Attracting tourists

A Describing tourist destinations



DESTINATION: SURINAME

If you're the type of traveller who wants to escape the crowds¹, get off the beaten track² and get back to nature³, take a closer look at Suriname. Suriname's tourist sector⁴ is relatively modest and the emphasis is on what makes the country different for the discerning⁵ traveller. Other Caribbean nations may boast⁶ better sand, sea and sun, but because of that, you won't find hordes⁷ of people in Suriname. What you will find is a wealth of⁸ wildlife with a huge range of flora and fauna⁹. More than 12% of the country is given over to national parks¹⁰ and nature reserves¹¹ and large tracts¹² of the country are covered by virgin¹³ rainforest. So, if you are seeking something out of the ordinary¹⁴, click here for more information.



¹ go where there are not many people ² go to places tourists don't normally go, somewhere different/unusual ³ live a natural, rural style of life ⁴ tourist industry; *formal* ⁵ showing good judgement, especially about style and quality ⁶ this use of *boast* is for listing the good qualities of a place; *formal* ⁷ crowds, in a negative sense ⁸ large amount of; *formal* ⁹ plants and animals; a fixed phrase (Latin) ¹⁰ areas of a country that are protected by the government because of their natural beauty or because they have a special history ¹¹ areas of land protected in order to keep safe the animals and plants that live there, often because they are rare ¹² areas of land; collocates with *large*, *vast*, *huge* ¹³ original and natural ¹⁴ looking for something different (*seek* is rather formal)

Travel advertisements













1/An'waind/ relax, reduce your general level of stress 2 get back your energy (like recharging a battery)
3 wild, areas covered in grass, bushes or trees (especially in Africa and Australia) 4 pronounced four by four; vehicles with driving power on all four wheels 5 on the edge of the sea or of a river 6 extremely beautiful
7 no other company can offer cheaper ones for the same service 8 it fills you with a sense of the power and beauty of what you are looking at 9 these words represent a scale of length and difficulty: a ramble is a long, pleasant walk, not too demanding; a hike is more demanding, suggesting more difficult terrain; a trek is usually of several days over wild country 10 no other holiday programme can match this 11 having views of the attractive, natural things in the countryside 12 a perfect place or situation (often collocated with tropical when describing somewhere hot and sunny) 13 the business of organising holidays in a way which helps local people and does not damage the environment 14 enjoy or taste (often used in advertisements)
15 the inland areas furthest away from the sea or from borders with other countries

Exercises

27.1 Complete the expressions and collocations in these sentences, using words from A.

- 1 Malaysia ._____ some of the loveliest beaches in Asia.
- 2 The tourism is very important to the economies of many developing countries.
- 3 It is vital that tourism should not damage the flora and _____ of beautiful areas of this spectacular landscape.
- 4 Most tourists like to feel free to off the track.
- 5 Most people don't like to travel to places where there will be ._____ of other tourists.
- 6 People who spend all their time in big cities often like to back to when they go away for a holiday.
- 7 If you're something out of the, why not try a snowboarding holiday? It's certainly different!
- 8 When I travel, I always try tothe crowds and find somewhere quiet.
- 9 There are vast of unspoilt land in the north of the country, with rainforests and a of wildlife.
- 10 The country has fabulous national and nature where you can camp or stay in basic accommodation.



27.2 Use words from B opposite to fill the gaps, based on the words given in brackets.

- 1 This company is excellent and their prices are (RIVAL)
- 2 The _____ beauty of the coastline is unforgettable. (SCENE)
- 3 There are some absolutely ._____ beaches in the north. (STUN)
- 4 I think SunTravel Vacations is when it comes to value-for-money holidays. (BEAT)
- 6 We rented avilla. It was nice to be so near the beach. (WATER)
- 7 I just want somewhere quiet and relaxing to ._____ for a week. (WIND)
- 8 Everyone needs to ._____ their batteries now and again. (CHARGE)

27.3 Answer the questions.

- 1 Order these words from the most physically demanding to the least physically demanding: ramble, trek, hike.
- 2 What verb might you find in travel advertisements meaning enjoy?
- 3 What adjective can be used with *traveller* to mean one who knows exactly what he or she wants in terms of quality and style?
- 4 Where would you find the bush?
- 5 How do you say this and what does it mean: 4x4?
- 6 If somewhere was described as a 'paradise', would that be positive or negative?

27.4 Over to you

Think about holidays you have had. How would you describe them? Then think about your perfect holiday. What words from this unit can you use to describe it?