

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ
РОССИЙСКОЙ ФЕДЕРАЦИИ
НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ
ТОМСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ

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BASIC CONCEPTS IN THE TOURISM INDUSTRY

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Учебное пособие нацелено на овладение основными понятиями индустрии туризма, расширение словарного запаса в данной области и совершенствование практических навыков чтения, аудирования, говорения и письма. В книге использованы оригинальные материалы зарубежных масс-медиа.

Для студентов высших учебных заведений туристского профиля, владеющих английским языком на пороговом уровне, а также тех, кто профессионально занимается туризмом.

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От автора

Основной целью учебного пособия ‘Basic Concepts in the Tourism Industry’ является ознакомление студентов, изучающих английский язык, с информацией о современных тенденциях развития туризма на международном рынке, а также расширить их кругозор и дать представление о профессиях и занятости в сфере туризма. Книга разработана на основе оригинальных источников и аутентичных материалов зарубежных средств массовой информации и состоит из двух основных частей (Chapter), каждая из которых делится на разделы (Section). Оригинальные источники и материалы зарубежной прессы нацелены на расширение словарного запаса и совершенствование практических навыков речевой деятельности. Разделы содержат основной материал в виде аутентичных текстов, разработок с использованием ресурсов сети Интернет, лексико-грамматические тренинги и контрольные вопросы и состоят из рубрик: чтение (Reading), говорение (Speaking), аудирование (Viewing), письмо (Writing) и творчество (Creativity). Кроме того, задания включают ролевые игры, кроссворды, мозговой штурм, упражнения на усвоение и закрепление профессиональной лексики, а также авторские веб-квесты, составленные на основе аутентичной визуальной и аудио поддержки об изучаемых объектах. Веб-квест – это веб-сайт в Интернете, составленный на основе сетевых ресурсов и направленный на поиск и отбор необходимой информации для выполнения креативной задачи.

Желаем успехов в изучении профессионального английского языка!

Chapter 1



Theme Focus

THE TOURISM INDUSTRY

Section 1



Pre-reading task

- ✓ Do you like traveling?
- ✓ How many times a year do you or your family travel anywhere?
- ✓ What foreign countries have you already visited?
- ✓ What other countries would you like to visit?
- ✓ What do you already know about tourism? Give a definition of it.

Pre-reading vocabulary

Task 1

Study the vocabulary below and remember the following definitions



package(-)tour	a tourist voucher comprising full fare, accommodation, catering, excursions etc.;
leisure activity	time or opportunity for ease, relaxation, etc.; any specific deed, action, occupation, etc. E.g. recreational activities;
environment	1) external conditions or surroundings, especially those in which people live or work; 2) <i>ecology</i> the external surroundings in which a plant or animal lives, which tend to influence its development and behavior;
consecutive	following one another without interruption; successive;
recreation	1) refreshment of health or spirits by relaxation and enjoyment; 2) an activity or pastime that promotes this;
exceed	to go beyond the limit or bounds;
purchaser	a person who buys; buyer or consumer (customer);
catering	the food, provided at a function by a person (a caterer) who provides food for social events;
retailing	the sale of goods individually or in small quantities to consumers;
entertainment	an act that entertains; amusement;
resident	a person who lives permanently (resides) in a place;
permanent residency	refers to a person's visa status: the person is allowed to reside indefinitely within a country despite not having citizenship. A person with such status is known as a permanent resident . In Russia it is called “ Vid na zhitelstvo ”;
cruise ship/ liner	a passenger ship used for pleasure voyages, where the voyage itself and the ship's amenities are part of the experience;
accommodation	a place, where a traveler can get a bed and food while on a trip; e.g. hotels, motels, inns, camping grounds, hostels etc.

resort

a place which many people go to for recreation, rest, etc.

venue

any place where an organized gathering, such as a rock concert or public meeting, is held;



Reading Text 1

What is Tourism?

Tourism is a relatively new phenomenon in the world. Tourism began with the building of the railroads in the 19th century. In fact, the word *tourism* was used by 1811. Cox & Kings is the oldest established travel company in the world. It was the first official



travel company to be established in 1758. Cox & Kings thrives as an independent tour company with offices in the United Kingdom, India, the United States and Japan. The first **package-tour** was arranged by Thomas Cook in England in 1841. The service included a journey of 20 miles by train, tea, buns and a brass band. The price of the tour was a mere 1 shilling!

Thomas Cook&Sons has now remained one of the prominent names in the tourist industry.

Nowadays tourism has become a popular global *leisure* activity. In 2008, there were over 922 million international tourist arrivals, with a growth of 1.9% as compared to 2007. The internationally agreed definition of tourism says that: Tourism comprises the *activities* of persons traveling to and staying in places outside their usual *environment* for not more than one *consecutive* year for leisure, business and other purposes. In other words, “tourism” is travel for *recreational*, leisure or business purposes.

Despite tourism has been one of the fastest growing industries (the growth rate of tourism has generally *exceeded* the growth rate for the worldwide economy), defining the tourist industry is difficult. It is not an industry that is grouped into a single heading within the Standard Industrial Classification (SIC). The defining feature of tourism is not the product, but the *purchaser*, the ‘tourist’. Most definitions concentrate on the services that a number of different industries, such as the travel industry; hotels and *catering*; *retailing* and *entertainment* provide to tourists.

If defining the tourist industry is so complicated, then the classification of tourism is pretty simple. Thus, the United Nations classified three forms of tourism in 1994, in its “Recommendations on Tourism Statistics”. They are:

- **Domestic** tourism, which involves *residents* of the given country traveling only within this country;
- **Inbound** tourism, involving non-residents traveling in the given country;
- **Outbound** tourism, involving residents traveling in another country.

The UN also derived different categories of tourism by combining the **three basic forms** of tourism:

- **Internal** tourism, which comprises domestic tourism and inbound tourism;
- **National** tourism, which comprises domestic tourism and outbound tourism;

- **International** tourism, which consists of inbound tourism and outbound tourism.

Tourism is vital for many countries, such as the U.A.E*, Egypt, Greece and Thailand, and many island nations, such as the Bahamas, Fiji, Maldives and the Seychelles, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, *cruise ships* and taxis, hospitality services**, such as *accommodations*, including hotels and *resorts*, and entertainment *venues*, such as amusement parks**, casinos, shopping malls, various music venues** and the theatre.

** Nations' names with the flags, capitals and religions see in Annex 1; Geographical names see in Annex 2 in the book "Basic Concepts in the Tourism Industry (Annexes)"*

**** see Notes**



Note 1

The concept of **Hospitality Exchange**, “**hospex**” for short, also known as ‘**couchsurfing**’, “**accommodation sharing**”, “**hospitality services**”, and “**homestay networks**”, refers to centrally organized social networks of individuals, generally travelers, who offer or seek accommodation without monetary exchange. Generally, these services connect users via the internet.

Generally, after registering, members have the option of providing very detailed information and pictures of themselves and of the sleeping accommodation being offered, if any. The more information provided by a member improves the chances that someone will find the member trustworthy enough to be their host or guest. Names and addresses may be verified by volunteers. Members looking for accommodation can

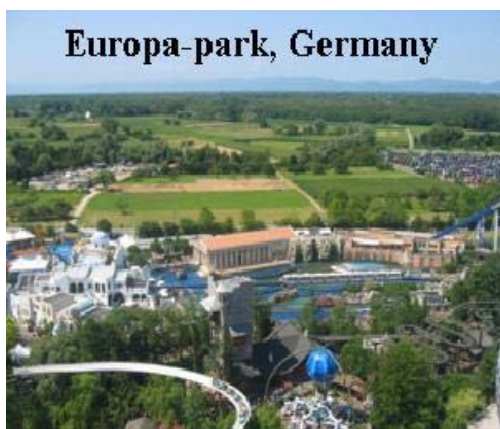
search for hosts using several parameters such as age, location, sex, and activity level. Home stays are entirely consensual between the host and guest, and the duration, nature, and terms of the guest's stay are generally worked out in advance to the convenience of both parties. No monetary exchange takes place except under certain circumstances (e.g. the guest may compensate the host for food). After using the service, members can leave a noticeable reference about their host or guest.

Instead of or in addition to accommodation, members also offer to provide guide services or travel-related advice. The websites of the networks also provide editable travel guides and forums where members may seek travel partners or advice. Many such organizations are also focused on "social networking" and members organize activities such as camping trips, bar crawls, meetings, and sporting events.

Some networks adjust to specific *niche* markets such as students, activists, religious *pilgrims*, and even occupational groups like police officers.

niche is relating to or aimed at a small specialized group;
pilgrim is a person who undertakes a journey to a sacred place as an act of religious devotion;

Watch the video V “Couch-Surfing” and get acquainted with this trend.



Note 2

Amusement park or **theme park** is the generic term for a collection of rides and other entertainment attractions assembled for the purpose of entertaining a large group of people. An amusement park is more elaborate than a simple city park or playground,

usually providing attractions meant to cater to children, teenagers, and adults. A theme park is a type of amusement park which has been built around one or more themes, such as an American West theme, or Atlantis*. Today, the terms amusement parks and theme parks are often used interchangeably.

Amusement parks evolved in Europe from fairs and pleasure gardens which were created for people's recreation. The oldest amusement park of the world (opened 1583) is Bakken, at Klampenborg, north of Copenhagen**, Denmark.

Most amusement parks have a fixed location, as compared to traveling funfairs and carnivals. These temporary types of amusement parks are usually present for a few days or weeks per year, such as funfairs in the United Kingdom, and carnivals (temporarily set up in a vacant lot or parking lots) and fairs (temporarily operated in a fair ground) in the United States.

Often a theme park has various 'lands' (sections) of the park devoted to telling a particular story. Non-theme amusement parks usually have little in terms of theming or additional design elements while in a theme park all the rides go all with the theme of the park, for example Magic Kingdom in Walt Disney World.

* **Atlantis** – an ancient legend land (continent) which had sunk beneath the Atlantic Ocean west of the Straits of Gibraltar.

** **Copenhagen** – Danish name: København ['købən'haun]

Note 3

A **music venue** is any location regularly used for a concert or musical performance.

Music venues range in size and location, from an outdoor bandstand to an indoor sports stadium. Opera houses, and concerts host classical music performances, whereas public houses,



nightclubs, and discothèques offer music in contemporary genres, such as rock, dance, country and pop.

Music venues may be either privately or publicly funded, and may charge for admission. An example of a publicly-funded music venue is a park bandstand; such outdoor venues charge nothing for admission. A nightclub is a privately-funded venue; venues like these often charge an entry fee to generate a profit. Music venues do not necessarily host live acts; disc jockeys at a discothèque or nightclub play recorded music through a PA*** system.

*** PA – public address (warning system)

N.B. See Annex 6 “Glossary” to make clear essential tourism definitions

SKILLS TRAINING



Speaking

Task 2 Discussion

1. When was the last time you traveled? What form of tourism was it?
2. Give a special definition of tourism.
3. What kind of industries should be included in the conception “tourist industry”?
4. How important is tourism for the country’s economy?
5. How old is the tourist industry?

Task 3

Say if the statements are true or false?

