



## Travel Selfies - Are They Worth It?

### A) Warm up

1. What is your favourite destination that you have ever travelled to and why?
2. Do you like to take a lot of photos when you travel or go on holiday?
3. Why do you think that people like to take selfies?

### B) Adapted Text - Travel Selfies - Are they Worth it?

## Travel Selfies - Are they Worth it?

Selfie culture has been around since before the advent of the smartphone, as has the “bad behaviour” of tourists in popular destinations. However, according to Vanja Bogicevic, professor at the New York University Center of Hospitality, both of these appear to be on the rise in a world influenced by “revenge tourism” and a “fear of missing out”, as many want to enjoy their post-pandemic freedom and **make up for** lost time.



Although some popular destinations, such as Florence, **are striving to lure** travellers to lesser-known attractions and districts – others, like Venice, cannot seem to escape their popularity, which is proving **detrimental to** local culture as well as local residents.



Last month, a gondola boat navigating the **alluring** canals of Venice tipped over when a group of travellers refused to sit down and stop taking photos. It wasn't the first time a tourist caused problems in Venice, and it likely won't be the last in the historic Italian city – or elsewhere.

Despite efforts from destinations around the world who **long for** tourists to stop and **embrace** the moment without necessarily capturing every second on camera, there are visitors who “go against societal norms”, exhibiting behaviour that's “disrespectful for the culture”, said Bogicevic.

Whether it's dressing inappropriately in religious settings (with selfies to prove it), posing in front of memorials or engaging in risky photo-taking behaviour (such as in Venice), this behaviour can be problematic for both residents and visitors. However, **the prevalence of** locals objecting to tourists behaving badly is on the rise, and they're **voicing their opinions** with authorities who are starting to take action.

Policymakers and governments are putting measures in place to restrict travel to certain bucket-list sites, limiting capacities or charging high fees for visitation. Some are even taking direct action against photo shoots and selfie-takers.

Two years ago, New Zealand adopted an innovative approach to resisting selfie culture when it urged travellers to stop taking influencer-inspired photos at tourist hotspots and to share something new about their travels in the country instead. Last May, the tourism hotspot of Hallstatt, Austria, built a wooden wall at its most popular selfie spot to block the view of the Alps in protest against noise pollution and traffic caused by **a prevalence of** tourists. In autumn 2023, Vermont made headlines when it banned influencers who'd been **flocking to** the town of Pomfret for pictures of peaceful autumn scenes.

These policies can be useful, and Bogicevic adds that education and example-setting – by destinations and tour companies and even travel influencers – is also important, especially as some places may need the promotion as well as the resulting tourism dollars.

"If somebody's watching the influencer's channel, and they **are prompted** to go to that destination, maybe it's the responsibility of the influencers to educate tourists through their content", she said.

For some older travellers, however, non-stop selfie-taking is much less an inspiration for future travel, rather something that **puts them off** visiting certain locations completely. Bogicevic and his family adore Yellowstone National Park, but they go during the winter now in order to **steer clear of** the crowds. They regularly seek out destinations that are **under the radar** to avoid huge numbers of selfie-obsessed travellers who threaten to take away from their experience. "If you're on a hike around a national park, just stop and look at the beauty with your eyes and burn it into your head. The iPhone 15 can't even come close to replicating that image."

To encourage richer and more spontaneous travel experiences, FTLO Travel (For the Love of Travel), a travel company that primarily designs group trips for Millennials and Zoomers, recently launched phone-free adventures. "If someone can't commit to an entire phone-free trip, they're encouraged **to embrace** phone-free days", said Tara Cappel, the company's CEO and founder, who believes this practice will enable the group's participants to be fully present without feeling the pressure to post on social media and be "reachable 24/7".

Cappel believes that young travellers (Millennials and Gen Z generations) are just as interested in distraction-free experiences – a digital detox **prompting** deep connections with other travellers and the environment. "There's such a difference in the travel experience without the pressure of having a smartphone in your pocket," said Cappel.

