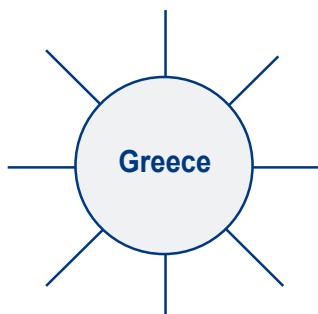


Greece: 'Only tourism can save our bankrupt land'

Level 3 • Advanced

1 Warmer

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



b. Read paragraphs 8, 15 and 16 of the article and find out whether any of the things you associate with Greece are mentioned there.

2 Key words

Find the key words in the article and write them next to the definitions below. The paragraph numbers are given to help you.

1. an adjective used to describe a country that owes more money than it is able to pay back
_____ (title)
2. amounts of money that you owe _____ (subtitle)
3. the art, buildings, traditions, and beliefs that a society considers important to its history and culture
_____ (subtitle)
4. send someone or something somewhere _____ (para 2)
5. the people who work for a company or organization _____ (para 2)
6. worried and nervous feelings _____ (para 4)
7. refused to accept that something might be necessary _____ (para 5)
8. objects or buildings that existed in ancient times and still exist _____ (para 6)
9. high-ranking business people _____ (two words, para 8)
10. chose to officially ignore something _____ (para 10)
11. an adjective used to describe something that is bigger or more successful than usual
_____ (para 11)
12. a passive verb used when someone gets more of something than they can normally deal with
_____ (para 12)
13. the process of reviving something and making it come alive again _____ (para 13)
14. develop new products or activities in addition to the ones that you already provide or do
_____ (para 15)
15. given a new image or marketing focus _____ (para 16)

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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 You come to Delos by way of its ancient harbour. But for those braving the wind-swept seas on a Delos-bound ferry from Mykonos last week, it was clear that Greece's economic crisis has reached here too. With its dirty beaches, its museum shop flooded and closed, and treasures – including the island's famous lions – consigned to a building full of cracks and cobwebs, the signs were hard to ignore.
- 2 "What can I say?" spluttered Fani Iosifidou, one of three employees guarding the site's myriad, poppy-strewn temples, mosaics and statues. "The culture ministry was meant to dispatch more personnel at the beginning of the season but we're still waiting. There are simply not enough of us here. If we don't close off that space," she said, pointing to the lions, "people go and sit on them. It's a terrible thing."
- 3 The economic crisis on Europe's periphery is hitting Greece hard. A year after receiving rescue loans worth €110 billion Greece is still fighting economic collapse.
- 4 Amid speculation that it will soon have to restructure a debt load estimated at €340 billion, eurozone finance ministers announced that they would meet to discuss whether Greece needs even more aid – a scenario bound to send further tensions through the EU.
- 5 But, for the Greeks, who have dismissed the suggestion of leaving the eurozone, the answer lies closer to home – in tourism, a sector that accounts for one out of five jobs and 18% of GDP.
- 6 Even as places like Delos struggle to make the best of their antiquities and museums, there is a growing recognition that economic recovery lies with a sector that for far too long has relied on tour operators and cheap mass travel.
- 7 And in order to attract visitors, there is a sense for the first time that the nation must tap into its immense cultural wealth – a heritage too often neglected – as well as its natural beauty.
- 8 "Tourism can be the star of development ... a model for economic development," said the socialist Prime Minister, George Papandreou, in a keynote speech to industry figures. "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."
- 9 Greece, he says, should aim to become one of the "ten best" destinations in the world. To achieve this, he is trying to improve the country's image abroad.
- 10 Last year, the government banished visa requirements for non-EU citizens, waived landing and take-off fees for aircraft at airports nationwide and took steps to facilitate foreign investment. More recently, Papandreou announced plans to cut the price of expensive ferry tickets.
- 11 The measures appear to be working. Greece is bracing for a bumper season, with popular Ionian islands, like Zakynthos, reporting a 200% increase in the number of visitors over Easter. Bookings by Britons have shot up by 20%, according to the travel agency Thomas Cook, as tourists who might normally go to Egypt and Tunisia have opted for the Aegean islands instead. "Suddenly Greece is all the rage," said a spokesman from the company. "It's set for a comeback."
- 12 For the first time, too, the country looks set to be besieged by visitors from neighbouring Turkey, as well as Russia, China and India, following the lifting of visa restrictions.
- 13 The hope is that a reinvigoration of the tourism sector – regarded as a heavy industry in a

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country that produces little else – will not only increase jobs but overturn the prevailing mood of uncertainty that, as in Portugal, has also seized Greeks.

- 14 "If Greece became one of the ten best destinations in the world, the sector would account for 20% of GDP and provide one in four jobs," said Andreas Andreadis, the newly installed President of the Association of Greek Tourism Enterprises. "Then it would really be the engine of the Greek economy."

- 15 But officials also know that the image of Greece as a sun, sand and sea destination no longer

works and that the country will have to diversify. Arrivals might be up but revenues show only a slight increase due to discounts and special offers that hoteliers have been forced to offer to attract tourists.

- 16 "The country needs to be rebranded," said Andreadis. "The Greece that we Greeks know, the Greece of the mountains and hills, countryside and sea, is simply not promoted. Our ancient heritage is our identity and it can help us get through this crisis."

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3 Who said what?

Who is being quoted? What are they talking about?

1. It's set for a comeback.

2. It can help us get through this crisis.

3. a model for economic development

4. It's a terrible thing.

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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 Economy

a. Scan the article to find four words that follow the adjective *economic*.

- ☐ economic _____
- ☐ economic _____
- ☐ economic _____
- ☐ economic _____

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

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. debts
3. heritage
4. dispatch
5. personnel
6. tensions
7. dismissed
8. antiquities
9. industry figures
10. waived
11. bumper
12. besieged
13. reinvigoration
14. diversify
15. rebranded

Tip: Divide the students into groups of three. Each student in the group should look up five of the key words and then share the answers with the other two students in his/her group.

3 Who said what?

1. a spokesman from the travel company Thomas Cook speaking about the popularity of holidays in Greece
2. Andreas Andreadis, the President of the Association of Greek Tourism Enterprises speaking about Greece's ancient heritage
3. Greece's Prime Minister, George Papandreou, speaking about how tourism can develop the country's reputation
4. Fani Iosifidou, one of three employees guarding Delos's ancient treasures, speaking about tourists who sit on the island's ancient lion statues

4 Financial language

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

(suggested answers)

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

5 Economy

- a. economic crisis
economic collapse
economic recovery
economic development
- b. If the students' answers differ, ask them to justify their answers.

7 Webquest

1. Delos
2. Mykonos
3. Zakynthos