

CULTURE AND Commerce



ON THE TOPIC

1. Look at the photo. Why do you think these women are wearing coils around their necks?
2. Read the title of the unit. *Commerce* means business. In your opinion, what is the relationship between culture and commerce in tourism?
3. In what ways can tourism be helpful in a community? In what ways can it be harmful?

2 FOCUS ON LISTENING

LISTENING ONE TOURIST ATTRACTION OR HUMAN ZOO?

VOCABULARY

  A travel blog is an Internet site where people write about their trips. Read and listen to the travel blog about a trip to Thailand. Notice the boldfaced words.

TRAVEL BLOG: NORTHERN THAILAND

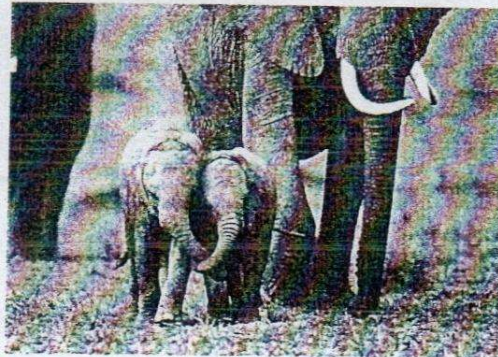
HOME

CONTACT

ABOUT ME

We've had a great time exploring Northern Thailand so far. It's really interesting, and there's so much to see!

One thing I've learned is that elephants are the national symbol of Thailand. They're very important in Thai history and cultural (a) **traditions**. Elephants are also a big (b) **tourist attraction**, so there are many different elephant parks for tourists to visit. We decided to visit one, but we soon found out that there's a lot of (c) **controversy** about them. Some parks treat the elephants very badly. They're not treated with respect and have to perform (d) **degrading** tricks for tourists, like playing basketball and dancing. The owners don't really care about the elephants; they just want to (e) **make a living** by showing the animals to tourists.




However, the elephant park we went to is very different. In this place, they're trying to (f) **preserve** the wild elephant population. It's a large, beautiful park where the elephants can walk around freely. They are so playful! I took this photo of two young elephants walking together with their trunks (g) **wrapped** around each other, just like two kids walking hand-in-hand. Going to the park was an amazing experience, much better than seeing elephants in a (h) **zoo**. I also bought some nice (i) **souvenirs**: a stuffed elephant toy for my niece and a carved wooden elephant for my parents.

Tomorrow we're going to see another unusual sight: the village of Nai Soi where the long-necked women of the Padaung tribe live. The women wear brass coils to (j) **stretch** their necks. More on that tomorrow!

2 Match the boldfaced words from the reading to the definitions. Write the correct letter.

- ___ 1. a disagreement among people
- ___ 2. a place where animals are kept so that people can look at them
- ___ 3. to keep something from being changed or harmed
- ___ 4. customs (special activities) that have existed for a long time
- ___ 5. things you buy to help you remember a place
- ___ 6. to make something longer by pulling it
- ___ 7. folded around something
- ___ 8. showing no respect
- ___ 9. something interesting for a tourist to see or do
- ___ 10. to earn money from

 GO TO MyEnglishLab FOR MORE VOCABULARY PRACTICE.

PREVIEW

A journalist reports on the long-necked women of Padaung and the tourists who travel to Nai Soi to see them.



🎧 Listen to an excerpt from the report. Circle your prediction.

This news report will present the tourist attraction in ____.

- a. a positive way
- b. a negative way
- c. a way that is both positive and negative

MAIN IDEAS

🎧 Listen to the whole report. Look again at your prediction from the Preview section. How did your prediction help you understand the report?

2 Read the statements. Write **T** (true) or **F** (false).

The tradition of the long-necked women ...

- ___ 1. started in Thailand.
- ___ 2. brings tourists to the village to buy souvenirs and take pictures.
- ___ 3. allows women to earn money for their families.

- ___ 4. makes women's necks stronger.
- ___ 5. has caused controversy among tourists.
- ___ 6. will continue as long as tourists keep coming.

DETAILS

🎧 Listen again. Complete each statement. Circle the correct answer.

