

E.S.S.T.5
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Actividad N° 4

CANCUN

Act 1: Mirar el mapa y las fotos y escribir que características de un lugar turístico hacen atractivo a los turistas.

Act 2: Leer el texto y responder las preguntas.

Act 3: Leer el texto nuevamente y escribir al lado de cada número a que refiere.

Act 4: Decidir qué servicio estaría incluido o sería opcional en un paquete turístico en un complejo de playas.

Act 5: Leer las oraciones y elegir la palabra o expresión correcta.

Reading

Resort development in Cancun.

1 Look at the map and photos of Cancun. Which features of the island do you think make it attractive to tourists?

Answer:



2 Read the text about tourist development in Cancun and answer the questions.

1 what was Cancun like before 1970?

2 what is it like now?

Cancún – Mexico's leading destination

Mexico's mass tourism industry is dominated by large-scale, purpose-built developments. In 1967, responding to the USA's demand for beach vacations, Mexico's central bank identified the five best places for new, purpose-built tourist resorts. Top of the list, as part of a 30-year plan, was a sandy island, now known as Cancún.

Before 1970, Cancún was a small fishing village of about 100 inhabitants. Cancún is now Mexico's leading tourist resort. When the National Tourism Development Fund, Fonatur, began building Cancún in 1970 they considered these factors: warm water temperatures, sandy beaches, varied attractions, sunshine hours and travel distances from the main markets. The benefits were thousands of new jobs, the development of a

region and growth of the Mexican economy.

Public funds were used to buy land and install necessary basic infrastructure: an airport, highways, drinking water, electricity, telephone lines, a convention center, golf course and harbors. Private investors also developed hotels, a shopping mall and other services.

The increase in the number of visitors to Cancún was dramatic. In 1975, Cancún had 1,769 hotel rooms in service. By 2008, there were about 150 hotels and more than 27,000 rooms. Cancún airport now handles 200 flights a day. Cancún's population went up from 30,000 in 1980 to about 600,000 today. Cancún is now only one part of an extensive tourist region along the Quintana Roo coast, on what is known today as the Mayan Riviera.

3 Read the text in Exercise 2 again and write what each number below refers to.

a 5 _____

d 1,000s _____

g 200 _____

b 30 _____

e 1,769 _____

_____ h 600,000 _____

c 100 _____

f 150 _____

Vocabulary

Packages

4 Which items in the box are usually included in a package tour to a beach resort? Which items are optional extras? Write next to each word *included* or *optional*.

Airport transfers - babysitters - beach umbrellas - car/boat hire - evening entertainment - flight - free activities for kids - free drinks - meals - sightseeing tours - hire of sports equipment

5 Read the sentences about a package tour and circle the best word or expression in blue.

1 The hotel offers free *entertainment/ beverages* in the evenings with music.

2 For families with small children, a(an) *babysitting / entertainment / tour guide service* is available at a small extra cost.

3 Our *all-inclusive / all together / all -in- one* package includes the cost of travel, transfers, hotel, meals, and some activities and tours.

4 You stay *half-board / full-board* all meals are included.