Put ☐ T or ☐ F in the boxes:

1. ☐ National tourism comprises domestic tourism and inbound tourism.
2. ☐ Outbound tourism involves non-residents traveling in the given country.
3. ☐ Internal tourism comprises domestic tourism and outbound tourism.
4. ☐ Domestic tourism involves residents of the given country traveling only within this country.
5. ☐ International tourism consists of inbound tourism and outbound tourism.
6. ☐ Inbound tourism involves residents traveling in another country.



Task 4

Additional reading for discussion

Read the text 'Thomas Cook & Son' at the end of Chapter 1 and discuss the following:

1. How did the idea to offer excursions come into Cook's mind?
2. The first Cook's tour;
3. Early 'inclusive independent travel';
4. The first 'Thomas Cook and Son' office;
5. Cook's inventions in the tourism industry;
6. The firm's growth after Thomas Cook's death;
7. The company's fate after the death of John Mason Cook;
8. The years of the company's revival;
9. Abbreviation JMC;
10. How many times has Thomas Cook Travel Inc. been sold over?

Task 5

Role Play

Linda is a student of a university.

She is looking for a room to rent. She saw this advertisement, and decided to call and ask for more information.

ROOM TO RENT

Convenient for public

transportation

Suit for students

Reasonable rent

1. Read and dramatize the dialogue.

H – Houseowner

L – Linda



H Hello. 5678234.

L Hello. I saw your advertisement for the room. I wonder if you could give me some more information.

H What would you like to know?

L I was wondering ...eh, what's the rent?

H \$30 a week.

L And what does that include?

H You don't have to share. It's a single room. You will share the bathroom and you can use the kitchen, but it's a **dry lodging** *. But you don't have to pay for

heating and electricity.

L Oh, that sounds nice. And do you want the rent weekly? Is

there a deposit?

- H** You've got to pay weekly, on Fridays. And there's a one-week deposit, payable in advance.
- L** Right, that's fine. Are there any particular house rules I've got to keep to? Well, I mean what about guests and hours?
- H** Oh, yeah, well you can come and go as you want, of course, but as for guests, they should be out by eleven o'clock. I don't like to say that, but you know we've had a bit too much trouble, so I have to say it.
- L** Of course, I see. Do you think I could come and have a look at it this evening about eight, is that all right?
- H** Sure. I'll give you the address. Now (*she gives the address*)... Good. I'll see you around eight.
- L** Thank you for the information and goodbye.
- H** Bye.

2. Break into pairs or small groups, cast actors for parts, and create similar dialogues of your choice.

dry lodging a room rented where no meals included;

lodging(s) a temporary residence, sleeping accommodation;

E.g. travel expenses including meals and lodgings — дорожные расходы, включая питание и жильё;

to lodge 1) to provide or be provided with accommodation or shelter, esp. rented accommodation;

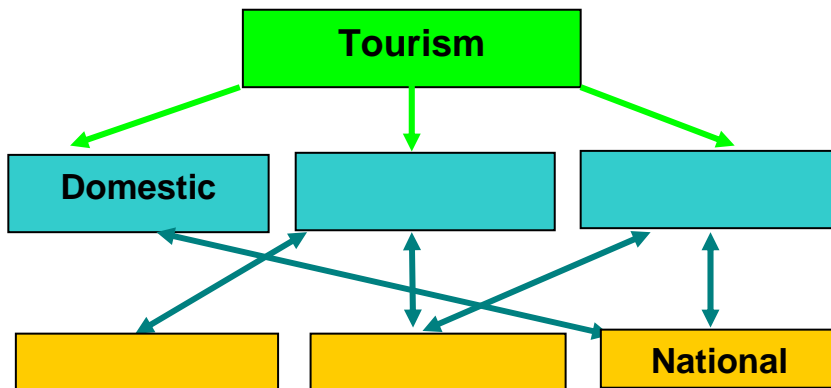
2) to live temporarily, esp. in rented accommodation;



Writing

Task 6

Complete the chart



Task 7

Define the sort of tourism and write into the spaces 'domestic', 'inbound', 'outbound'. Use the map if you need.

When a Catalan goes from Barcelona to Saragossa, it is _____ tourism
When a Russian goes from Tomsk to Dubai, it is _____ tourism
When an English goes from Leeds to Edinburgh, it is _____ tourism
When your friend from Kazakhstan goes to your place, it is _____ tourism
When a Greek from Athens goes to Sicily, it is _____ tourism
When you return home from the Mediterranean sea, it is _____ tourism

Task 8

Presentation of an essay founded in the pros and cons arguments

- **Read an example of an essay about the advantages and disadvantages of sharing an apartment.**

Sharing an apartment surely has some advantages. **On the one hand**, it is cheaper than a hotel room. **On the other hand**, it is funny to receive pleasure from a company **when** you are sharing with guys **that** you get along well with. **Really** it is better to have somebody with you rather than being all on your own. **Besides**, all the domestic chores have to be shared **that** is of no small importance. **In my opinion** when you are a teenager it is so exciting to live apart from your parents and communicate with people of your own age **who** have the same pursuits and lifestyle.

However, sharing an apartment has some disadvantages. The most distinct one, **from my viewpoint**, you can't do all what you want **because** this apartment is not your own. **For instance**, you have to do your English homework but your neighbor has invited his friends. What will you do? This is a rhetorical question, **because** nobody knows the correct answer. **So**, you don't have privacy enough.

In the end, when you get older it is necessary to have your own apartment. **Nevertheless**, while you are younger it is very enjoyable to change your habitual place of residence.

- **Pay attention to the words in bold print.**
- **What kind of words are they?**

- *Also take into account how the text is organized.*
- *Write a short essay discussing the advantages and disadvantages of lodging (conclude with your own preference).*



Being on a vacation, you'd rather:

- share an apartment as a guest;
- live in a rented chalet with self-catering;
- stay in a deluxe hotel with 24-hours service;
- live in a house trailer;

Use different linking words as many as possible.

N.B. Study Annex 7 "Tour Acronyms", use appropriate words when writing your essay

Viewing



Task 9

Watch the video V1 'Utah Hostels' and answer the questions below:

1. If you come to Salt Lake City, how could you save your money to have affordable accommodations?

2. Where do most lodgers come from?
3. What is the easiest way to make a reservation for a room?
4. Where does the interviewing student come from and what is his purpose of traveling?
5. What is the price variation in the dormitory?



Task 10



Creativity

Search the Internet for any site of couch-surfing. Pick up 1-2 invitations and copy them down (with the URL). Exchange and compare your information reading it out in class.



At odd moments

Find these words in the box to the right

ACCOMMODATION

ENVIRONMENT

ATTRACTION

CATERING

CULTURE

DAMAGE

INDUSTRY

MONEY

SAND

SUN

TOURISM

TRANSPORT

L	Q	F	H	X	T	C	M	T	C	J	P	U	E	H
A	A	P	F	X	X	D	S	R	C	J	T	O	N	U
W	J	W	O	N	H	N	W	J	X	W	K	O	V	Y
C	P	A	S	L	U	A	L	E	M	O	I	S	I	A
Z	N	T	R	O	P	S	N	A	R	T	N	R	R	M
S	O	J	X	P	A	A	M	X	A	O	D	Y	O	O
R	I	E	E	G	A	M	A	D	T	U	U	G	N	L
P	T	R	M	T	Q	L	O	S	Z	R	S	G	M	R
B	C	U	B	V	G	M	C	G	A	I	T	O	E	Q
H	A	T	O	E	M	S	Q	B	N	S	R	Y	N	Z
J	R	L	W	O	O	S	Y	L	I	M	Y	B	T	Y
A	T	U	C	R	N	V	L	S	X	O	M	M	W	W
W	T	C	A	T	E	R	I	N	G	J	C	R	U	G
W	A	W	R	R	Y	T	Z	N	Q	K	Y	I	N	L
R	W	J	A	X	H	N	S	D	N	Z	F	W	Q	Q

Section 2



Reading

Text 2

Travel purposes

In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home. People have always traveled to distant parts of the world, to see great buildings, works of art, learn new languages, experience new cultures, and to taste different cuisines. So the ***purpose*** of travel must also be determined.

Most people travel entirely for the ***purpose of recreation*** that should be called 'traveling for pleasure'.

Others travel in order ***to educate*** themselves in different fields: learning languages, culture and traditions of a country or attending courses and training in study centers.



Another reason that has become more important because of increased mobility throughout the world is to visit friends or relatives; they call it '***VFR***'.

Most tourist statistics also include people who are traveling ***on business**** and other purposes not related to the exercise of an activity remunerated from within the place visited. These are businessmen having professional contacts, government officials on specific missions or people attending any meetings or conferences especially who are men of science. The term "activity remunerated from within

the place visited" is an important part of this definition, as it draws the distinction between business and work. Trips taken for the purpose of work, where clearly distinguishable from business trips, are excluded.

Also people can travel for the ***purpose of health***; that means trips for medical reasons either to receive medical care or for health improvement by preventive medicine (fitness training, thermal resorts etc).

Finally, another purpose for traveling is religion; usually it is some sort of ***pilgrimage***** or trips to holy shrines.

In any event it is impossible to take into account all the travel purposes (they are in great numbers!) since people all over the world travel for different reasons. That is why those are not included into the tourist statistics get into ***the group 'Others'***.

* travel on business, *Syn.* to be on assignment

**pilgrimage	1) a journey to a shrine or other sacred place; E.g. to make a pilgrimage
	2) a journey or long search made for exalted or sentimental reasons;

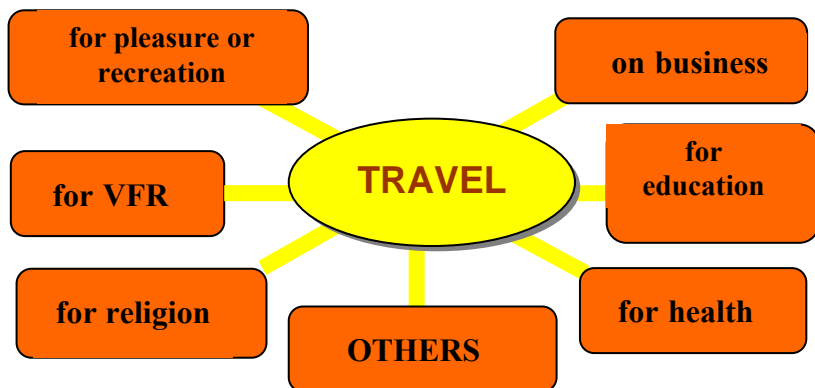


Writing

SKILLS TRAINING

Task 1

Study the outline, copy it into your notebook, and write a brief summary to restore the information.



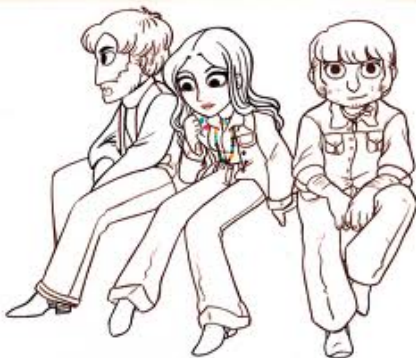
Task 2

Linking words

A. Put one of the following words or phrases in the box into each gap in the text.

Fortunately / indeed / well / and / probably / that / who / suddenly / personally / before / moreover / because / somehow / while / as a result / anyway / so / that is why / unfortunately / so long as (since) / on the contrary / when / actually / in my opinion /

A miserable vacation



I would like to tell you about my most miserable weekend _____ my girlfriend and I decided to spend for a bit. _____ we both had free time we wanted to go to Florida to see the sights _____ bask in the sun on the beach.