1. About ___ tourists visit the long-necked women every year.
 - a. 1,000
 - b. 10,000
 - c. 100,000

2. When they lived in Myanmar, the Padaung _____.
 - a. sold souvenirs to tourists
 - b. fought in a war
 - c. were farmers

3. A full set of brass coils _____.
 - a. weighs up to 22 pounds
 - b. costs up to \$22
 - c. takes up to 22 years to put on

4. A long-necked woman cannot remove the coils because _____.
 - a. her neck is very weak
 - b. they are made of brass
 - c. her family won't let her

5. Back in Myanmar, the tradition of stretching women's necks _____.
 - a. has almost disappeared
 - b. is still strong
 - c. is becoming more popular

(continued on next page)

6. A long-necked woman can make \$70 to \$80 _____ from tourists.
- a. a week
 - b. a month
 - c. a year
7. Sandra feels that she is helping the Padaung women because she is _____.
- a. spending money in the village
 - b. not visiting the village
 - c. bringing medicine to the village
8. Fredrick uses the image of _____ to describe the Padaung women.
- a. animals in a zoo
 - b. prisoners in jail
 - c. actors in a show

GO TO MyEnglishLab FOR MORE LISTENING PRACTICE.

MAKE INFERENCES

INFERRING EMOTION FROM WORD CHOICE

A speaker may use certain words to express his or her feelings indirectly. The listener can infer the speaker's emotions by paying attention to word choice.

Example

The brass coils are beautiful.

We can infer from the word *beautiful* that the speaker has positive feelings about the brass coils.

The brass coils are painful.

We can infer from the word *painful* that the speaker has negative feelings about the brass coils.

The brass coils are made in the village.

The phrase *made in the village* is not positive or negative. It is neutral. The speaker is not expressing emotion.

- Ⓐ Read and listen to the example. Does Sandra feel positive, negative, or neutral about spending money in Nai Soi?

Example

SANDRA: ... and so if I go, it's like I'm helping them to preserve it. Spending my money is also helping them. You know, they make a living from tourism, so they need us.

Sandra's feelings about spending money in Nai Soi are positive. She uses words such as *preserve* and *helping*, which have a positive meaning, so we can infer that she has positive feelings.

- 1 Ⓐ Listen to excerpts from the report and focus on the speaker's word choice. How does the speaker feel? Read each statement. Circle the correct answer.

Excerpt One

The reporter's feelings about the Padaung's new lives in Nai Soi are ____.

- a. positive
- b. negative
- c. neutral

Excerpt Two

Fredrick's feelings about the tradition of neck stretching are ____.

- a. positive
- b. negative
- c. neutral

- 2 Work with a partner. Talk about the information that helped you find the answers.

EXPRESS OPINIONS


Work in a small group. Discuss the statements. Do you agree or disagree? Explain your opinions.

1. I would like to visit the women of the Padaung tribe.
2. The Padaung women are helped by the tourism in their village.

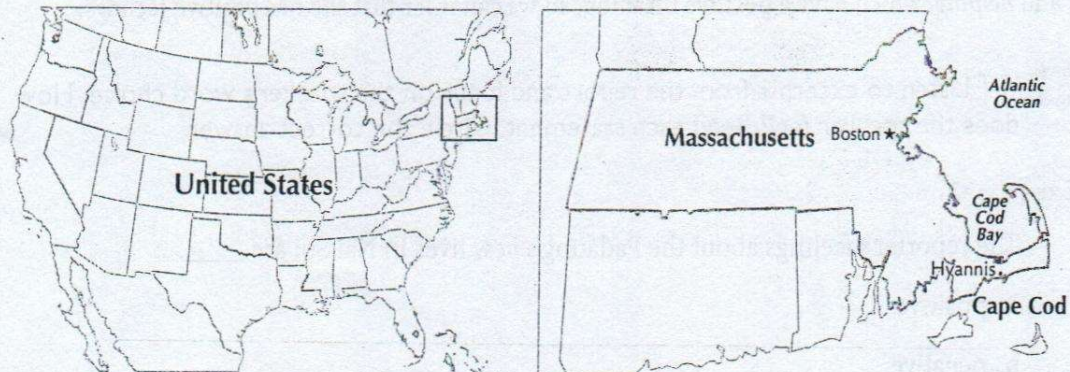
GO TO MyEnglishLab TO GIVE YOUR OPINION ABOUT ANOTHER QUESTION.

LISTENING TWO TOWN HALL MEETING IN CAPE COD

VOCABULARY

 Read the information about Cape Cod. Notice the boldfaced words. What can you conclude about this tourist destination?

