

## GETTING OFF THE BEATEN TRACK

**The world's tourists are starting to visit more unusual places – and in more unusual ways – than they ever have before.**

A new kind of travel is in vogue now: savvy<sup>1</sup> tourists are abandoning the mock-European high rises for more authentic experience, like horseback riding through the bush. On the wild coast of Eastern South Africa, young Germans gallop on pristine beaches and thread their way through hills carpeted by subtropical vegetation. Huddled by the fire at night after a typical dinner of meat stew, they listen to the local Xhosa people<sup>2</sup> tell folk stories. The experience is offered not by a multinational tour operator, but by the Xhosa themselves, through a small, locally run firm called Amadiba Adventures. The money earned will provide the Xhosa tour guides with incomes two and a half times the average local wages.

In many ways, this off-the-beaten-path vacation represents the future of global tourism – an industry about to undergo tremendous growth and change. Despite a tumultuous year, international and domestic tourism is expected to boom over the next two decades. Longer-term trends – including a rise in global wealth, improving transport technology, liberalization of international airspace, cheaper flights and the use of the Internet as a travel tool – will make it possible for more people around the world to travel more than ever before. Last year there were 693 million tourist arrivals. The World Tourism Organisation expects that number to increase to more than 1 billion by 2010. Tomorrow's tourists will come from new places, the number of Asian, and particularly Chinese, tourists is predicted to explode, as that region becomes more integrated into the global economy.

Future tourists will also want to do different things. While sun-and-sea tourism still dominates, overcrowding and time pressure mean that the standard 2-week vacation is becoming less popular. What happens is that workaholic Americans and, increasingly, Europeans are taking shorter yet more diverse trips, fueling the growth of adventure travel, eco-tourism, cultural tours, spa holidays, cruises and sport vacations in even more far-flung places: China, the Maldives, Botswana. Authenticity is the new buzz-word; wealthier Western travelers who've "been there and done that" are avoiding package tours for more exotic, individualised experiences. Local governments are trying hard to cater for this new demand, which offers them the opportunity to keep more tourism revenue within their borders but mass tourism constitutes a pressure in popular spots and governments are closing popular sites and launching marketing campaigns to divert tourists to less populated areas. Experts say that in the next two decades, tourism will be defined by the search for time and space.

*Adapted from Newsweek, 22-29 July 2002.*

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1 savvy : futé

2 Xhosa people : a South African tribe

## **Travail à effectuer en anglais**

- 1 - What are the characteristics of the new type of tourism described in the article?  
(destinations, clients' expectations, activities...)**

**150 words ( $\pm 10\%$ )**

**8 points**

- 2 - You work as a Project Manager for a Tour Operator.**

**Design a tourist product meeting the new traveler's demands: this page will be published in the TO's brochure.**

**You will choose an appropriate destination, suggest a short programme and stress its responsible travel aspects.**

**200 words ( $\pm 10\%$ )**

**12 points**

**Indiquez le nombre de mots utilisés pour chaque tâche.**