_____ the first thing _____ went wrong was that my car wouldn't start. _____ we took a taxi to the airport. _____ we were at the airport waiting for the plane Dave, a friend of mine, _____ lived near the airport had come to see us off. _____ we were taking a few drinks in the bar, joking and didn't notice how the time flew by. When I went down to see if the flight had been called _____ I discovered it had already taken off. _____ it was a terribly stupid mistake! We hadn't checked the time of departure...

_____, it was a charter flight _____ we couldn't book another one _____ all the other flights had already been reserved. _____ we lost our money and didn't get to the coast. _____ Dave told us, that we could visit Paul (he was our classmate when we were at school). It was a good idea because Paul lives in the suburbs of Lewisville. _____ it could be a not bad substitution for our failure. _____ we got a commuter train which took us to the c from our destination.

_____ we didn't hear the weather forecast: a wind arose with the rain; it was getting dark and too cold for anything. _____ we almost froze to death, a trailer driver gave us a ride and inside we warmed ourselves a little. You _____ think that we got to call it a day? _____, back to the drawing-board... _____ Paul was out.

B. Write an ending of this story. What do you think will happen to the "wanderers"?



Speaking

Task 3

Read the definitions of two concepts and compare the 'recreation' and 'leisure'

<p>Recreation or fun is the expenditure of time in a manner designed for therapeutic refreshment of one's body or mind. While leisure is more likely a form of entertainment or sleep, recreation is active for the participant but in a refreshing and diverting manner. As people in the world's wealthier regions lead increasingly sedentary lifestyles, the need for recreation has increased. The rise of so called active vacations exemplifies this.</p> <p>Word combinations:</p> <p>recreation room – комната отдыха; игровой зал;</p> <p>recreation ground – спортивная площадка;</p>	<p>Leisure or free time is a period of time spent out of work and essential domestic activity. It is also the period of recreational time before or after compulsory activities such as eating and sleeping, going to work or running a business, attending school and doing homework, household chores, and day-to-day stress. The distinction between leisure and compulsory activities is loosely applied, i.e. people sometimes do work-oriented tasks for pleasure as well as for long-term utility.</p> <p>Word combinations:</p> <p>leisure center – центр досуга;</p> <p>leisure time – свободное время;</p>
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Group discussion

What is similar and what is different between these concepts?

Learn the definitions and word combinations by heart.

Task 4

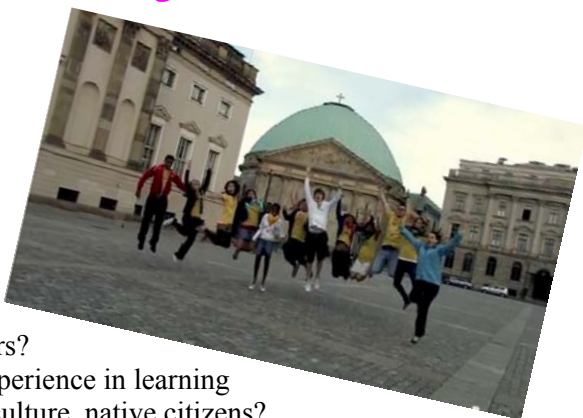
Everyone has traveled at least once in a lifetime. If you have had many trips: what was the main purpose of your last trip?

Find a person of the same reason of traveling in your group and discuss or compare your trips.

Task 5A



Viewing



Pre-viewing task:

1. Have you heard anything about EF Tours?
2. Do you have an experience in learning foreign history, culture, native citizens?
3. How do you break down cultural barriers of other countries?

Watch the video V2 'EF Tour Experience' and answer the questions:

1. What city are the students journeying through?
2. What is the purpose of the tour?
3. How beautiful is that city in the students' opinion?
4. What river is a student traveling down?
5. What aim do similar students' tours pursue?

Task 5B

You will watch the video about a journey into the heartland of Central America and experience the bustling and historic culture of Panama, along with its tropical rainforest and exotic wildlife.

Watch the video V3 ‘The Panama Tour Experience/ EF Tours’ and answer the questions:



Questions:

- 1) What is the purpose of the students’ trip?
- 2) What does Panama City look like?
- 3) Why is biodiversity so important?
- 4) What places have the students visited?
- 5) What things have the participants of the group experienced?



Task 6

Additional reading for discussion:

Read “Some facts from tourism history” at the end of Chapter 1 and discuss the information in class.



Task 7

Creativity

*Watch the videos V4_A, V4_B, V4_C, V4_D
“Go on the Road” and make a list of what to take when going
on the road.*

At odd moments



*Construct the following paragraphs in logical
order:*

- A “I’m becoming a little tired. I have an idea how to make the climb easier. I’ll tell happy or funny stories the next five floors; then Jack will sing songs the next fifteen floors, and Nick will tell sad stories the last fifteen floors.”
- B They continued climbing, and soon all of them were feeling very tired. But they didn’t want to show one another that they were tired, so the first man told happy stories and jokes, and the second sang happy songs.
- C “They stop working at 12 o’clock. You have to walk up to your room.” “We are still young,” said one of the men. “I suppose we can climb up to the forty-fifth floor.” So the men took off their coats and put them into the coat-room. As they were walking past the tenth floor one of the men said:
- D Three men were spending their vacations in New York. They stayed at a luxury hotel of forty-five floors and their room was on the last floor. Returning to the hotel late one night, the concierge told them: “I’m terribly sorry, but the elevators aren’t running now.”
- E When they approached 30th floor, the first man said: “Now, Nick, you can begin telling sad stories.” “Yes,” said Nick, “I’ve got to tell you the saddest story. The key to our room is lying in my coat pocket, in the coat-room!”

Section 3

Pre-reading task

1. Do you know what the tourism statistics deals with?
2. Can the statistical data help to understand social trends?
3. What is UNWTO?
4. Have you heard about OECD?

When reading the text, find the answers to these questions.

Task 1



Pre-reading vocabulary

Study the vocabulary below and learn the following definitions

immigrant	a person who comes to a country in order to settle there;
Compare:	
emigrant	a person who leaves a native country to settle in another;
migrant	a person or animal that moves from one region, place, or country to another;
refugee	a person who has fled from some danger or problem, especially political persecution;
nomad	a person who continually moves from place to place; a wanderer;
overnight visitor	staying for one night;
same-day visitor	staying for the very one day;
to stop over	to make a stop on a journey usually with right of using the same ticket;
a stopover	a stopping place on a journey;
to cease	to come to an end; to stop;
diverse	having variety; various;



Reading

Text 3 Tourism Statistics

Various countries collect statistics on tourism. The role of tourism statistics and tourism-related economic information is invaluable. In measuring the importance of tourism in countries, more efficient policies can be developed at both national and local levels to support decision-making for business and policy. The OECD* Tourism Committee recognizes the major role of statistics and economic information in the development of more effective tourism policies at national, regional and local levels. In the same manner, tourism statistics represent a useful tool to support decision-making in business and in the private sector.

In this field, the Tourism Committee closely cooperates with other international organizations. Thus the OECD is an active member of the UNWTO** Committee on Statistics and TSA (Transportation Security Administration). In 2009, the OECD established a partnership with the UNWTO for the organization of the 5th International Conference on Tourism Statistics.

And so based on the tourism statistics data the United Nations World Tourism Organization or WTO for short now classifies all travelers under various headings.

Each person who takes any trip to anywhere is called 'a traveler'. According to tourism statistics all travelers can be 'included in tourism statistics' or 'non-included in tourism statistics'.

The WTO doesn't count people such as *temporary or permanent immigrants, border workers, transit passengers, refugees, nomads* and other groups like diplomats, representatives of consulates, members of the armed forces and people like that.

The most important of travelers for statistical purposes is that of *visitors*. And then visitors are broken down into two separate groups: *tourists* who are *overnight visitors* – that is, people who stay for at least

one night in some form of accommodation in the country they are visiting, and **same-day visitors** who do not stay the night. For example: passengers on a cruise stopping over in a port, or people simply on a day trip. So, in other words, tourists and same-day visitors are the two main subgroups of visitors.

However, a traveler ceases to be a tourist if his staying in a country or more precisely in a place outside his normal environment exceeds one consecutive year (at that rate the latter becomes a resident). So in this case the purpose of the visit has to be completely diverse: for pleasure or recreation, on business and professional reasons, VFR, for health reasons to a spa or somewhere like that or going on a pilgrimage to places like Mecca in W Saudi Arabia, or Lourdes in the South of France.

* see *Notes*

Note 1



*OECD – Organization for Economic Cooperation and Development; an association of 21 nations to promote growth and trade, set up in 1961 to supersede the OEEC (Organization for European Economic Cooperation an organization of European nations set up in 1948 to allocate postwar US aid and to stimulate trade and cooperation. It was superseded by the OECD in 1961).

Russian: ОЭСР – Организация экономического сотрудничества и развития

There are currently 34 members of the OECD.



 Austria	 Ireland	 Sweden
 Belgium	 Italy	 Switzerland
 Denmark	 Luxembourg	 Trieste (Zone-A),
 France	 Netherlands	Free Territory (until
 Greece	 Norway	1954) (Italy)
 Iceland	 Portugal	 Turkey
		 United Kingdom

Founding members of OEEC (1948):

Admitted later to OEEC (listed chronologically with year of admission):

-  Germany, Federal Republic of (1955)
-  Spain (1959)

Admitted when reformed as OECD (1961)

-  Canada
-  United States

Admitted later to OECD (listed chronologically with year of admission):

- | | | |
|--|--|---|
|  Japan (1964) |  Czech Republic (1995) |  Slovakia (2000) |
|  Finland (1969) |  Hungary (1996) |  Chile (2010) |
|  Australia (1971) |  Poland (1996) |  Slovenia (2010) |
|  New Zealand (1973) |  Republic of Korea (South Korea) (1996) |  Israel (2010) |
|  Mexico (1994) | |  Estonia (2010) |

Source: Wikipedia, the free encyclopedia

Note 2

****UNTWO** - United Nations World Tourism Organization; also called **WTO**. The WTO (World Tourism Organization), based in Madrid, Spain, is a United Nations agency dealing with questions relating to tourism. It compiles the World Tourism rankings. The World Tourism Organization is a significant global body, concerned with the collection and collation of statistical information on international tourism. This organization represents public sector tourism bodies, from most countries in the world and the publication of its data makes possible comparisons of the flow and growth of tourism on a global scale. The official languages of UNWTO are Arabic, English, French, Russian and Spanish.



The World Tourism Organization Building in Madrid

Taleb Rifai is the current Secretary-General of the World Tourism Organization. He is based in Madrid, Spain, where the UN's agency is based. Dr. Taleb Rifai was elected Secretary General of the UNWTO in May 12, 2009.

SKILLS TRAINING



Speaking

Task 2

Say if the statements are true or false.

