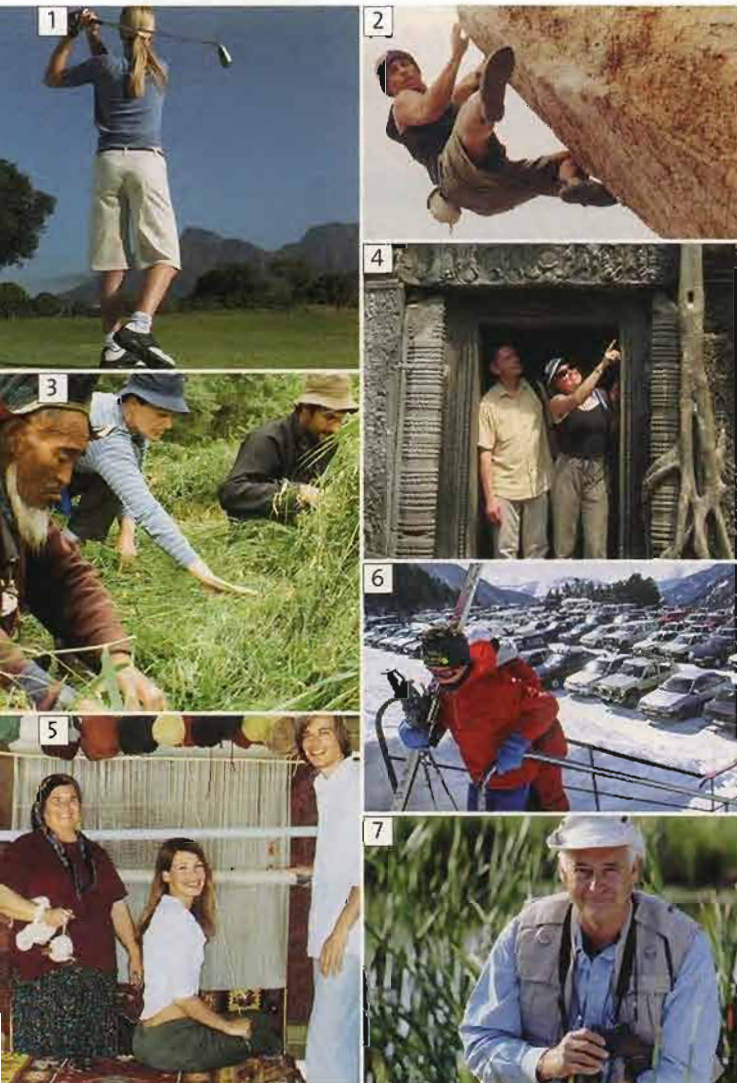


# 6 Rural tourism

## Take off

- 1 Look at the pictures of different tourist activities. What can you see in each picture?



- 2 Work in groups. Which pictures show people participating in rural tourism activities? Explain your answers to your partners.
- 3 Name three other activities that are typical of rural tourism.
- 4 Try to produce a simple definition of what rural tourism is. Share your definition with the rest of the class.

## Listening

### Local people and rural tourism

- 1 Say which activities in *Take off* 1 involve these people.

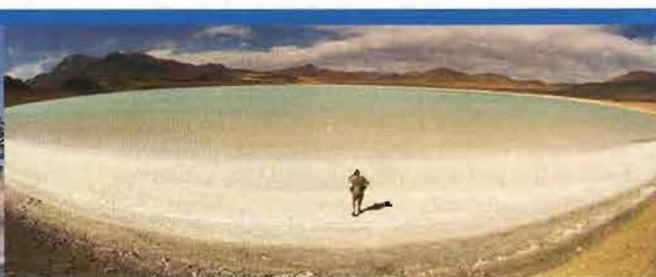
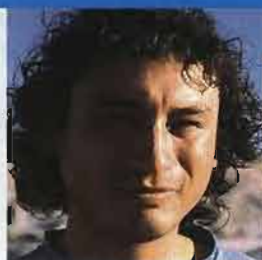


- 2 Listen to three of the people in 1 talking about rural tourism. Identify each speaker.
- 3 Which speaker
- 1 has a formal tourism qualification?
  - 2 is carrying on the work their parents did?
  - 3 thinks that their area has a lot of different activities to offer rural tourism visitors?
- 4 Listen again and make notes about the way(s) each speaker or their region has benefited from rural tourism.
- 5 We didn't hear one person speak. What do you think they would say about rural tourism? (Hint: think about how tourism will affect their job.)



