Attracting tourists

VOCABULARY PRACTICE
INTERMEDIATE | B1-B2

Name: _____ Date: _____

1 Tick the correct category for each tourism word.

Word | Marketing | Place | Person | Effect

1 footfall [ ] [ ] [ ] [ ] [ ]
2 off the beaten track [ ] [ ] [ ] [ ] [ ]
3 boost tourism [ ] [ ] [ ] [ ] [ ]
4 tourist trap [ ] [ ] [ ] [ ] [ ]
5 cultural heritage [ ] [ ] [ ] [ ] [ ]
6 campaign [ ] [ ] [ ] [ ] [ ]
7 visitor numbers [ ] [ ] [ ] [ ] [ ]
8 local guide [ ] [ ] [ ] [ ] [ ]

2 Correct the mistake in each sentence.

1 The town has a lot of footfall of tourists. _____
2 It's a place off beaten the track. _____
3 The festival boosts the tourism a lot. _____
4 That restaurant is real tourist trap. _____
5 They protect the cultural of heritage. _____
6 The city launched a campaign for promote tourism. _____
7 Visitor numbers has increased. _____
8 We hired local of guide. _____

3 Choose the more suitable description.

1 For the number of people visiting a place: footfall / population.
2 For a place that isn't well known to tourists: off the beaten track / a major hotspot.
3 For an overpriced place aimed at tourists: tourist trap / hidden gem.
4 For campaigns designed to increase visitor numbers: boost tourism / discourage travel.
5 For traditions, sites and customs passed down: cultural heritage / modern invention.
6 For a planned set of promotional activities: campaign / accident.

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4 Complete the reports with words from the box.

boost tourism | campaign | cultural heritage | footfall | hidden gem | off the beaten track | tourist trap | visitor numbers

Report A: The town launched a marketing 1 _____ to 2 _____ after a difficult year, and early results show increased 3 _____ in the old quarter.

Report B: Travel bloggers recommended the village as a 4 _____, describing it as genuinely 5 _____, unlike the crowded, overpriced 6 _____ near the main square.

Report C: The museum protects important 7 _____, and officials hope rising 8 _____ will support its long-term preservation.

5 Read the text and answer the questions briefly.

The hidden gem dilemma

Travel writers face an odd dilemma when they discover a genuine hidden gem: publicising it risks transforming a quiet, authentic place into an overcrowded tourist trap, undermining the very quality that made it appealing. Local businesses often welcome the resulting boost in footfall, since increased visitor numbers can bring much-needed income to struggling communities. However, residents sometimes report that rising visitor numbers change the character of a place, driving up prices and straining local infrastructure. Destination marketers increasingly try to balance these competing interests, promoting sustainable visitor growth rather than simply maximising numbers.

1 What dilemma do travel writers face? _____

2 What might publicising a hidden gem risk? _____

3 Why do local businesses often welcome increased footfall? _____

4 What do residents sometimes report about rising visitor numbers? _____

5 What do destination marketers increasingly try to balance? _____

6 What do they promote instead of simply maximising numbers? _____

6 Rewrite each phrase using the word in capitals.

1 It's a place tourists rarely visit. OFF THE BEATEN TRACK _____

2 That restaurant overcharges tourists badly. TOURIST TRAP _____

3 The number of visitors increased. FOOTFALL _____

4 They ran adverts to increase visitors. CAMPAIGN _____

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OVER TO YOU

Write a 100-120 word account of how a town or region could attract more visitors while protecting its character. Include specific ideas.

[ ] Use at least ten target expressions. [ ] Include polite, precise wording. [ ] Organise the account clearly.

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ANSWER KEY

1 Categories

1 Effect 2 Place 3 Effect 4 Place 5 Marketing 6 Marketing 7 Effect 8 Person

2 Corrections

1 a lot of tourist footfall 2 off the beaten track 3 boosts tourism a lot
4 a real tourist trap 5 the cultural heritage 6 to promote tourism
7 visitor numbers have increased 8 a local guide

3 Suitable descriptions

1 footfall 2 off the beaten track 3 tourist trap 4 boost tourism 5 cultural heritage 6 campaign

4 Reports

1 campaign 2 boost tourism 3 footfall 4 hidden gem 5 off the beaten track 6 tourist trap
7 cultural heritage 8 visitor numbers

5 Reading - suggested answers

1 Publicising a place risks transforming it into an overcrowded tourist trap.
2 Undermining the very quality that made it appealing.
3 Increased visitor numbers can bring much-needed income.
4 That rising visitor numbers change the character of a place, driving up prices and straining infrastructure.
5 These competing interests.
6 Sustainable visitor growth.

6 Rewriting - possible answers

1 It's off the beaten track. 2 That restaurant is a tourist trap.
3 Footfall increased. 4 They ran a campaign to increase visitors.

Over to you

Answers will vary. Check range, respectful register and clear organisation.