Put ☐ T or ☐ F in the boxes:

1. ☐ Border workers, nomads and overnight visitors are travelers.
2. ☐ All travelers are classified under various headings.
3. ☐ Visitors are the people who cross the borders for various reasons.
4. ☐ Passengers on a cruise stopping over in a port are same-day visitors.
5. ☐ Travelers cease to be tourists if their purpose is not for pleasure or recreation.
6. ☐ Temporary immigrants are not included in tourism statistics.
7. ☐ Passengers on a cruise stopping over in a port are overnight visitors.
8. ☐ Overnight visitors are people of a day trip.
9. ☐ A resident is a person whose stay in a country exceeds one consecutive year.
10. ☐ A pilgrim is a person who travels for health reason.
11. ☐ The WTO represents public sector tourism bodies from the UAE, England, France, Russia and Spain.



Writing

Task 3

What do these abbreviations stand for?

1. **OECD** _____
2. **UNWTO** _____
3. **TSA** _____
4. **VFR** _____

Task 4

Complete the following sentences:

1. All travelers can be ‘ _____ ’ or ‘ _____ ’.
2. The WTO doesn’t count people such as _____ and other groups like _____, representation of consulates, members _____ and people like that.
3. Visitors are broken down into two separate groups: _____ and _____.
4. A tourist becomes a resident if _____.
5. The WTO is a United Nations agency dealing _____ relating _____.
6. _____ is the current Secretary-General of _____.

Task 5

Dictionary work



Find the correspondent parts of speech of the following words in the text above or use your dictionary to derive them.

noun	Verb	noun	adjective
collection		economy	
	to develop	efficiency	
representation		nation	
cooperator		region	
establishment		privacy	
classification		act	
	to travel	statistics	
	to visit		
	to stop over		



Viewing

Task 6

Listen to the speech of UNWTO

**Secretary-General
Francesco Frangialli in
V5 “Secretary General’s
Address” and answer the
questions:**



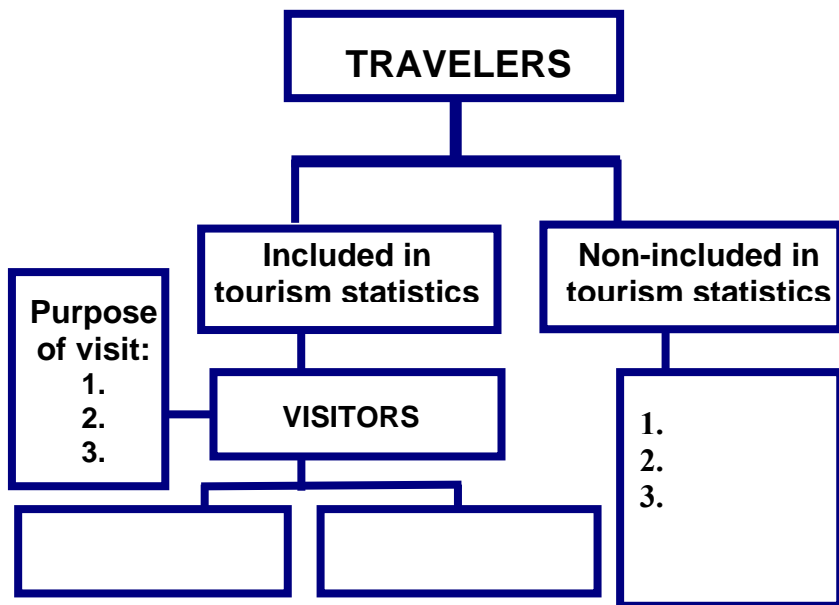
1. What does the development of tourism strengthen within a country?
2. What related sectors of employment does tourism generate?
3. In what way does the UNWTO intend to achieve a better employment development?

Task 7



Creativity

A. Read over the ‘Travel purposes’ and ‘Tourism statistics’ once again and draw your own chart “Visitors’ classification”. Use the example:



B. Peruse the latest international news (‘latest News’ option) on the website of United Nations World Tourism Organization and discuss it in class.

URL: www.world-tourism.org

Task 8

Vocabulary development



A. Study the vocabulary below and fulfill the tasks:

1. **journey, n** an act of traveling from one place to another, especially a long-haul destination; *to make a journey; a bus/ a car/ a train journey; a three hour journey – that takes three hours*
2. **outing, n** an out-of-town journey (trip), an excursion, a picnic; *to go for an outing*
3. **road, n** way; *to go on the road = go on a tour*
4. **itinerant, n** someone who moves from one place to another, especially owing to the occupation;
5. **commute, v** (esp. Am) taking regular travels to work from the suburbs to a city;
6. **commuter, n** a person who travels to work usually from the suburbs to a city;
7. **trip, n** an outward and return journey esp. for a short-term period, often for a specific purpose; *a boat/ a car/ a plane trip; business/ school/ skiing trip; a day trip, a two-day trip; to take a trip; to trip* - to go on a short tour or journey; to move or tread lightly;
8. **tripper, n** a person who goes quickly with ease; *rarely* (Br.) a person goes on a trip; *scornful* an excursionist, a tourist;
9. **trot, v** to move at a trot; to move quickly;
10. **globetrotter** a habitual worldwide traveler, esp. a tourist;
trotter *a person that trots or always walks quickly;*
11. **holiday-maker, n** *chiefly Brit.* a person who goes on holiday; US and Canadian equivalent: **vacationer**
12. **excursionist, n** a person who goes on an excursion;
13. **sightseer, n** a tourist seeing the sights of a city; excursionist; *to go sightseeing; sightseeing bus;*

- 14. passenger, n** a person traveling in a car, train, boat, etc., not driven by him;
- 15. hike, v** to walk a long way, usually for pleasure or sports exercising, esp. in the country or hills;
- 16. hiker, n** a traveler;
- 17. flight, n** a journey made by a flying object; a scheduled airline journey; *a 4 hour flight – that takes 4 hours*;
- 18. voyage, n** a journey or travel made by sea;
- 19. crossing, n** a short journey in a boat or a ship which goes from one side of the sea, lake, or other area of water to the other side; *a ferry crossing*
- 20. drive, n** a trip or short journey in a driven vehicle; *go for a drive*;
- 21. ride, n** a journey or outing on horseback or in a vehicle; *a bike/a car ride; go for a ride; ride somewhere just for enjoyment*; to transport in a vehicle, esp. when given freely to a pedestrian - to give a ride (Am.) = to give a lift (Br.)
- 22. easy rider, n** a biker; a wandering rider;
- 23. tour, n** a planned extended journey, usually taken for pleasure, visiting places of interest along the route with binding homecoming; a trip made by a theatre company, orchestra, sports team etc., to visit several places, usually within a fixed period of time; *to go on a tour*;
- 24. attraction, n** a thing, a place in a city or city itself that attracts or is intended to attract tourists; *sightseeing – tourist attraction/ local attraction*;
- 25. cruise, n** to make a trip by sea or travel over a large body of water in a liner, yacht, cruiser, etc., for pleasure, usually calling at a number of ports;
- 26. stroll, v/n** 1) to walk about in a leisurely manner; 2) to wander from place to place; E.g. to stroll through the park; 3) (n) a leisurely walk; *strolling – strolling musicians (actors, players)*

B. Complete the sentences:

1. Let's go for ... to the country and have a picnic on the grass.
2. If you are visiting Nice, why not go on a day ... to Monaco?
3. The ...-time by train from Manchester to Glasgow is 8.34 h.
4. My friend George used to ... between his home in the country and his office in the city.
5. Two ... were required to transport the goods by that chartered aircraft.
6. Why not take a one-day ... around London?
7. We invited the Lamberts to come with us for ... in the country.
8. It was good to go ashore from the ship after such a long ...
9. If you are in New York you should take a boat ... around Manhattan.
10. Haven't you managed to do the city? There are so many different ... to go on!
11. The ... was delayed because the airport was fogged in.
12. The train ... from Milan to Turin was exciting.



C. Brainstorming

Work out the meaning of the words in the box and look through the sentences below as fast as you can.

Match the people in the box to these sentences openly debating the results in class:

1) easy-rider	2) tripper	3) commuter
4) sightseer	5) cruiser	6) passenger
7) migrant	8) nomad	9) holidaymaker
10) globetrotter	11) itinerant	12) hiker

- 1) Once in a couple of years I usually travel over the Mediterranean.
- 2) I always travel from place to place because of my job.
- 3) Every morning I come to the office by the suburban train.
- 4) My friend and I often travel to any attraction for a weekend break.
- 5) I travel widely around the world not for recreation, but usually on business.

- 6) He travels from place to place because he doesn't have any permanent residence.
- 7) I am on my vacation and I'm going to Hawaii.
- 8) I travel on foot with pleasure; this is my typical way of relaxation.
- 9) I like traveling by car especially when it is driven by my friends.
- 10) I'm traveling by my bike with great satisfaction to myself.
- 11) I like making excursions about any cities by a scheduled bus.
- 12) I'm traveling to another country because I wish to change my place.



Suggest your additional variants of travelers with descriptions

At odd moments



Construct the following paragraphs in logical order:

- A** The man behind was following. He also got over the wall and came up to the tomb. The nervous man stood up and asked: "What do you want? Why on earth are you following me?"
- B** Suddenly he heard footsteps approaching him from behind. He walked quickly. The footsteps continued to follow. The man started running. The footsteps still followed him.
- C** One late evening a man was walking home from the railway station, because living in the suburbs he had to commute every day to a big city. The road was dark and lonely.
- D** "I say," answered the "follower", "do you always go home like this? Or are you having some special sort of jumping exercises

tonight? I'm going to Carlton Road and the man at the station told me to follow you, as you lived nearby."

- E The man jumped over a wall and, running into an old cemetery, hid behind one of the tombs. "If he comes here," he thought, "there will be no doubt he wants to rob or even kill me."



Section 4

Reading

Text 4

The Role of Government in Tourism Development

The government is often involved in the development of tourism in its area. This is especially true in the developing countries, but it occurs in industrialized areas as well. Governments are actively engaged in promoting a flow of tourism. In many countries, tourism is so important that its interests are represented at the ministerial level of government.

Many countries have their own Ministries of Tourism. For instance, Egypt, Turkey, Kenya, Israel, Spain, UK and many others.

One of the ways in which countries or regions can **encourage** tourism is by relaxing the kind of regulation that usually comes under the heading of "**red tape**". Travel is made easier when there are no **visa requirements** and when the **entry formalities** are simple.

National policy can also **discourage** tourism. Any country can discourage incoming tourism simply by not providing accommodations and catering services or by **restricting** the length of time a traveler can stay in that country. Some countries have set visa and entrance requirements that severely restrict entry. Governments at all levels are also involved in day-to-day regulation of the tourist facilities, including various kinds of **licensing**. A license is a document giving permission to carry on a particular kind of activity after meeting prescribed standards and paying a **fee**.

Where government investment in tourism is not direct, there must be an indirect investment in the form of building or improving the **infrastructure**. The infrastructure consists of those things that are

necessary before **development** can take place – communication lines such as telephone service, internet, electricity, water supply and sewerage, roads,



airports and other services. The facilities that are based on the infrastructure are often called the superstructure.

Another way in which governments can encourage tourism is the initiation of training programs for service **personnel**.



SKILLS TRAINING

Writing Task 1

Vocabulary development

Guessing unknown words

Find unknown words esp. italicized in the text. Study the context carefully and try to work out the meaning. Then write down them with your own comments into your wordbook and learn the words by heart.

