KEY SUCCESS FACTORS
- constructing an argument
- sustaining your case with examples
- showing that you have considered the opposing viewpoint

ANALYSING A MODEL TEXT

a You have been asked to write the following essay:

Tourism always does a place more harm than good.

Discuss the question with a partner. Do you think that the effect of tourism on a country, city, or region is in general more positive or more negative? Why?

Topic sentences
In a well-written essay, the first sentence of a paragraph usually establishes what the paragraph is going to be about. This is sometimes called the 'topic sentence'.

b In pairs, read each topic sentence below and imagine how the paragraph will continue. Do you think the essay will be in favour of or against tourism?
A The infrastructure of an area is also often improved as a result of tourism.
B It is often claimed that popular tourist destinations are spoiled as a result of over-development.
C Tourism is one of the world's great growth industries.
D Another point in favour of tourism is that governments are becoming aware of the need to protect tourist areas in order to attract visitors.
E The main positive effect of tourism is on local economies and employment.

c Now read the model essay and match topic sentences A–E to paragraphs 1–5.

Tourism always does a place more harm than good

1 _______ People today are travelling further and further, not only in the summer, but throughout the year. Although some people argue that mass tourism has a negative effect on destinations, in my view its influences are generally positive.

2 _______ Tourists need places to stay and things to do and this creates a wide range of jobs for local people. Holidaymakers also spend a great deal of money, which stimulates the economy of the region as well as benefiting the country as a whole.

3 _______ For example, when tourists start visiting an area, roads and public transport tend to improve, or an airport may be built, all of which benefit local people as well as tourists.

4 _______ This is leading to better conservation not only of areas of natural beauty and endangered habitats in rural areas, but also of historic buildings and monuments in towns and cities.

5 _______ For instance, many people argue that tourist development results in ugly hotels and apartment blocks. This may have been true in the past, but nowadays developers recognize that new buildings should blend in with old ones and should not change the character of a place.

6 _______ To sum up, I believe that, on the whole, tourism has a positive influence provided its development is properly planned and controlled. Tourist destinations have a lot to gain from visitors and the business they bring. In my opinion, it is possible for both tourists and local people to benefit and for popular tourist destinations to have a sustainable future.