



Scuola Secondaria di Secondo Grado

Back to School Tourism

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CHECKING PREDICTIONS AFTER COVID-19

Overnight, much of the world went from overtourism to no tourism. Since then, locals have seen how their lives have improved without the insane crowds: clear skies, with vistas stretching for miles, a drastic reduction of litter and waste, clean shorelines and canals, and a return of wildlife.

But without tourists, business after business have been forced to close, revealing how much the global economy depends on non-stop travel. Will tourism be the same in the future? Read the opinions of three journalists about the future of tourism and answer the questions below.

A

'Destructive though it is, the virus has offered us the opportunity to imagine a different world – one in which we start decarbonising, and staying local. The absence of tourism has forced us to consider ways in which the industry can diversify, indigenise and reduce its dependency on the carbon disaster that is global aviation.'

B

'One of the most likely consequences of this crisis is the bolstering of proximity tourism, understood as doing tourism and travelling near home. This prediction is based on the fact that with greater social and environmental awareness, post-crisis tourists will probably choose to travel to destinations closer to their place of residence. Nearby destinations could be considered 'less risky' by many potential tourists who, having been affected by the economic crisis arising from the health crisis, have seen their purchasing power reduced. Added to this, there may be in fact restrictions on international (long-distance) travel, at least for a while; in helping to reduce overall emissions, this would certainly be in line with both the promotion of more sustainable tourism and the concept of de-growth.'

C

We forget how fundamental travel was to modern life. Students took it for granted that they could aspire to an academic program in a different region, country or continent – and still go back to visit their families. People who had emigrated permanently knew that their homeland was still in relatively easy reach. The world's cultural and tourist attractions became open to people from all corners of the globe. What might be lost with a long interruption in easy-connectedness is only now becoming evident.

The freedom to travel is vital for post-pandemic recovery. For better and worse, we will be travelling in June 2021 much as we did in June 2019. Anxiety about travel will be greater next season, and prices higher. But globalism, having spread from person to person for so long, cannot be reversed.'

(Adapted from: E. Becker - F. Romagosa - J. Fallows, "The Future of Travel after the Coronavirus Pandemic")

COMPREHENSION

1. Vocabulary. Match the following words from the text with the correct definition.

- | | |
|-----------------------|---|
| 1. decarbonise | a. easy travelling mobility |
| 2. proximity tourism | b. to remove carbon from the atmosphere |
| 3. indigenise | c. tourism that emphasises local and familiar destinations, short distances and low-carbon forms of transport |
| 4. easy-connectedness | d. an economic theory based on ecology and anti-consumerist ideas. |
| 5. de-growth | e. to modify something to make it fit in with the local culture |

2. Choose the right answer, a, b, or c

1. According to writer A, the virus is
- an opportunity to change for the better.
 - the end of the tourism industry.
 - an encouragement to long-distance travel.

2. What is largely responsible for the carbon disaster?
- Local tourism
 - Ecotourism
 - Air travel

3. According to writer B, tourists will react to the crisis by
- going abroad.
 - staying at home.
 - visiting nearby destinations.

4. This is because tourists
- can no longer afford long-distance travel.
 - familiar places are considered less risky.
 - both.

5. The present economic crisis is an opportunity for
- de-growth.
 - overtourism.
 - long-distance travel.

6. Proximity tourism is in line with
- sustainable tourism and de-growth.
 - easy-connectedness.
 - mass tourism.

7. Writer C
- agrees with writers A and B.
 - thinks globalization is modern.
 - believes globalisation is a threat to the planet.

8. According to writer C
- freedom of movement is essential for the economy to recover.
 - travel will cause more pandemics in the future.
 - in 2021 we won't be able to travel as we did before the coronavirus pandemic.

CLASS DISCUSSION

3. In pairs

- say which writer you agree/don't agree with and why.
- discuss how you could help the industry recover in your country.
- say what you think tourism will be like in the future also in the light of your summer holiday experience.

Here are a few prompts that might help you think about possible strategies:

- encourage travellers to holiday at home with a marketing campaign focused on domestic travel.
- supply financial support (for the industry and for tourists).
- provide clear guidance to consumers about what is safe to do and when.
- use the changes in consumer behaviour forced by lockdown (social distancing, personal hygiene, use of masks) to consider wider questions like sustainability and responsible tourism.

PRESENTATION

4. Prepare a presentation on your personal experience starting from the gradual easing of the lockdown restrictions to the present. In particular, whether

- you were able to travel and where.
- you noticed people followed/didn't follow the recommended /compulsory safety rules.
- you noticed a preference for local travel (proximity tourism).
- you are aware of an Italian marketing campaign or Government financial help focused on domestic travel.

TIMELINE. The following dates may help you recount your experience.

Feb 23	Small towns hit by the outbreak are placed under quarantine.
March 4	Schools and universities are closed.
March 8	Several northern provinces are placed under lockdown.
March 9	The lockdown is extended nationwide; people cannot leave their homes except for food and emergencies.
March 11	All restaurants and bars are closed.
March 22	All nonessential production is halted.
May 4	Phase 2 begins with gradual easing of restrictions to take place throughout May and June.
June 3	Italy opens to international travel

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