E.g Personnel - the people employed in an organization or for a service.



Speaking

Task 2

Render the Text 7 'The role of government in tourism development' using new vocabulary. Learn new words by heart.



Writing

Task 3

Dictionary work



A. Write down the synonyms of the following words.

Hint: all of them are in the texts on the preceding pages

Word	Synonym
important	significant, relevant
to belong (to)	
crucial question	
to connect	
involvement	
interconnection	
impact	
straight	
to promote	
bureaucratic procedures	
staff	

B. Write down the opposites (antonyms) of these words.
Use the prefixes un-/in-/ir- to create the opposite.



Antonyms

If there is another word that has approximately the same meaning, write that too.

Word	Opposite	Similar meaning
Often	unoften	seldom, rarely
Actively		
Important		
Usually		
easy		
direct		
necessary		

Viewing



Task 4 Pre-viewing task

1. Look at these pictures. What spot is it?
2. What do you know about this spot?
3. Have you ever been to this country?



Watch the advertisement about this travel destination V6 “Abu-Dhabi Tourism” and answer the questions:

1. Do you agree that this country combines ancient gorgeous beauty and all the features of a modern megalopolis?
2. How ancient is this country?
3. What language is spoken in this country?
4. What is the main religion of the country?
5. What are the places of worship called?

Learn more about this country on this website:
[http://en.wikipedia.org/wiki/Abu Dhabi](http://en.wikipedia.org/wiki/Abu_Dhabi)

Task 5



Creativity

1. Write a small essay about the advantages of advertising in tourism. Express your opinion concerning: does advertising always contribute good sale of tourism products?

2. Create your own advertisement for any place or thing. Show it in class.

Section 5

Pre-reading task

1. In Text 2 you have acquainted with different travel purposes. Try to recall them. You *may* use the chart from your notebook.
2. Work in small groups. Generate some forms of tourism on the base of these purposes.
3. Go on working in the same groups. Classify the following means of transportation according to three categories: transportation by

AIR	WATER	LAND

Means of transportation: a yacht, a van, a submarine, a tram, a moped, a helicopter, an airship (dirigible), a canoe, a jeep, a jet, a rowing boat, a glider, a spaceship (spacecraft), a station wagon (Br. estate car), a liner, a (hot-air) balloon, a bike, a travel trailer (a motor caravan), a long-distance coach, a kayak, a raft.

4. Choose one of the categories. Discuss with the other groups which of the means is
- the safest
 - the most dangerous
 - for commercial purposes
 - for pleasure
 - for just married
 - for adrenalin rise
5. Have you ever traveled by sea? What means of transportation did you use?
6. What do you know about 'Nautical Tourism'?



Reading

Text 5

Travel Types and Forms of Tourism

According to several references Tourism has its types and forms. **Types** of tourism can be divided according to:

time period

- short-term (up to 3 days)
- long-term (>7 days)

way of organization

- organized (by travel agency)
- individual (families on their own)

place of destination

- international tourism (prevails on Europe)
- domestic tourism (prevails in large countries – USA, Russia, India etc.)

direction of tourist flows


- incoming tourism (give the other name from foregoing pages)
- outgoing tourism (–/–)

Forms of tourism have emerged over the years each with its own adjective. Many of these have come into common use by the tourism industry. Others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets include:

<ol style="list-style-type: none"> 1. Agritourism 2. Adventure tourism 3. Culinary tourism 4. Cultural tourism 5. Ecotourism 6. Heritage tourism 7. LGBT tourism 	<ol style="list-style-type: none"> 8. Medical tourism 9. Nautical tourism 10. Religious tourism 11. Space tourism 12. Sport tourism 13. War tourism 14. Wildlife tourism
---	---

Scan the information

‘Scan’ means reading quickly for seeking specific information. You don’t have to read each word

<p>Agritourism or Agrotourism</p> 	<p>is a style vacation that normally takes place on a farm or ranch. This may include the chance to help with farming and ranching tasks during the visit. Agritourism is considered to be a niche or uniquely adapted form of tourism and is often practiced in wine growing regions such as Australia, Italy, Portugal, Spain, and North America. Tourists engage in farm activities ranging from picking fruit or feeding animals, or planting crops.</p>
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Adventure tourism or Extreme tourism



is a type of tourism, involving exploration or travel to remote, exotic and possibly hostile areas.

Adventure tourists experience some culture shock and some degree of risk (real or perceived) or sometimes danger. It may include activities such as parasailing, mountaineering, trekking, bungee jumping, mountain biking, rafting, zip-lining and rock climbing.

Culinary tourism






is valued by tourism industry professionals as one of the most popular niches in the world's tourism industry. This makes sense, given recent consumer focus on healthy and organic eating, culinary/food pedigrees, and the simple fact that all travelers must eat.

Cultural tourism or Culture tourism



is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those peoples, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include the traditions of indigenous cultural communities (i.e. festivals, and their values and lifestyle..

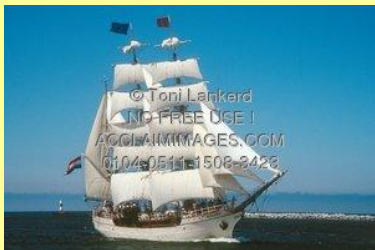
<p>Heritage tourism</p> 	<p>is a branch of tourism oriented towards the cultural heritage. The Statistics very often combines the two forms of tourism and calls it ‘Cultural Heritage tourism’. Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, etc. The overall purpose is to gain an appreciation of the past.</p>
<p>Ecological tourism</p> 	<p>or simply ecotourism is travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It means responsible travel to natural areas conserving the environment and improving the well-being of the local people. It helps educate the traveler. Ecotourism is very important so that future generations can experience the wonderful environment we have today.</p>
<p>LGBT tourism</p> 	<p>gay tourism or LGBT tourism is a form of niche tourism marketed to gay, lesbian, bisexual and transgender people. The main components of LGBT tourism is for cities and countries wishing to attract LGBT tourists;</p>

Medical tourism







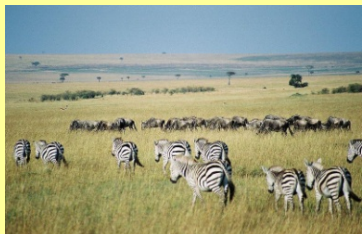
also called medical travel, health tourism or global healthcare. Spa resorts are often the places of health tourism. Over 50 countries have identified medical tourism as a national industry. They include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. However, virtually every type of health care, including psychiatry, alternative treatments, convalescent care and even burial services are available.

Nautical tourism



is an increasingly popular way to combine love of sailing and boating with vacation and holiday activities. First defined as an industry segment in Europe and South America, it has since caught on in the United States and the Pacific Rim. It is usually referred to the large group of Water-related tourism which combines traveling by boat with the express purpose of seeing things meant for the water tourist. Also known as a boating holiday.

<p>Religious tourism</p> 	<p>also commonly referred to as faith tourism, is a form of tourism, whereby people of faith travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes.</p>
<p>Space tourism</p> 	<p>is the recent phenomenon of tourists paying for flights into space. As of 2009, orbital space tourism opportunities are limited and expensive, with only the Russian Space Agency providing transportation. The price for a flight brokered by Space Adventures to the International Space Station aboard a Soyuz spacecraft is US\$20–35 million. The space tourists usually sign contracts with third parties to conduct certain research while in orbit</p>
<p>Sport tourism*</p> 	<p>refers to travel which involves either viewing or participating in a sporting event staying apart from their usual environment. Therefore, there are two kinds of it: active and passive. Active Sport Tourism refers to those who really participate into any sports or events.</p>

<p>War tourism</p> 	<p>is a term the media uses to describe the idea of recreational travel to war zones for purposes of sightseeing and superficial voyeurism. War tourist is also a pejorative term to describe thrill seeking in dangerous and forbidden places. Some sources refer war tourism to Historical tourism.</p>
<p>Wildlife tourism</p> 	<p>can be an eco and animal friendly tourism in both captive and wild environments. Wildlife tourism, in its simplest sense, is watching wild animals in their natural habitat. Wildlife tourism offers customized tour packages and safaris.</p>

* Since some forms of tourism depend on the seasons, they recognize *winter* (sport) *tourism*, for example, ski resorts, *summer* (tourism) *activities*, e.g. golf and so forth.

SKILLS TRAINING



Speaking

Task 1

This is a competition: answer the questions as quickly as possible.

1. Which sort of tourism is associated with navigation?
2. How many forms of tourism are directly linked to nature?
3. Your friend likes visiting historical sites; which forms of tourism would it be in this case?
4. Which forms of tourism yield multi-million interest annually?
5. If you are interested in customs of a society which sort of tourism should you choose?
6. Which form of tourism is extraordinary or uncommon to your mind?
7. Which is one of the most popular tourism forms in the world's tourism industry these days?
8. Identify the 'wealthiest' tourism.
9. If a visitor spends the vacation on the Dead Sea; which sort of tourism is this?
10. Which form of tourism joins people of various faiths all over the world?

Task 2

Discussion

- ✓ Choose the most attractive form of tourism for you.
- ✓ Ask your partner sitting by about his/her choice.
- ✓ Find out why he/she likes just that very form. Give your own arguments.



Viewing

Task 3

Watch the video V7 "Travel and Tourism" and answer the questions below.

Questions:

1.
What
purposes
did ancient
people
travel for?

2. How
many

international travels are
done yearly nowadays?

3. How many people
are employed in the
tourism industry?

4. What other
professions does tourism
industry involve?

5. What for do people travel
nowadays?

6. What kind of tourism is
more preferable among travelers?

7. What benefit can local communities derive from tourism?

8. Where can you get the necessary education to work in this
field?

9. What scientific degree can you get after completing the
study?

10. Where can you obtain the latest information about new
courses or classes on tourism at different colleges and
universities?





Writing

Task 4

Complete the columns distributing the forms of tourism according to the categories below:

Individual Tourism	Organized Tourism	Short-term Tourism	Long-term Tourism

Task 5

Write an essay about one of the forms of tourism at your option. Point out as many positives of this form as you can and if there are any negatives mention them too.

Task 6

Creativity



A. Perform the WebQuest “Forms of Tourism” and discuss your results in class when ready.

B. Design a presentation about any form of tourism you like; show it in class.

Note: Before you start designing your presentation, study carefully Annex 3 “How to design a presentation”.

At odd moments



What game is all about?

The game was known in Britain by the 13th century. This is a game for individuals, pairs, triples, etc. up to 48. Gears weighing about 1.5 kg are rolled at skittles. A rink is not more than about 6m wide by 30 m long.

Scottish gamers prepared the present rules about 1850, and the first national association was Scotland's, founded 1892. Today the International Board, founded 1905, has nine members, mainly British Commonwealth countries, plus the USA.

In England it is often played on flat greens. It is one of the main entertainments in nursing home (*Br* retirement home) or health resorts because the elderly and middle-aged play it with great pleasure.



Section 6

Reading

Text 6

INTERVIEW WITH MAJOR TOURIST INDUSTRY PROFESSIONALS

Britain scores highly as a destination with 'lots to see and do', while other appeals include our unrivalled sporting and social calendar, our built heritage and landmark attractions and destinations

Read the interview with Tom Wright, 'VisitBritain' Chief Executive

I: – Interviewer;

T.W.: – Tom Wright;

I: What are the current trends and growth rates of tourism between UK and Russia?