**In this unit**

- what is rural tourism?
- grading systems for rural accommodation
- checking people into a campsite
- resources for rural tourism
- giving a local weather forecast

**It's my job****Eduardo Barroso**

Eduardo was born in a remote village in the Atacama Desert in the north of Chile. Life in the desert is hard, but rural tourism has given Eduardo and his family the chance to make a living from their surroundings. What is there to attract people to the desert? What is there to do there? Where do people stay? Read on and find out.

**How did you decide to start up in rural tourism?**

Life here is not easy, so many young people from the villages go to Santiago to find work. I wanted to be with my family, and one day my father read about rural tourism in Europe and decided to do the same with our farm.

**Why do people visit the Atacama? What's the attraction?**

The landscape is the obvious attraction. For people from the city, there's the shock of how big and empty the desert is. And for people from a temperate climate, there's the surprise of how beautiful and varied it can be.

**Is the desert varied?**

It certainly isn't just sand, which is the image in most people's minds. In the Atacama, for example, you have volcanoes, salt lakes, geysers, canyons ... It's much more than just sand.

**But what can you do here apart from look at the landscape?**

My family have worked this land as farmers for many years, and we still do, so one of the attractions for our visitors is to experience our daily life. On the first morning, visitors help us around the farm, milking cows or putting the sheep out to graze. We have bees, as well.

**You are very proud of the accommodation you have.****Can you tell us why?**

All of the buildings are made in traditional style and from local materials. Straw, mud, stone ... everything is from the *Patta Hoiri*. That's 'Mother Earth' in our local language. And all of the food we give visitors is based on ancient recipes and local ingredients. It might not be as sophisticated as in the best restaurants of Santiago, but it is tasty and very healthy. But perhaps the thing our guests enjoy most is that they dine with us. And after every meal there is always time for a *tertulia* – an after-dinner chat that often goes on long into the night. That's when they really feel part of our world, and that's what rural tourism is about for us.

**Find out**

- 1 Choose a country that offers rural tourism. Find out
  - 1 how long there has been rural tourism
  - 2 what sort of accommodation is available
  - 3 what types of activities visitors can do
  - 4 when the high and low seasons are
  - 5 if there are any professional associations of rural tourism.
- 2 Make a brief report of your findings.



**carve** (v) cut wood or stone in order to make an object or to put a pattern or writing on it

**comply with** (v) to obey an order or request

**continental breakfast** (n) a light breakfast, usually consisting of coffee and bread rolls with butter and jam

**full cooked breakfast** (n) a large breakfast, usually consisting of cereal, cooked bacon and eggs, toast, and tea or coffee

## Reading

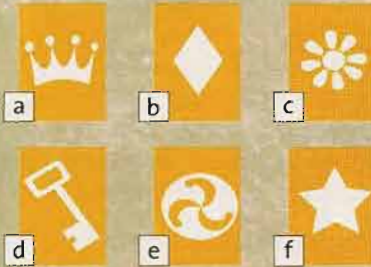
### Ask someone who has been there

Newspapers often have travel supplements and invite readers to answer questions other readers send in. Here, four readers answer a question by Alison.

- 1 Look at the pictures. What do you think Alison's question is about?
- 2 Read the question. Were you right?

- 3 Now read the answers and

- 1 match pictures a–f with the countries mentioned
- 2 make a list of the different factors that the different systems take into account when describing each grade
- 3 think of three other factors that you could use in a grading system.
- 4 Which system is the best in your opinion?



#### Q Dear Fellow Travellers

The English Tourist Board uses crowns to grade serviced accommodation and keys for self-catering. Does anybody know what systems are used for rural accommodation in other places?

Alison, Penrith

#### A Dear Alison

We've just got back from New Zealand. They use a system called Qualmark, which operates on a 1- to 5-star scale. One star means 'Acceptable'. In practice, this means it meets your basic needs and is clean and comfortable. We stayed in a lot of three-star places and they were good.