One adventurer who took a trip with FTLO Travel, said that she doesn't necessarily need a phone-free trip; she appreciates having pictures to look back on after a trip. It's the posing and the **striving for** the best facial expression in an attempt to make it all look perfect that she can't stand. "I like photos, and I like to travel and have photos so I can remember things," Tick said. But she wishes it were simpler. "If you want a picture, take a picture. Of course, there is nothing wrong with a quick selfie here and there, but try not to let it distract from truly enjoying the moment and the environment that you are in. Take one photo, and don't worry about whether it is perfect. Your memories are more precious."

**C) Key Words from Context**

Based on the context of the article, can you match the words in the box to the definitions listed below? Then add the word into the example sentence. You may need to change the form of the word to fit the meaning of the sentence.

to make up for	to strive	to lure	alluring
detrimental	to long for	to embrace	prevalence
to voice their opinion	to flock to	to prompt	
to put someone off	to steer clear of	under the radar	

1. To say what you think or feel: \_\_\_\_\_

*"In this meeting, everyone will have the opportunity to \_\_\_\_\_."*

2. To avoid or stay away from: \_\_\_\_\_

*"As an employee, it is important to \_\_\_\_\_ companies which do not offer a healthy work-life balance."*

3. To compensate for something which has been lost, or a mistake that you have made: \_\_\_\_\_

*"The start of the construction project was delayed by 2 weeks due to legal complications, so now we really need to \_\_\_\_\_ lost time."*

*"His previous decision cost the company a lot of money, so now he is attempting to \_\_\_\_\_ his mistake with the launch of a new product that he has come up with."*

4. To accept and welcome something enthusiastically: \_\_\_\_\_

*"The staff are really starting to \_\_\_\_\_ the new systems which we have introduced."*

*"If we want to succeed in this fast-paced market, then we really have to learn to \_\_\_\_\_ change."*

5. The fact that something is very common and widespread: \_\_\_\_\_

*"In the tech industry, the \_\_\_\_\_ of artificial intelligence is driving innovation across various sectors."*

*"Companies are increasingly prioritizing cybersecurity measures due to the current \_\_\_\_\_ of online threats."*

6. Mysteriously attractive and interesting: \_\_\_\_\_

*"The offer was extremely \_\_\_\_\_ to potential customers."*

7. To persuade someone to do something or go somewhere by offering them something that they would like to have: \_\_\_\_\_

*"Customers are \_\_\_\_\_ into the bakery by the delicious smell of the fresh bread and cakes."*

*"We need to \_\_\_\_\_ clients to our sales page."*

8. To cause an action or a feeling: \_\_\_\_\_

*"The bad news \_\_\_\_\_ mass redundancies at the company."*

*"We need to \_\_\_\_\_ our site's visitors to click 'buy' by making an offer that they cannot refuse on the final sales page."*

9. To have a strong desire for something: \_\_\_\_\_

*"I am \_\_\_\_\_ for a holiday."*

*"We need to create a marketing campaign which leaves customers \_\_\_\_\_ for the release of the new product."*

10. Ignored or not noticed by people: \_\_\_\_\_

*"The company has been growing \_\_\_\_\_ over the past few years."*

*"He works very hard, but he doesn't often voice his opinion in meetings. He likes to fly \_\_\_\_\_."*

11. To make really big efforts to achieve something or get something: \_\_\_\_\_

*"We always \_\_\_\_\_ to provide the best service for our customers."*

*"It isn't always necessary to \_\_\_\_\_ for perfection."*

12. To make someone not like something, or to make someone not want to do something: \_\_\_\_\_

*"High prices are \_\_\_\_\_ potential customers \_\_\_\_\_ our products."*

*"The current political situation \_\_\_\_\_ tourists \_\_\_\_\_ visiting our country."*