T.W.: In 2004, there were 148,000 visits from Russia to the UK – up seven per cent on the previous year and a 39% increase in value compared with 1999. In fact, over a third (37%) was business trips. Over a year Russian tourists spent £151 million (GBP) on leisure and business trips here, which is on average £75 per day per person or £1,021 per visit — well above the average for an inbound visit by visitors from other countries.



I: What, in your opinion, are the specific features of tourist relationship between our countries?

T.W.: In recent research as part of the **Nation Brands Index*** Britain comes fourth as a tourism destination for Russians. Those who have traveled to the UK are even more positive about returning again.

Britain enjoys a very high status among the Russian elite

- Britain enjoys a very high status among the Russian elite. This quite

numerous segment (around five million people overall) has an extremely high average spend (\$600 per day per person — the second highest in the world). London particularly is considered to be a very fashionable commercial, cultural and shopping destination.

I: What events had the greatest influence on the development of such relationship over the past year?

T.W.: The Russian economy is resilient with continuing increases in GDP. Total outbound travel from Russia is expected to grow by 2 million visits a year by 2009. Economic developments including the freeze on gasoline prices and rises in disposable income help to prevent significant increases in costs on travel. Travel for meetings, exhibitions and other events as part of an incentive trip is still relatively new in Russia but is growing rapidly. ‘VisitBritain’ will continue to explore the potential of encouraging large corporations to send their staff to British destinations. The English language has an extremely high status in Russia — not only for study and education — but also in enhancing the social status. Currently about 12,000 Russian students are in higher education in Britain and 6,000 Russians visit Britain to learn English every year.


















I: What steps does United Kingdom plan to undertake to realize such prospects?

T.W.: Other regions outside Moscow also hold increasing potential for attracting visitors to Britain. For instance, Yekaterinburg is emerging as centre for building relationships with the travel trade in the Urals. The UK and US governments have established consulates in Yekaterinburg and a number of international airlines fly there directly, including British Airways. An annual reference manual, the Agents’ Sales Guide, will enable Russian travel operators to organize any travels to Britain. 5,000 copies will be distributed to tour operators and travel agents, as well as at events, consumer fairs and workshops.

ITE NEWS — MITT DAILY 2006 #3
24/03/2006

Note:

*** Nation Brands Index**

Rank	Country NBI 2016	Country NBI 2015
1	 United States	 United States
2	 Germany	 Germany
3	 United Kingdom	 United Kingdom
4	 France	 France
5	 Canada	 Japan
6	 Japan	 Canada
7	 Italy	 Italy
8	 Switzerland	 Australia
9	 Australia	 Switzerland
10	 Sweden	 Sweden

The concept of measuring the global perception of a country in several spheres has been developed by Simon Anholt. A subsequent ranking of nations following his surveys was first released in 2005 known as the Anholt Nation Brands Index and was initially published four times a year.

Since 2008 research activities from GfK Roper Public Affairs & Media and Simon Anholt were joined and resulted in an expanded version of the index which is since then known as the Anholt-GfK Roper Nation Brands Index (NBI).

Published on an annual basis, 20,157 interviews have been conducted with approximately 1,000 interviews per country for the 2008 Index to determine how countries are perceived by others. People over the age of seventeen have been interviewed in twenty core countries such as the United States, Canada, the United Kingdom, Germany, France, Italy, Sweden, Russia, Poland, Turkey, Japan, China,

India, South Korea, Australia, Argentina, Brazil, Mexico, Egypt, South Africa. The criteria underlying the NBI ranking are:

People: Measures the population's reputation for competence, education, openness and friendliness and other qualities, as well as perceived levels of potential hostility and discrimination.

Governance: Measures public opinion regarding the level of national government competency and fairness and describes individuals' beliefs about each country's government, as well as its perceived commitment to global issues such as democracy, justice, poverty and the environment.

Exports: Determines the public's image of products and services from each country and the extent to which consumers proactively seek or avoid products from each country-of-origin.

Tourism: Captures the level of interest in visiting a country and the draw of natural and man-made tourist attractions.

Culture & Heritage: Reveals global perceptions of each nation's heritage and appreciation for its contemporary culture, including film, music, art, sport and literature.

Investment & Immigration Determines the power to attract people to live, work or study in each country and reveals how people perceive a country's economic and social situation.

SKILLS TRAINING



Speaking

Task 1

Discussion

1. Find in the interview at least four reasons why Britain is such a popular destination for Russians.

2. What do the following numbers refer to?

151 mln	2 mln	600	1,021	37%	6,000	148,000	12,000	75	5,000	4 th
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3. What do the following abbreviations and word combinations stand for?

GBP	GDP	NBI
positive about returning	resilient economy	the freeze on gasoline prices
enhancing the social status	to realize prospects	annual reference manual
hold increasing potential	consumer fair	

Task 2

Dictionary work



Find in the interview the synonyms for the italicized words:

<i>running</i> trends	in your <i>view</i>	high <i>position</i>
<i>prior</i> year	<i>interrelation</i>	<i>stylish</i>
<i>trading</i>	<i>expenses</i> on travel	<i>considerable</i> increase
to <i>arrange</i> any travels	to <i>investigate</i>	<i>personnel</i>
for <i>example</i>	<i>airways</i>	to <i>implement</i> the prospects

Task 3

Give the summary of the interview using the key words below:

- ... 148,000 visits from Russia ...
- ... business trips ...
- ... NBI ...
- ... fashionable commercial, cultural and shopping destination...
- ... resilient economy ...
- ... high status of English ...
- ... regions outside Moscow ...



Viewing **Task 4**

Listen to the interview of Laura Latshaw, Sr. VP at GfK in V8 “Nation Brand Index”, and answer the questions:



1. What has been an important benchmark for measuring a country's brand image?
2. What has dramatic impact on business, tourism and diplomatic influence according to Nation Brands Index?
3. How is the Index being calculated?
4. What criteria does the NBI take into account by country's measuring?



Writing

Task 5

Think and write your reasoning what forms of tourism are most common in Great Britain. You can start your writing like that:

I think that heritage tourism is very popular in Britain because tourists want to contemplate its ancient monuments such as Stonehenge or the Tower. Then ...



Task 6



Creativity

A. Watch the video V9 “Tourist London” to enjoy the sights of London.

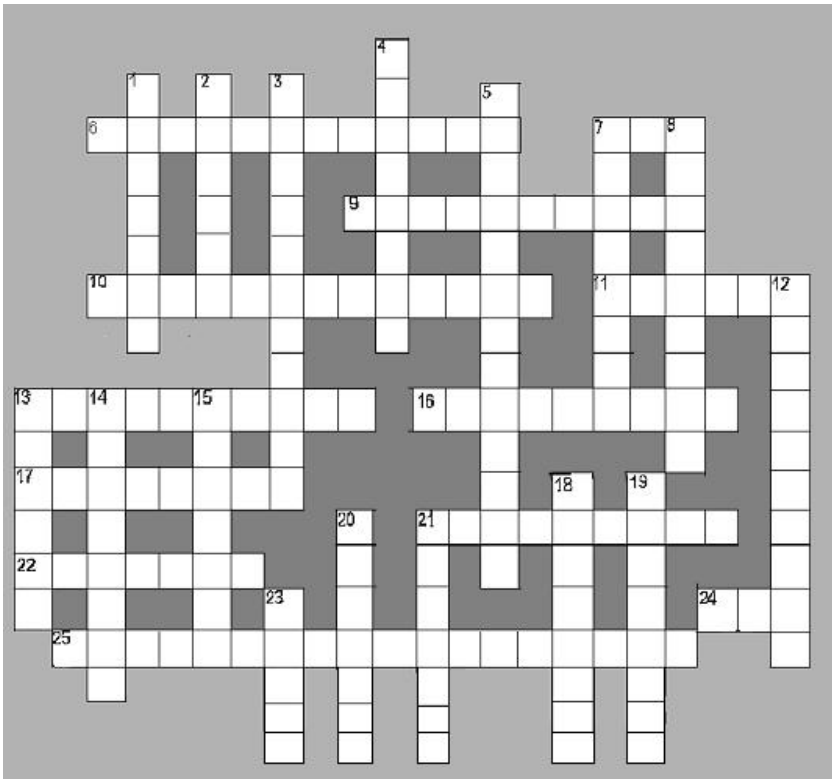
B. Perform a presentation (5-7 slides) “Best sights of Britain for tourists” and explain it in class.



At odd moments

Solve the crossword puzzle.

***Hint:** all the vocabulary was used in this Chapter.*



Across:

- 6) a place, where a traveler can get a bed and food while on a trip;
- 7) a diagrammatic representation of the earth's surface or part of it;
- 9) a person joined with another or others in a business; partner;
- 10) an act or art that diverts; amusement;
- 11) a republic in central Africa with the capital Kigali;

- 13) refreshment of health or spirits by relaxation and enjoyment;
- 16) a person who moves from one place to another and works for a short time in various places;
- 17) any specific deed, action or occupation;
- 21) any sort of journey, e.g. a trip, voyage, cruise etc.
- 22) a Strait between the Apennine and Balkan peninsulas that links the Adriatic and Ionic Seas;
- 24) a contracted word of a very popular and modern form of tourism these days;
- 25) mutual or reciprocal relationship between two or more individuals often for exchange of information;

Down:

- 1) the sum of money deposited at a bank;
- 2) a journey or travel by sea;
- 3) kindness in welcoming strangers or guests;
- 4) tourism, involving residents traveling in another country;
- 5) tourism which consists of inbound and outbound tourism;
- 7) another word for 'automobile';
- 8) not temporary but ... residence;
- 12) a place in a city or city itself that charms tourists;
- 13) another word for a 'purpose or grounds of traveling';
- 14) the food provided for social events;
- 15) the pilot of a plane or airship;
- 18) historical sites, buildings etc. that have been transmitted from the past to the present-day society;
- 19) (*adj*) something important, significant or concerned with events of the past;
- 20) (*v*) to take regular travels to work from the suburbs to a city;
- 21) the passage or transition of people making a stop on a journey with right of using the same ticket;
- 23) a person who continually moves from place to place; a wanderer;

Additional reading for Chapter 1

Some facts from tourism history

2000 years Before Christ, in India and Mesopotamia

Travel for trade was an important feature since the beginning of civilization. The port at **Lothal** was an important centre of trade between the Indus valley civilization and the Sumerian civilization.



600 BC and thereafter



The earliest form of leisure tourism can be traced as far back as the Babylonian and Egyptian empires. A museum of historic antiquities was open to the public in **Babylon**. The Egyptians held many religious festivals that attracted the devout and many people who thronged to cities to see famous works of arts and

buildings.

In India, as elsewhere, kings traveled for empire building. The Brahmins and the common people traveled for religious purposes.

Thousands of Brahmins and the common folk thronged **Sarnath** and **Sravasti** to be greeted by the inscrutable smile of the Enlightened One - the **Buddha**.



500 BC, the Greek civilization

The Greek tourists traveled to sites of healing gods. The Greeks also enjoyed their religious festivals that increasingly became a pursuit of pleasure, and in particular, sport. Athens had become an important attraction for travelers visiting the major sights such as the *Parthenon*.



