

Some people believe that culture will be ruined if it is used to earn tourism revenue, but others consider that tourism is the only way of protecting a culture. Discuss both sides and give your own opinion.

With the tourism industry on the rise, the effects seem to be more controversial than ever. Some people regard tourists as invaders who come with scant regard for local culture and conventions, while others view them as an economic incentive that brings money to the land and can spread the culture around the globe. Both parties seem entitled to their views to some extent.

In high seasons, Beijing seems under the attack of tourists, mainly westerners. The shopping centers are flooded with customers (who are) interested in low-price commodities. Restaurants tend to change their traditional menus and modify the Chinese cuisine to please the taste of tourists, some of whom are not eager to try anything new. Historical sites are no exception to this overcrowding, temples are visited and sometimes unintentionally disrespected and littered or in a worst-case scenario damaged. The culture of tourism seems to be far behind technological advancements in travelling, hence the ignorance in facing another culture. This trend has resulted in a widespread worry that in the course of time we will witness the gradual demise of ancient cultures.

On the other hand many people who seem more eager to embrace changes argue that tourists not only bring cash to the country but also play the role of media in advertising to advertise about what they have experienced and therefore help the culture be appreciated and gain fame. This phenomenon reinforces the preservation front from two sides; firstly the cash flow helps the economy to flourish and secondly it pushes people and governments to take better care of ancient places and time-honored conventions.

In conclusion, I suppose regarding the dynamic nature of the modern world, the tourism industry seems undeniable. Therefore, it's better to try to improve the culture of this newly-born industry and benefit from this new wave.