Dave & Jane Walcott, Weston-super-Mare

#### A Dear Alison

We often go to the Isle of Man. There they use a diamond to grade guest house accommodation. As it says on the official government web



page ([www.gov.im/tourism/travel/accommodation/isle-of-man-hotels.aspx](http://www.gov.im/tourism/travel/accommodation/isle-of-man-hotels.aspx)), one diamond means you'll get 'Clean and comfortable accommodation. Offering a full cooked or continental breakfast. Acceptable level of quality and helpful service'. At the top end of the range, five diamonds means 'An excellent overall level of quality. Excellent interior design, high quality furniture, and an excellent quality bed. Breakfast offering wide choice of high quality fresh ingredients. Excellent levels of customer care.'

Keith & Anne, Harrow

#### A Dear Alison

Here in Romania, rural accommodation in guest houses is classified in accordance with the law. The system goes from one daisy to five daisies. In the past we used stars (and our hotels here still do), but recently we chose daisies for guest houses in the country because it is a flower that grows all over Romania.

Kindest regards

Ecaterina, Bucovina

#### A Dear Alison

Here in Japan we have no accommodation grading system.

Motoko, Tokyo

#### A Dear Alison

In Asturias in the north of Spain, we use a symbol we call the 'triskel' for grading our 'casas de aldea' (village houses). This is a traditional Celtic symbol, and you can see it carved in many old buildings in our region. The system goes from one to three 'triskels'. To get three, the accommodation has to **comply with** very high standards of quality and functionality. For example, the owner must be in the village all the time, there should be good access for disabled travellers, the furniture and decorations should be traditional in style and materials, there should be a children's play area, and so on.

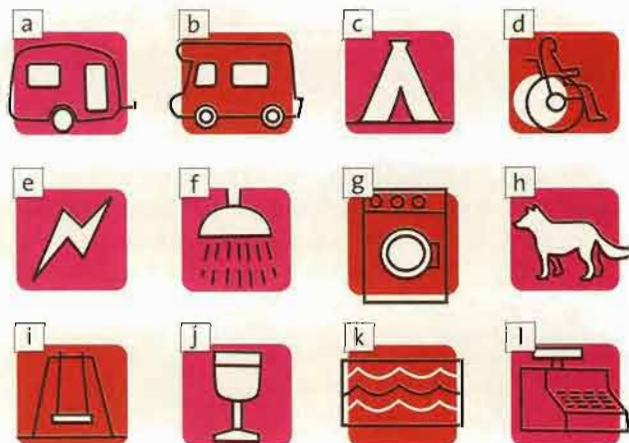
Onofre Alvarez Fernández, Sociedad Regional de Turismo de Asturias



## Listening

### Checking in at a campsite

- 1 Listen to two situations in which campers check in to a campsite. Which camper
- has made a previous reservation?
  - has a vehicle?
  - is staying for less than a week?
  - has children?
  - only needs one pitch?
- 2 Look at the campsite symbols. Do you know what they mean? Which ones correspond to which situation in 1?



- 3 Listen again and complete the sentences.
- And it's \_\_\_\_\_ for a motorhome and a \_\_\_\_\_ for a family tent.
  - Could you \_\_\_\_\_ for a moment?
  - Will you be using an \_\_\_\_\_?
  - OK. \_\_\_\_\_ here, please?
  - We've got \_\_\_\_\_ Friday.
  - What were you \_\_\_\_\_?

## Pronunciation

- 1 Listen to these phrases from situation 1. Note how the words in *italics* in each phrase are stressed.
- Receptionist Here you are. Two adults, two children, two weeks. And it's one pitch for a *motorhome*, and a *second* pitch for a family *tent*.
- Camper 1 Two pitches, that's right. But it's not a *family* tent. It's a *small* tent – for the *children*.
- Receptionist Oh. I'll just change it. There you are. One *motorhome* and one *small* tent.
- 2 Which words are stressed in order to *confirm* information that is right, and which are stressed to *correct* information that is wrong?
- 3 Now look at these phrases from situation 2. Decide which word will be stressed in each of the phrases underlined, then listen and check.
- Camper 2 There are four of us. We've got tents.
- Receptionist Are they family tents?
- Camper 2 No, no. They're small tents. They're mountain tents.
- Receptionist And is that four tents?
- Camper 2 No. Only two.
- Receptionist Have you got a car?
- Camper 2 No, we've got bikes.
- Receptionist Motorbikes?
- Camper No, they're normal bikes. You know, pedal bikes.