Cape Cod, Massachusetts



Cape Cod is one of New England's most popular tourist attractions. Tourism has **developed** quickly, and now the area is visited by more than 5 million tourists each year. During the summer **season**, from June to September, tourists come to relax at the beach, shop in the small towns, and eat fresh seafood. During the rest of the year, the population drops to about 200,000, and Cape Cod becomes a small **community** again. Many summer businesses, such as restaurants and souvenir shops, close for the winter because they cannot **afford** to pay their workers' **salaries** once the tourists leave.

2 Match the boldfaced words with the definitions. Write the correct letter.

- | | |
|-----------------------------------|---|
| <u> e </u> 1. develop | a. to have enough money to pay for something |
| <u> </u> 2. season | b. one of the four main periods (times) in the year |
| <u> </u> 3. community | c. a group of people who live in the same town |
| <u> </u> 4. afford | d. money that workers receive regularly as payment for their work |
| <u> </u> 5. salary | e. to grow into something bigger |

COMPREHENSION

Ⓢ Listen to a town hall meeting. The mayor (the town leader) is leading the meeting. The townspeople are listening and expressing their opinions. Complete each statement. Circle the correct answer.


- The traffic on Cape Cod _____.
 - gets worse during the summer
 - is bad all year
 - is better now that there are buses
- _____ is difficult to find on Cape Cod.
 - Housing for regular people
 - Housing near shops and restaurants
 - Vacation housing
- The restaurant owner knows a waitress who lives _____.
 - in her car
 - far from her work
 - in a hotel

(continued on next page)

4. The woman who runs the souvenir shop says ____.
- a. she plans to open another store next year in a neighboring village
 - b. she does most of her business during the summer
 - c. her business is doing badly this year
5. The male business owner says he lost money because ____.
- a. too many stores are selling the same things
 - b. tourists go to the beach instead of going shopping
 - c. the rainy weather kept tourists away

GO TO MyEnglishLab FOR MORE VOCABULARY PRACTICE.

LISTENING SKILL


-  Listen to an excerpt from the town hall meeting. What words does the speaker use to show that he is going to state an opinion?

LISTENING FOR OPINIONS

Expressions to Signal an Opinion

It is useful to know when a person is going to state an opinion. Speakers use many different expressions to introduce opinions. For example:


... *in my opinion* ... *I think that* ... *I believe*

-  Read and listen to the example. Notice the signal words.

Example

*I agree, traffic gets bad, but **in my mind** the biggest problem is housing.*

The speaker uses the phrase “in my mind” to signal that he is going to state an opinion. His opinion is that housing is the biggest problem caused by tourists.

-  Listen to the excerpts. Complete each statement. Write the expression that signals an opinion. Then write the speaker’s opinion.

Excerpt One

WOMAN 2: OK, I know it’s difficult to have all these tourists around during the summer, but _____ am ...

SPEAKER’S OPINION: _____

Excerpt Two

MAN 2: But I'm a business owner too, and one problem _____ is that . . .

SPEAKER'S OPINION: _____

Excerpt Three

MAN 2: _____ us develop where we . . .

SPEAKER'S OPINION: _____

GO TO MyEnglishLab FOR MORE SKILL PRACTICE.

CONNECT THE LISTENINGS

STEP 1: Organize

1 Listen to Listenings One and Two again. Then complete the chart with details about the effects of tourism.

	POSITIVE EFFECTS OF TOURISM	NEGATIVE EFFECTS OF TOURISM
LISTENING ONE: PADAUNG TRIBE	1. _____ 2. Tourism is easier than farming. 3. _____	1. Women continue to wrap their necks. 2. _____
LISTENING TWO: CAPE COD RESIDENTS	1. _____	1. Traffic gets bad. 2. _____ 3. _____

2 Draw a circle around the effect that is similar in both communities.

STEP 2: Synthesize

Work with a partner. Debate the topic "Does tourism help or hurt people in tourist communities?" One person takes the pro position (Tourism has positive effects on people in tourist communities). The other person takes the con position (Tourism has negative effects on people in tourist communities). Each person has 2–3 minutes to present his or her position. Use the information from Step 1: Organize to support your position.

Then switch partners and repeat the debate two more times with new partners.

GO TO MyEnglishLab TO CHECK WHAT YOU LEARNED.