Inns (precursors of modern motels) were established in large towns and seaports to provide for travelers' needs. Courtesans were the principal entertainment offered.

This era also saw the birth of travel writing. Herodotus was the worlds' first travel writer. Guidebooks also made their appearance in the fourth century covering destinations such as Athens, *Sparta* and *Troy*. Advertisements in the way of signs directing people to inns are also known in this period.



The Roman Empire

With no foreign borders between England and Syria, and with safe seas from piracy due to Roman patrols, the conditions favoring travel had arrived. First class roads coupled with staging inns promoted the growth of travel. Romans traveled to Sicily, Greece, Rhodes, Troy and Egypt. From 300 AD travel to the *Holy Land* also became very popular. The Romans introduced their guidebooks (itinerary), listing hotels with symbols to identify quality.





Second homes were built by the rich near Rome, occupied primarily during springtime social season. The most fashionable resorts were found around Bay of Naples. Naples attracted the retired and the intellectuals, Cumae (the oldest Greek colony in Italy, founded about 750 BC near Naples) attracted the fashionable while *Baiae* attracted the down market tourist, becoming noted for its rowdiness, drunkenness and all-night singing.

Travel and Tourism were to never attain a similar status until the modern times.

In the Middle Ages



traveled to spread the sacred word.

Leisure travel in India was introduced by the *Mughals*. The Mughal kings built luxurious palaces and enchanting gardens at places of natural and scenic beauty, for example, Jehangir traveled to *Kashmir* drawn by its beauty.

Travel for empire building and pilgrimage was a regular feature.

Travel became difficult and dangerous as people traveled on business or for a sense of obligation and duty. Adventurers sought fame and fortune through travel. The Europeans tried to discover a sea route to India for trade purposes and in this fashion discovered America and explored parts of Africa. Strolling players and minstrels made their living by performing as they traveled. Missionaries, saints, etc.



The Grand Tour



Ancient Roman Baths in Bath spa, England

From the early seventeenth century, a new form of tourism was developed as a direct outcome of the Renaissance. Under the reign of Elizabeth I, young men seeking positions at court were encouraged to travel to the continent to finish their education. Later, it became customary for the education of gentleman to be completed by a “Grand Tour” accompanied by a tutor and lasting for three or more years. While ostensibly educational,

the pleasure seeking men traveled to enjoy life and culture of Paris, Venice or Florence. By the end of eighteenth century, the custom had become institutionalized in the gentry. Gradually pleasure travel displaced educational travel. The advent of Napoleonic wars inhibited travel for around 30 years and led to the decline of the custom of the Grand Tour.

The development of the spas

The **Spas** grew in popularity in the seventeenth century in Britain and a little later in the European Continent as awareness about the therapeutic qualities of mineral water increased. Taking the cure in the spa rapidly acquired the nature of a status symbol. The resorts changed in character as pleasure became the motivation of visits. They became an important centre of social life for the high society.

In the nineteenth century they were gradually replaced by the seaside resort.

The sun, sand and sea resorts

The sea water became associated with health benefits. The earliest visitors only drank it and did not bathe in it. By the early eighteenth century, small fishing resorts sprung up in England for visitors who drank and immersed themselves in sea water. With the overcrowding of

inland spas, the new sea side resorts grew in popularity. The introduction of steamboat services in the 19th century introduced more resorts in the circuit. The seaside resort gradually became a social meeting point.

Role of the industrial revolution in promoting travel in the west

The rapid urbanization due to industrialization led to mass migration to cities. These people were lured into travel to escape their environment to places of natural beauty, often to the countryside they had come from a change of routine from physically and psychologically stressful jobs to a leisurely pace in the countryside.

Highlights of travel in the nineteenth century

- Advent of the railway initially catalyzed business travel and later leisure travel. Gradually special trains were chartered to only take leisure travel to their destinations.

- Package tours were organized by entrepreneurs such as Thomas Cook.

- The European countries indulged in a lot of business travel often to their colonies to buy raw material and sell finished goods.

- The invention of photography acted as a status-enhancing tool and promoted overseas travel.

- The formation of first hotel chains; pioneered by the railway companies who established great railway terminus hotels.

- Seaside resorts began to develop different images as for day-trippers, elite, for gambling.



- Other types of destinations-ski resorts, hill stations, mountaineering spots etc.
- The technological development in steamships promoted travel between North America and Europe.
- The *Suez Canal* opened direct sea routes to India and the Far East.
- The cult of the guidebook followed the development of photography.

Tourism in the Twentieth Century



Early production Boeing 707-329 of *Sabena* in April 1960

The First World War gave firsthand experience of countries and aroused a sense of curiosity about international travel among the less well-off sector for the first time. The large scale of migration to the US meant a lot of travel across the Atlantic. Private motoring began to encourage

domestic travel in Europe and the west. The sea side resort became an annual family holiday destination in Britain and increased in popularity in other countries of the west. Hotels proliferated in these destinations.

The birth of air travel and after

The wars increased interest in international travel. This interest was given the shape of mass tourism by the aviation industry. The surplus of aircraft and growth of private airlines aided in the expansion of air travel. Aircraft had become more comfortable, faster and cheaper for overseas travel.



British airway Boeing 747-400

With the introduction of the *Boeing 707 jet* in 1958, the age of air travel for the masses had arrived. The beginning of chartered flights

boosted the package tour market and led to the establishment of organized mass tourism.

The Boeing 747, a 400 seat aircraft, sharply reduced the cost of travel. The seaside resorts in the Mediterranean, North Africa and the **Caribbean** were the initial hot spots of mass tourism.

A corresponding growth in hotel industry led to the establishment of world-wide chains. Tourism also began to diversify as people began



to flock to alternative destinations in the 70s. Nepal and India received a throng of tourists lured by the Hare Krishna movement and transcendental meditation. The beginning of individual travel in a significant volume only occurred in the 80s. Air travel also led to a

continuous growth in business travel especially with the emergence of the MNCs (multipoint network-control system).

‘Thomas Cook & Son’ – its establishment and development

Thomas Cook was born on 22 November 1808 in Melbourne, Derbyshire. He is famous for his foundation of the travel agency that is now – ‘Thomas Cook Group’. Cook's idea to offer excursions came to him while waiting for the stagecoach on the London Road at Kibworth. With the opening of the extended Midland Counties Railway, he arranged to take a group of 570 temperance campaigners from Leicester London Road railway station to a rally in Loughborough, eleven miles away. On 5 July 1841, Thomas Cook arranged for the rail company to charge one shilling per person that included rail tickets and food for this train journey. Cook was paid a commission of the fares charged to the passengers, as the railway tickets, being legal contracts between

company and passenger, could not have been issued at his own price.



Leicester railway station - the origin for many of Cook's early tours

During the following three summers he planned and conducted outings for temperance societies and Sunday-school children. In 1844 the Midland Counties Railway Company agreed to make a permanent arrangement with him provided he found the passengers. This success led him to start his own business running rail excursions for pleasure, taking a percentage of the railway tickets.

On 4 August 1845 he arranged accommodation for a party to travel from Leicester to Liverpool. In 1846, he took 350 people from Leicester on a tour of Scotland; however his lack of commercial ability led him to bankruptcy. He persisted and had success when he claimed that he arranged for over 165,000 people to attend the Great Exhibition in London. Four years later, he planned his first excursion abroad, when he took a group from Leicester to Calais to coincide with the Paris Exhibition. The following year he started his 'grand circular tours' of Europe. During the 1860s he took parties to Switzerland, Italy, Egypt and the United States. Cook established 'inclusive independent travel', whereby the traveler went independently but his agency charged for travel, food and accommodation for a fixed period over any chosen route. Such was his success that the Scottish railway companies withdrew their support between 1862 and 1863 to try the excursion business for themselves.

With John Mason Cook, he formed a partnership and renamed the travel agency as *Thomas Cook and Son*. They acquired business premises on Fleet Street, London. By this time, Cook had stopped personal tours and became an agent for foreign or domestic travel. The office also contained a shop which sold essential travel accessories

including guide books, luggage, telescopes and footwear. Thomas saw his venture as both religious and social service; his son provided the commercial expertise that allowed the company to expand. In accordance with his beliefs, he and his wife also ran a small temperance hotel above the office. Their business model was refined by the introduction of the 'hotel coupon' in 1866. Detachable coupons in a counterfoil book were issued to the traveler. These were valid for either a restaurant meal or an overnight hotel stay provided they were on Cook's list.

In 1865, the agency organized tours of the United States, picking up passengers from several departure points. John Mason Cook led the excursion which included tours of several Civil War battlefields. A brief but bitter partnership was formed with an American businessman in 1871 called *Cook, Son and Jenkins*; however after an acrimonious split the agency reverted back to its original name. Around the world tour started in 1872, which for 200 guineas, included a steamship across the Atlantic, a stage coach across America, a paddle steamer to Japan, and an overland journey across China and India, lasting 222 days.

In 1874, Thomas Cook introduced 'circular notes', a product that later became better known by American Express's brand, 'traveler's checks'.

Conflicts of interest between father and son were resolved when the son persuaded his father, Thomas Cook, to retire in 1879. He moved back to Leicestershire and lived quietly until his death (he died 18 July 1892).

The firm's growth was consolidated by John Mason Cook and his two sons, especially by its involvement with military transportation and postal services for Britain and Egypt during the



1880s when Cook began organizing tours to the Middle East. By 1888, the company had established offices around the world, including three in Australia and one in Auckland, New Zealand, and in 1890, the company sold over 3.25 million tickets. John Mason Cook promoted, and even led, excursions to the Middle East where he was described as "the second-greatest man in Egypt". However, while arranging for the German Emperor Wilhelm II to visit Palestine in 1898, he contracted dysentery and died the following year.



Statue of Thomas Cook
near Leicester railway
station

His sons, Frank Henry, Thomas Albert and Ernest Edward, were not nearly as successful running the business. Despite opening a new headquarters in Berkeley Square, London in 1926, ownership of *Thomas Cook and Son* only remained with the family until 1928, when it was sold to the Compagnie Internationale des Wagons-Lits. During the 1930s, the travel agency consolidated especially from tours to Egypt and Palestine. Indeed, the company was a principal employer in Egypt, involved in shipping, transportation and touring operations. After the outbreak of World War II, the Paris headquarters of the Wagons-Lits company was seized by the occupying forces, and in

turn the British assets were requisitioned by the Government. In 1941, the centenary of the company, Thomas Cook & Son Ltd. was sold to the four major railway companies with the aim of expanding it further.'

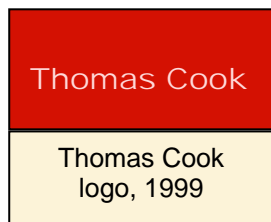
The company was nationalized in 1948 as part of the British Transport Commission. In the early 1950s, the company began promoting 'foreign holidays' (particularly Italy, Spain and Switzerland) by showing information films at town halls throughout Britain. However, they made a costly decision by not going into the new form of cheap holidays which combined the transportation and

accommodation arrangements into a single 'package'. The company went further into decline and was only rescued by a consortium of Trust House Forte, Midland Bank and the Automobile Association who bought the company from the British Government on 26 May 1972. Subsequently, Midland Bank acquired sole control during 1977. However, since US banking laws prohibited any national banks from owning travel agencies, the US operations were sold to Dun & Bradstreet in 1975.