## Speaking

### Receiving campers

- Work in pairs. Student A, you are the receptionist. Go to p.110. Student B, you are the camper. Go to p.115. Act out the situation. Use the phrases in *Listening 3*, and remember to stress any important words.
- Now change roles and act out the second situation.
- If you want to know how good your pronunciation is, record one of the two situations and give it to your teacher to assess.

Rural tourism is a segment of the total tourist industry which is particularly important in Hungary, a country with no spectacular natural attractions, without seaside, high mountains, rainforest, or herds of exotic animals.

## Vocabulary

### Resources for rural tourism

1 Look at these different resources for rural tourism. Which ones do you recognize?

- |                    |                       |
|--------------------|-----------------------|
| 1 birdwatching     | 10 orchards           |
| 2 brewing          | 11 pottery            |
| 3 cycling          | 12 traditional crafts |
| 4 farms            | 13 trekking           |
| 5 fishing villages | 14 waterfall          |
| 6 forests          | 15 watermill          |
| 7 landscape        | 16 weaving            |
| 8 lifestyle        | 17 wildlife           |
| 9 meadows          | 18 woodcarving        |



- 2 Which of the resources in 1 can be classified as
- activities that show tourists local culture?
  - activities that show tourists the local natural environment?
  - something for tourists to watch?
  - something for tourists to do?
- 3 Think of two more resources for each category in 2.
- 4 Which of the resources can you find in your country?
- 5 Which of the resources have you had any experience of?

## Reading

### Welcome!

1 Work with a partner. Look at the photos of life in rural Vietnam.

- Use the vocabulary of rural tourism resources to describe what is happening in each photo.
- Can you think of any other rural tourism activities that you might find in Vietnam?

2 Read the article welcoming tourists and look at the map.

- Identify the provinces of Vinh Long, Quang Nam, and Bac Ninh on the map.
- Match the photos with the corresponding provinces.

## Welcome to rural Vietnam

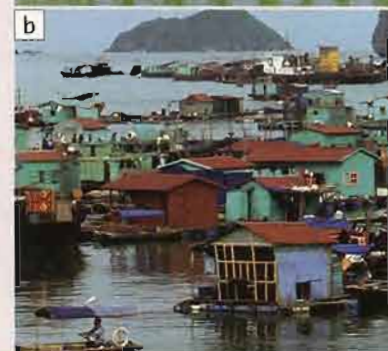
Welcome to a corner of Asia where you will find a lifestyle that goes back for centuries. Fishing on the Mekong Delta, farming in Central Vietnam, or crafts in Bac Ninh Province – whatever your own interest, we are sure you will find something to **delight** you in rural Vietnam.

### Vinh Long Province

Located between the Tien and Hau rivers, the fertile lands of Vinh Long **nourish** thousands of fruit orchards, while the countless small islands provide ideal conditions for ecotourism and observing wildlife.

In addition, you will be able to observe the centuries-old activities of Southern Vietnam, such as processing rice paper and traditional Vietnamese cooking.

Especially interesting in Vinh Long is the opportunity to stay overnight in local residents' homes. There is a small but growing number of private homes that offer home stays. At the moment they provide accommodation and entertainment for up to 150 tourists per night.





