Tiktokkers Cause Chaos in Italian Mountain Town

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A ski resort in Italy, Roccaraso, had a big problem when 10,000 extra visitors showed up in one day. This happened because an influencer, Rita De Crescenzo, posted videos on social media showing the snow and telling people to visit. Tour companies in Naples saw this as an opportunity and started offering cheap bus trips for only $20, which even included a sandwich. Soon, 220 buses and many cars filled the small town, causing huge traffic jams and blocking the roads.

On the ski slopes, things got out of control. Many visitors did not follow the rules. Some used strange objects, like frying pans, as sleds. Others started barbecues to stay warm or cook food. Many people left trash behind. The ski resort became so crowded that regular skiers and local people could not enjoy their time there.

The mayor of Roccaraso, Francesco di Donato, called it an "attack" on the town, and said that the large amount of people made it unsafe. Because of this, officials decided to limit the number of tour buses to prevent another disaster the next weekend.

Some visitors from Naples felt they were being treated unfairly. They thought the town did not want them there. But the mayor said the problem was not where the visitors came from—it was that too many people arrived at once, and there were not enough resources to handle them. He compared it to a soccer match, saying big crowds need good organization to keep everyone safe.

Comprehension Questions:

1. Why did so many people go to Roccaraso?
a) The weather was unusually warm.
b) The town invited them for a festival.
c) An influencer's video and cheap bus trips made it popular.
d) A famous snowboarding competition was happening.

2. What problem did the extra visitors cause?
a) They spent too much money at the resort. b) They made the roads and ski slopes too crowded.
c) They built too many snowmen.   d) They made skiing easier for local people.

3. Why did the mayor describe the situation as an "attack"?
a) He was angry at the tourists from Naples. b) The visitors started fights with the locals.
c) The town was hit by a snowstorm.   d) The huge number of people made the town unsafe.

4. Which of these statements is false?
a) Some visitors used frying pans to slide on the snow.
b) The mayor wanted to stop all tourists from coming.
c) The roads were blocked by too many buses and cars.
d) Some people left trash behind.

5. What can we guess about the people who took the bus trips?
a) They wanted an affordable way to see the snow.
b) They were all professional skiers.
c) They planned their trip many months in advance.
d) They usually visited Roccaraso every weekend.

6. Why did some visitors feel they were treated unfairly?
a) They were not allowed to enter the ski resort.
b) They thought the town did not want people from Naples.
c) They had to pay extra money for their bus tickets.
d) They were given special treatment by the mayor.

7. What will probably happen next weekend in Roccaraso?
a) Officials will limit the number of buses.   b) The town will welcome even more visitors.
c) No one will visit because of bad weather. d) Visitors will clean up the trash they left behind.

8. Why did the mayor compare the situation to a soccer match?
a) Large crowds need proper planning to be safe.
b) People should play soccer instead of skiing.
c) Sports events are more exciting than skiing.
d) The ski resort should build a stadium.

9. What does this situation show about TikTok?
a) It can quickly bring attention to a place or event.   b) It is not important for tourism.
c) It only influences young people.   d) It destroys everything beautiful and pure in the world.

10. What is the main idea of the article?
a) Social media can make ski resorts more fun.
b) Too many visitors in one day caused problems at a ski resort.
c) Naples is a great place to visit in winter.
d) Tour companies should offer more bus trips.

Speaking and Writing Activities:
- Discuss these questions with a partner or a small group.
- Choose one topic and write a response to it. Show your writing to a classmate or teacher.
1. Have you ever been to a place that was too crowded? How did it make you feel?
2. Imagine you are the mayor of Roccaraso. How would you solve the problem of too many visitors without making anyone feel unwelcome?
3. Have you ever done something because you saw it on social media? Was it a good or bad experience?