13. To go somewhere in large numbers: \_\_\_\_\_

*"Many British people \_\_\_\_\_ to Spain or Greece for their summer holidays."*

*"Investors are currently \_\_\_\_\_ to the Chinese market, which is currently seeing incredible growth."*

14. Bad or harmful: \_\_\_\_\_

*"The current market situation is really \_\_\_\_\_ to our sales."*

*"Our products are currently quite \_\_\_\_\_ to the environment. We need to put together a strategy to make them more sustainable."*

**D) Comprehension**

**Can you answer the questions below about the text?**

1. Since when have selfies been popular?

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2. Based on the context of the first paragraph, what do you think “revenge tourism” could mean?

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3. How did the actions of some tourists in Venice backfire last month?

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4. What are 3 ways that tourists behave inappropriately, and what are the consequences of this behaviour?

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5. In the 7<sup>th</sup> paragraph, there is a phrase underlined: adopt an innovative approach. The phrase to ‘adopt a ... approach’ is a really nice phrase to use in Business English. Can you think of some more adjectives that you could use before ‘approach’ to apply to your own Business English? *E.g. to adopt a more friendly approach*

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6. What are 3 ways in which tourist destinations attempted to cut down on selfies?

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7. According to the article, what effect can selfie culture have on some older travellers?

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8. The FTLO Travel company bans smartphones on the trips that it organises. Is this statement true or false?

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9. According to Cappel, the founder of FTLO Travel, what are the advantages of leaving your phone behind when you go on a trip?

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10. What does one FTLO Travel client dislike about selfies?

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### E) Key Words in a New Context

Below you can find a paragraph. Can you fill in the gaps in the paragraph with the words from the box below? You will need to change the form of some of the verbs in order for them to fit into the sentence. You may also need to change some nouns to the plural form if necessary

to strive	to lure	alluring	to prompt
detrimental	to long	to embrace	prevalence
to flock	to put	to steer clear	

### The Rebirth of the British Seaside Resort

British seaside resorts, such as Blackpool Bournemouth and Brighton, experienced their peak popularity from around the mid 1800s all the way to the 1960s.

For over a century, British workers spent the whole year \_\_\_\_\_ for their next summer holiday at the British seaside. During 2 weeks in the summer, nearly all the factories closed, and holidaymakers \_\_\_\_\_ to one of the hugely popular resorts.



Things started to change, however, with the birth of the cheap package holiday in the 1960s. Commercial air travel started to take off, and over the next decades, sunnier destinations such as Spain started to become more affordable for the average family. Suddenly, the hot sunshine, warm sea and exotic nature of the Spanish south coast seemed much more \_\_\_\_\_ than a rainy, cold trip to the beaches of North-West England. Due to the sudden \_\_\_\_\_ of cheap package holidays and affordable flights to Spain, and later Greece, the number of visitors to British holiday destinations started to decline. Once popular towns such as Blackpool and Brighton went completely out of fashion, and Brits soon started to \_\_\_\_\_ of such resorts because of the negativity and embarrassment associated with visiting such 'outdated' towns, which was of course

extremely \_\_\_\_\_ to their economies and the British tourist industry in general.

However, many travel experts believe that the British holiday resorts are starting to make a comeback. 2 years of pandemic caused Brits, and indeed many others around the world, to consider taking a holiday much closer to home. This has of course been followed by a period of significant economic hardship and more expensive air travel due to fuel costs, all of which has \_\_\_\_\_ many people off travelling abroad. During the last 2 summers, extremely warm weather in the UK \_\_\_\_\_ many holidaymakers to \_\_\_\_\_ British beaches and seaside towns once again. The British government has noticed the renewed potential of Britain as a holiday hotspot, and is \_\_\_\_\_ to \_\_\_\_\_ both British and foreign tourists back to traditional seaside resorts through significant investment in regeneration projects in Morecambe and Bournemouth.