**delight** (v) to give sb great pleasure

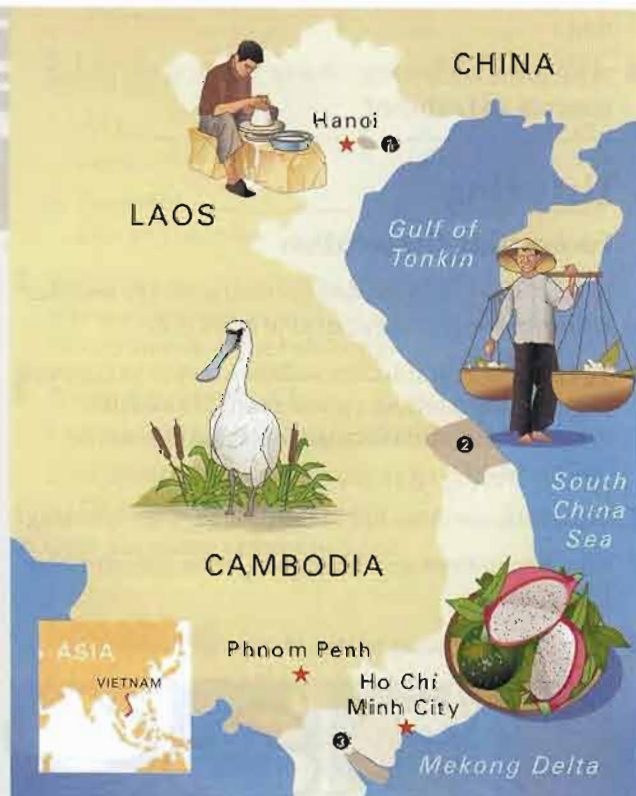
**nourish** (v) to give sb / sth the right kind of food so that he / she / it can grow and be healthy

**silkworm** (n) a caterpillar (a small creature like a worm with legs) that produces silk thread

**toil** (v) to work very hard and / or for a long time

**trade** (n) the activity of buying and selling or of exchanging goods or services between people or countries

- 3 Which of the provinces is best for visitors who want to
  - 1 do things during their stay in rural Vietnam?
  - 2 get as close as possible to ordinary Vietnamese people?
  - 3 buy authentic souvenirs of rural Vietnamese products?
- 4 Which area of Vietnam seems the most exciting to you? Tell your partner why.
- 5 Where would you find a text like this?



### Quang Nam Province

For visitors who want to be really active in their holidays, we recommend a visit to one of the vegetable farming villages near the town of Hoi An in the central province of Quang Nam. Here for a day you can **toil** shoulder to shoulder with a Vietnamese farmer. Hosts and guests work the land, planting rice or collecting vegetables that they sell in the local markets. For lunch you get to eat colocynth (similar to a bitter apple) and tom huu, which is a traditional dish made of vegetables.

## Writing

### Welcome – Bienvenue – Willkommen

With so many places to visit, a Welcome text is important for rural areas. Work with a partner. You are going to write a Welcome text.

- 1 With your partner, make notes.
  - 1 Which elements of rural tourism are typical of your area?
  - 2 Which adjectives will help you to describe your region and make it sound unique?
  - 3 Which images can you use to illustrate your text?
- 2 Work on your own. Write your text. When you have finished, give it to your partner to read.
- 3 Work together. Use the best of your individual texts to produce the best Welcome text you can. Did you use adjectives to make the region sound special?

### Bac Ninh Province

The homeland of Quan Ho art has many traditional **trade** villages. In Xuan Lai village you can find excellent bamboo products, especially from black bamboo, while Phu Lang is famous for its pottery. Thousands of ancient pots have been found here, and even today there are about 300 families in the village doing pottery work.

Tho Ha is famous for pottery, but nowadays it has also started to produce wine. Another village that is well-known for traditional wines is Van, on the bank of the Cau River.

The villagers here are happy to let visitors photograph their wine being made, and to try it or to buy it, but the brewing process itself is a secret.

Finally, Da Hoi is a must. This 400-year-old trade village is famous for its traditional silk cloth, and women there still raise **silkworms** and weave fabulous fabrics that they sell.



## Customer care

### Encouraging customers to be sensitive to the environment



There is a piece of advice that responsible tourism organizations often give to travellers: 'Take only photographs; leave only footprints.'

- 1 What are they encouraging their customers *not* to leave, and *not* to take?

The Countryside Code encourages tourists to be responsible to the rural environment in the UK. The key points are

- Be safe, plan ahead, and follow any signs.
  - Leave gates and property as you find them.
  - Protect plants and animals and take your litter home.
  - Keep dogs under close control.
  - Consider other people.
- 2 Would you change anything for a countryside code for the rural environment in your country?
- 3 What points would you include for a code for the *urban* environment in your country?

