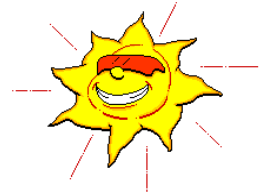


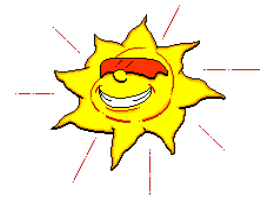
Costa Lotta Town Council
Role 1



You are the Chair of the Federation of Local Business.
You want:

- * as many people as possible to come to your town to spend money
- * the money to go to local projects run by local people

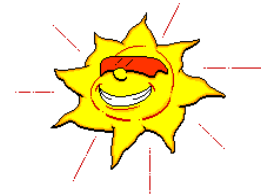
Costa Lotta Town Council
Role 2



You are the Headteacher of Costa Lotta High School.
You want:

- * jobs and opportunities for your students when they leave school
- * a safe environment for your pupils

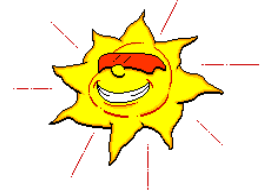
Costa Lotta Town Council
Role 3



You are the Chair of the Local History Society.
You want:

- * the historic buildings of the seafront and Old Town to be restored and preserved
- * lots of tourists to come and visit the historic sights

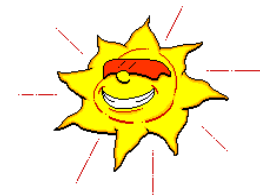
Costa Lotta Town Council
Role 4



You are the representative of the 14 - 18 Youth Action Group.
Young people in Costa Lotta find the town quite dull, and you want:

- * facilities for young people to enjoy
- * job opportunities for young people : part-time and full-time

Costa Lotta Town Council
Role 5



You are Leader of the Community Council.
You want:

- * the locals' way of life not to be spoiled or disturbed
- * no noise or litter



Task:

Write an essay to explain the idea of **responsible tourism** to tourists who have never heard of the term

Planning Help

Remember the notetaking headings:

money - human rights - culture - environment

Style:

- ★ use a style which will interest your readers: formal but friendly
- ★ use “you” to address your readers: eg “you might think that ...”
- ★ use some specialist terms, but make sure you explain them.

Intro

You could start with a typical holiday scene, with a statistic - eg how much is spent in the UK on holidays - or with an example of bad treatment.

Explain that tourism often causes problems for the locals, and introduce the idea of responsible tourism.

Note: avoid saying “I am going to explain...”

Positive effects of tourism

Explain the benefits tourism can bring, and why many countries encourage it. You can refer to some or all of the notetaking headings.

Negative effects of tourism

Explain the dangers or problems that can be experienced by communities who are visited by lots of tourists. Illustrate your ideas with examples.

How tourism can be responsible

Explain the ways that tourists and tour companies can make sure that they do not cause the problems and dangers you have talked about:

Give advice to tourists on how to behave

Give examples of things tour companies can do, or talk about tour companies / bodies who do try to be responsible

Conclusion

You could sum up by encouraging the reader to imagine him/herself in the position of the locals, or remind the reader that holidays are meant to be an enjoyable experience - for all! Try to appeal to your reader's good nature.