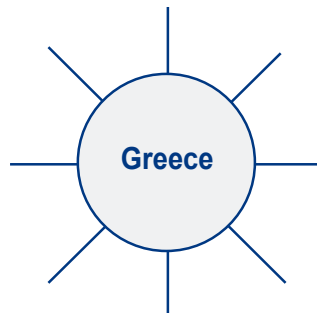


Greece: 'Only tourism can save our bankrupt land'

Level 2 • Intermediate

1 Warmer

a. What things do you connect with Greece? Write as many as you can onto the word wheel.



b. Read paragraphs 7, 13 and 14 of the article. Are any of the things you connect with Greece mentioned?

2 Key words

Write the key words from the article next to the definitions below. The paragraph numbers are given to help you.

bumper debt revenue monument loan abroad
bankrupt heritage rebranded economy sector

1. an adjective used to describe a country that owes more money than it is able to pay back
_____ (title)
2. money that you owe _____ (subtitle)
3. the art, buildings, traditions, and beliefs that are important to a country's history and culture
_____ (subtitle)
4. the whole of a country's business, industry and trade, and the money that they produce
_____ (subtitle)
5. money you give to somebody for a while but that they have to pay back _____ (para 2)
6. an area of business _____ (para 4)
7. a structure or building that celebrates or remembers someone or something _____
(para 7)
8. another country, not the one in which you live _____ (para 8)
9. an adjective used to describe something that is bigger or more successful than usual
_____ (para 10)
10. another word for income _____ (para 13)
11. given a new image or marketing focus _____ (para 14)

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With debts of €340bn, Greece is turning to its cultural heritage to attract a better class of visitor and make tourism the engine of the Greek economy

Helena Smith in Delos

8 May, 2011

- 1 For the people travelling on the ferry from Mykonos to Delos, it was clear that Greece's economic crisis has reached here too. The island has dirty beaches and a museum shop that has flooded and closed. The museum's treasures – including the island's famous lions – have been left in a building full of cracks and cobwebs.
- 2 The economic crisis on the edges of Europe is affecting Greece badly. A year after receiving rescue loans worth €110 billion, Greece is still fighting economic collapse.
- 3 Although Greece already has debts of €340 billion, European finance ministers announced that they would meet to discuss whether Greece needs even more aid – something that is likely to worry many members of the EU.
- 4 But, for the Greeks, who do not want to leave the euro, the answer to their problems might be tourism. This sector accounts for one out of five jobs and 18% of GDP.
- 5 People are beginning to recognize that economic recovery lies in tourism. The tourism industry in Greece has relied on tour operators and cheap mass travel for far too long.
- 6 In order to attract visitors, there is an awareness for the first time that the country must promote its culture – a heritage that is often forgotten – as well as its natural beauty.
- 7 "Tourism can be the star of development ... a model for economic development," said the socialist Prime Minister, George Papandreou, in a speech to business people. "The reputation of our country is strengthened when our monuments are displayed and when it is associated with myth, history, tradition, Greek produce and Greek diet."
- 8 Greece, he says, should aim to become one of the "ten best" destinations in the world. To do this, he is trying to improve the country's image abroad.
- 9 Last year, the government decided that non-EU citizens would no longer need a visa to visit Greece. It got rid of landing and take-off fees at airports and started to encourage foreign investment. More recently, Papandreou said he would reduce the price of expensive ferry tickets.
- 10 The plan appears to be working. Greece expects to have a bumper season – popular Ionian islands, like Zakynthos, are already reporting a 200% increase in the number of visitors over Easter. Bookings by Britons have increased by 20%, according to the travel agency Thomas Cook, as tourists who might normally go to Egypt and Tunisia have chosen the Aegean islands instead.
- 11 For the first time, too, the country is expecting large numbers of visitors from neighbouring Turkey, as well as Russia, China and India. Tourists from these countries no longer need a visa to visit Greece.
- 12 "If Greece became one of the ten best destinations in the world, the tourism sector would represent 20% of GDP and provide one in four jobs," said Andreas Andreadis, the new President of the Association of Greek Tourism Enterprises. "Then it would really be the engine of the Greek economy."
- 13 But officials also know that the image of Greece as a sun, sand and sea holiday destination no longer works and that the country will have to try something new. Arrivals have increased but revenues show only a small increase. This is because hoteliers have been forced to offer discounts and special offers to attract tourists.
- 14 "The country needs to be rebranded," said Andreadis. "The Greece that we Greeks know – the Greece of the mountains and hills, countryside

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and sea – is not promoted. Our ancient heritage is our identity and it can help us get through this crisis.”

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First published in *The Guardian*, 08/05/11

3 Comprehension check

Choose the best answer to each question according to the information in the article.

- Which area of business do Greek ministers hope will improve their economy?
 - finance
 - tourism
 - olive oil
- How much money has Greece received to help its economy?
 - €110 billion
 - €340 billion
 - €110 million
- How much does it owe?
 - €110 billion
 - €340 billion
 - €110 million
- How many people in Greece currently work in tourism?
 - one in four
 - one in five
 - 18%
- What type of tourism does Greece currently rely on?
 - cheap mass travel
 - high-class custom-made holidays
 - Mediterranean cruises
- According to Greece's Prime Minister, which aspects of Greece are likely to strengthen its reputation internationally?
 - mythology, history, monuments, produce and food
 - mountains, hills and inexpensive ferry tickets
 - sun, sand and sea
- What image do most tourists have of Greece at the moment?
 - mythology, history, monuments, produce and food
 - mountains, hills and inexpensive ferry tickets
 - sun, sand and sea
- Which aspects of their country would Greeks like to promote?
 - mythology, history, monuments, produce and food
 - mountains, hills and inexpensive ferry tickets
 - sun, sand and sea

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4 Financial language

Find all the finance-related words in the article and write them into the money bag. Each word is worth €1 million. Who can earn the most money within the time limit?



5 What's the word?

a. Which one adjective comes before all these words in the article?

- _____ development
- _____ crisis
- _____ collapse
- _____ recovery

b. Number the boxes in the order you think these four processes are most likely to happen.

6 Discussion

Greece's Prime Minister says that Greece should aim to become one of the "ten best" destinations in the world. What other nine destinations would you add to the list, and in what order?

7 Webquest

There are three Greek islands named in the article. What are they?

1. _____ 2. _____ 3. _____

Find out more about one of the islands and report back to your class.

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KEY

2 Key words

1. bankrupt
2. debt
3. heritage
4. economy
5. loan
6. sector
7. monument
8. abroad
9. bumper
10. revenue
11. rebranded

3 Comprehension check

1. b
2. a
3. b
4. b
5. a
6. a
7. c
8. b

4 Financial language

Tip: Set a time limit on this task to make it more competitive.

(suggested answers)

bankrupt, debts, economy/economic, loans, euro, finance, aid, GDP, price, investment, revenues, discounts, cheap, expensive

5 What's the word?

- a. economic
- b. [1] economic crisis
[2] economic collapse
[3] economic recovery
[4] economic development

7 Webquest

1. Delos
2. Mykonos
3. Zakynthos