

- Instrucciones:**
- a) Duración: 1 hora
 - b) Puntuación hasta 10 puntos
 - c) Se deberá realizar una traducción sin diccionario del texto propuesto, que no tendrá que ser necesariamente una traducción literal del mismo. El texto en castellano deberá respetar las normas formales de este idioma.

Responsible Tourism

Travel agents are reporting an increased demand for responsible tourism, because television programmes and newspaper show the damaging effects that some tourism can have on developing countries. So how can we, as an industry, respond to this demand? How can we, as tourists, become responsible?

First we need to be clear what responsible tourism means. It means ensuring that tourism does not have a negative impact on the environment. We can help by using hotels that follow good environmental practices, such as conserving water and minimising waste. It means making sure that local people benefit financially from tourism through direct employment. We can encourage tour operators to use locally-owned hotels and transport companies, and employ local guides. We can also help by giving tourists information about appropriate dress, local customs, traditions and religion.

If we encourage our customers to choose bed and breakfast or half-board regimes, local restaurants, bars and taxi drivers will benefit. Our clients may not realise that if they opt for all-inclusive resorts, it will be mainly the foreign companies which control them who will benefit. Many people in the industry believe that tourists do not want to pay more for their holidays in order to ensure a better deal for local people. It is certainly true that responsible tourism can be more expensive, but we are a huge industry, and must become a responsible one.