## Vocabulary

### Weather words

- 1 Match the weather terms a–l with pictures 1–12.
- |                    |                    |
|--------------------|--------------------|
| a clear and bright | g light winds      |
| b cloudy           | h overcast         |
| c heavy rain       | i storms           |
| d heavy showers    | j strong winds     |
| e light rain       | k sunny intervals  |
| f light showers    | l thundery showers |

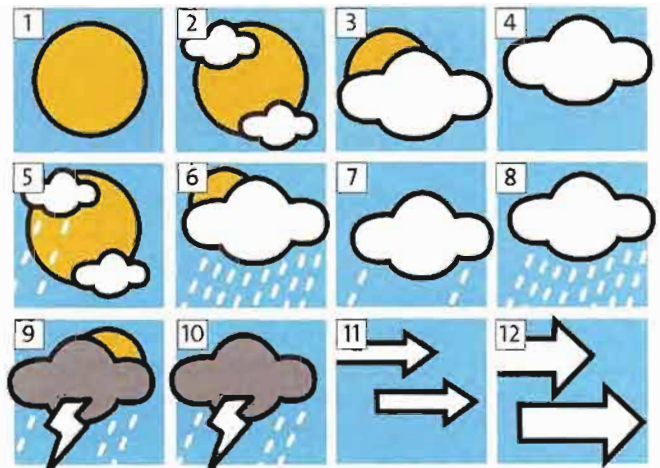
- 2 What other weather words can you add?
- 3 Which words in 1 are typical of (a) good and (b) bad weather?
- 4 *Thundery* is an adjective. The noun is *thunder*. What are the adjectives for
- |         |            |           |
|---------|------------|-----------|
| 1 fog?  | 3 mist?    | 5 storms? |
| 2 rain? | 4 showers? | 6 wind?   |
- 5 Make a web for all your weather terms similar to the web you made for food vocabulary in Unit 5. Put the words *Weather forecast* in the centre of your web.
- 6 What is the weather like in your region in the spring, summer, and autumn?

## Listening

### Forecasting the weather

In rural areas, visitors need to know what the weather will be like so that they can plan what to do.

- 1 Listen to a rural accommodation owner in Cornwall, England. She is telling a guest about the weather. What is the weather forecast for (a) tomorrow and (b) Thursday?
- 2 What is the weather like at the time they are speaking?
- 3 Why is tomorrow afternoon going to be different from today?
- 4 Why does the owner tell the visitor not to worry?





## ● Language spot

### Making predictions

- 1 Listen to the dialogue in *Listening* again and complete the phrases.
  - 1 Do you know what the weather \_\_\_\_\_ tomorrow?
  - 2 (I think) \_\_\_\_\_ today.
  - 3 ... then \_\_\_\_\_ again in the afternoon.
  - 4 I think \_\_\_\_\_ a few thundery storms.
  - 5 Will it \_\_\_\_\_ all week?
  - 6 They said \_\_\_\_\_ rain on Thursday.
- 2 Which two verbs forms can you use when you are giving information about the weather? Which is the more common of the two forms?
- 3 Which is more certain?
  - 1 *It'll be like today* or *It'll probably be like today*.
  - 2 *I think it'll rain on Thursday* or *It's going to rain on Thursday*.

» Go to **Grammar reference** p.122

## Speaking

### Giving information about the weather

- 1 Work in pairs. Student A, go to p.109. Use the information to give the camper a weather forecast for the next four days. Student B, you are the camper.

EXAMPLE

Camper *Excuse me. Do you know what the weather will be like for the next few days?*

Receptionist *Well, for tomorrow I think it'll ...*

- 2 When you have finished, change roles. Student A, you are the camper. Student B, go to p.112. Use the information to give the weather forecast.

## Checklist

Assess your progress in this unit. Tick (✓) the statements which are true.

- I can understand people talking about what rural tourism is
- I can understand rural accommodation grading systems
- I can check campers into a campsite
- I can write a welcome text describing rural tourism in a region
- I can give a simple weather forecast

## Key words

Accommodation	Weather
electric hook-up	fog
grading system	forecast
home stay	overcast
motorhome	shower
pitch	storm
symbol	sunny intervals
Rural attractions	thunder
canyon	
cloth	
crafts worker	
forest	
meadow	
pottery	
warden	
weaving	
woodcarving	

## Next step

- 1 What is the most interesting tourist attraction you have visited? Why was it interesting?
- 2 Have you ever taken part in a festival or major public event?
- 3 What do you think are the three best tourist attractions in your country?