After restructuring the company and re-entering the traveler's check business the company prospered again. During the 1980s, Thomas Cook had its most visible business presence in the US, including robust Travelers Checks sales to regional US banks. The company had enough business leverage to set up a computer centre near Princeton, New Jersey. Robert Gaffney and Samuel Malek were two of the notable decision makers in that era. Robert Maxwell bought substantial holdings in the company in 1988. He was expected to sell his holdings quickly as he was a publisher rather than a travel agent. However, when Crimson/Heritage purchased the US division of Thomas Cook for \$1.3 billion in 1989, he still maintained a substantial interest in the company until his death.

In June 1992, following the acquisition of Midland Bank by HSBC, the company was sold to the German bank, Westdeutsche Landesbank, and the charter airline, LTU Group for £200 million. Due to contractual difficulties LTU Group sold its 10% shares to WestLB in May 1995. During 1996, after being bought by American Express, the company bought the short-haul operator, Sunworld, and the European city-breaks tour group, Time Off. Within three years, the company had combined Sunworld, Sunset, Inspirations, Flying Colours and Caledonian Airways into the JMC brand - JMC being short for John Mason Cook.

On February 2, 1999 the Carlson Leisure Group merged with Thomas Cook into a holding company owned by West LB, Carlson Inc and Preussag Aktiengesellschaft ("Preussag"). However, in mid-2000 Preussag acquired Thomas Cook's rival Thomson Travel and was



forced to sell its majority 50.1% stake in Thomas Cook by regulatory authorities. In 2002 Thomas Cook was acquired by the German company C&N Touristic AG, which later changed its name to Thomas Cook AG. The group is jointly owned by Lufthansa and Karstadt.

In 2007 Thomas Cook announced a merger with competitor MyTravel with the new group to be called Thomas Cook Group plc (public limited company) and listed on the London Stock Exchange. The transaction was completed in June 2007 following competition authority clearance. The new group is 51% owned by Arcandor (new name of Karstadt).

Thomas Cook made a controversial business move in 2008, buying out Canadian travel wholesaler IFS (Irish Free State) Voyages (including Fun Sun Vacations, Intair, Exotik Tours, Boomerang Tours, etc).

(Source: Wikipedia, the Free Encyclopedia)

Chapter 2



Theme Focus

CAREER & TOURISM

Section 7

Pre-reading task

- ✓ Enumerate as many jobs in tourism as you know.
- ✓ What qualities do people working in tourism need to have?
- ✓ Who are freelancers?
- ✓ If you had an alternative, what career would you prefer: a tour operator or a sightseeing guide? Give your arguments.
- ✓ Do you have any practical experience in the tourism industry?
- ✓ Have you ever had any troubles relating to your job? Tell this if you like.





Pre-reading vocabulary

Task 1

Study the vocabulary below and remember the following definitions

<i>generate, v.</i>	to create; to produce or bring into being;
<i>merchandising, n.</i>	the selection and display of goods in a retail outlet;
<i>unskilled, adj.</i>	not having or requiring any special skill or training; inexpert;
<i>recreation attendant</i>	a person employed to provide a service for customers;
<i>employee, n</i>	a person who is hired to work at a business, firm or company, in return for payment;
<i>front-desk employee</i>	a person at a service counter or table in a public building, esp. hotel;
<i>tour conductor</i>	a person who leads or accompanies a tour or expedition;
<i>guide, n.</i>	a person who conducts a tour;
<i>social director</i>	a person who is to entertain and amuse the customers;
<i>caterer, n.</i>	a person who provides food for public or large social events;
<i>goodwill, n.</i>	a feeling of favor, approval, friendliness, and etc.;
<i>track record</i>	a record list of service, progress and failures of a person in his field, business etc.;
<i>trustworthiness, n.</i>	reliability or creditability;
<i>bring out, ph. v.</i>	to expose, reveal, or cause to be seen;
<i>it stands to reason</i>	it is logical or obvious;
<i>freelancer, n.</i>	a self-employed person, esp. a writer or artist, who is not employed continuously but hired to do specific assignments;

hire, v.	to employ a person for services temporarily in exchange for payment;
assignment, n	a duty or task committed to a person to perform; mission;
be in charge of rep, n.	having responsibility for smth.;
office junior	short for ‘representative’; a delegate, agent; a young person, esp. a school-leaver, employed in an office for running errands and doing other minor jobs;
be engaged in expertize, v.	be busy with, be occupied with; be involved in; to act as an expert or give an expert opinion (on); <i>Br. expertise</i>
be designated as	be appointed (to); E.g. <i>He was appointed manager. He was appointed to the position.</i>
be responsible for	to answer for smth.; be accountable for one's actions; be in charge of;
settle up, ph. v.	to regulate things; to put in order; to arrange in a desired state or condition;
allocation, n.	accommodation;
foodstuffs, n.	food; any substance that can be used as food;
locality, n.	an area, region, district etc.;
part-time job	a half-time work; to work not all day long;
points of interest	places of interest, sightseeing, sights; attractions;
setting, n.	place; place of operation;
supervise, v.	to direct or oversee the performance or operation;
CPR certification	First Aid certification; CPA: short for ‘cardiopulmonary resuscitation’;
high school diploma	a diploma awarded for the completion of high school (grades 7-12). In the US it is considered the minimum education required for higher education;
bachelor’s degree	baccalaureate; the lowest level at university, and the highest level at college;
background, n.	<i>here</i> educational attainment, educational level; <i>usually academic background</i>



Reading Text 7

Jobs in Tourism

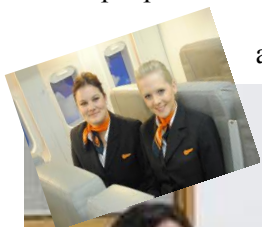
Tourism **generates** an enormous number of various jobs that are not sometimes considered to be within the industry itself, like jobs in **merchandising**, catering or in construction. Lots of jobs in this field can be referred to **unskilled** that do not require more than a high-school degree: dish washers, janitors or cleaners. Other positions may call for vocational training, so-called semi-skilled, like a waiter, a bartender or a **recreation attendant**. And finally, the tourism sector needs different skilled **employees**, viz.



travel agents (consultants) or tour operators that call for a special college degree. Generally speaking, the more education you have, the better post you'll be able to move up within a company or start a business of your own. People who hold jobs of this kind include travel agency employees, ticket and reservation agents, airline flights personnel, **front-desk employees** in hotels, **tour conductors** or **guides**, **social directors**, **caterers**, waiters, and so forth.

Anyway, all jobs in the tourism industry have one common feature: meeting people and contact with the public. If you rely on the **goodwill** of the public, it demands a neat appearance, courteous behavior, and a **track record** of honesty and dependability. IOW, you will need to prove your **trustworthiness**. So, if you consider being a guide with a degree or somebody else of that sort in the years ahead, you have to be ready to face the human factor (HF) including both positives and negatives. Any person who has chosen a career in tourism should take pleasure in working with people and be patient and tolerant to the clients,

especially since the irritations of travel can **bring out** the worst qualities in some people.



There is no doubt that positions of travel agents (consultants) and tour operators are most skilled and well-paid. Dealing with different public, knowledge of foreign languages is necessary or desirable. ***It stands to reason*** the degree of language skill may vary according to the location of the job. And the higher position you hold the better language skills you need.

Touching upon the careers in the tourism business one cannot help mentioning travel writers who fill an important place in publicizing industry. Many of them are ***freelancers***: self-employed people who are not employed continuously but ***hired*** to do specific ***assignments***. Usually they sell their articles to any publication that is interested in them. There is also a small industry involved in writing and publishing travel guidebooks.

Now let us consider some of the positions in tourism:

A **tour operator** is the company or person that makes arrangements for travel and places to stay often selling these together as package holidays; IOW it is a person or company that provides package holidays. Tour operators ***are in charge of*** the bookings, funds and financial arrangements. Many of them started as a ***rep****, guide or even an ***office junior***.

A **travel agent** (*mostly Br.*) is the person ***engaged in*** selling and arranging transportation, accommodation, tours, or trips for customers

and whose job is to help people who want to travel by selling plane tickets, making hotel reservations, etc.

A **tour (travel) consultant** (*Am.*) works within an agency selling and advising clients tour packages created by tour operators. The consultant is sometimes a salesperson with particular *expertise* in escorted tour sales.

A **tour conductor** is an employee of or contractor to a tour operator who accompanies a group of tourists and is in charge of a tour. A conductor *is designated as* the group's leader who might have played a key role in bringing the group together for the tour. He *is* also *responsible for* any regulations concerning red tape and other troubles that the tourists can face during the trip. He has to be able to *settle up* different components of a tour that are likely to cause the most problems and irritations when something goes wrong: lost or undeclared baggage, *allocation*, *foodstuffs* or activities the tourists have paid for.



A **tour guide** is a qualified person to conduct tours of specific *localities* or attractions. Many reliable guides are licensed. A license is a document giving permission to carry on a particular kind of activity.

A **sightseeing guide** works in a town, city or special area and usually holds a *part-time job*. Among sightseeing guides, it is common to find freelancers. That's why they usually return home each evening whereas tour guides accompany the group throughout the trip and stay at the location most nights. The sightseeing guide must be familiar with the *points of interest* that he is showing to the visitors. And he has to deal with any problems that occur during the tour or excursion, such as rough weather, an accident or a heart attack.

Recreation workers hold a variety of positions at different levels of responsibility. Recreation workers work in a variety of *settings* – for example, a cruise ship, a nature park, a summer camp, or a playground in the center of an urban community. They are in charge of the activities to entertain and amuse the customers. Many recreation workers spend most of their time outdoors.

❖ **Recreation directors** and **supervisors (social directors)**, however, typically spend most of their time in an office, planning programs and special events.

❖ **Counselors** or **instructors** teach tourists special subjects in which the resorts specialize, for instance, archery, boating, scuba diving, skiing, gymnastics, tennis, music, drama, and computers.

❖ Those who work directly with children in residential or day camps are called **camp counselors**. These workers lead and instruct children and teenagers in a variety of outdoor recreation activities, such as swimming, hiking, horseback riding, and camping.

❖ **Camp directors** typically *supervise* camp counselors, plan camp activities or programs, and perform the various administrative functions of a camp.

❖ **Recreation attendants** also work in theme parks, where they are responsible for everything. Depending on what area you work in, the requirements will vary. Some positions like lifeguards or camp counselors need certification in their area of specialty and **CPR certification**. Many supervisors are required to have a *high school*



diploma, and in some instances, a *bachelor's degree*, but for a recreation attendant a high school diploma is not required.

❖ **Recreation leaders** are responsible for a recreation program's daily operation. They primarily organize and direct participants, schedule, the use of facilities, keep records of equipment use, and ensure that recreation facilities and equipment are used properly. In addition, they may lead classes and provide instruction in a recreational activity.

A **ground operator** is the person or firm that provides ground services to the tourists; E.g. accommodation, sightseeing, local transportation etc. They are also called **purveyor**.

No matter what niche of tourism one may work in, the final result of the effort should be a satisfied customer who remembers his trip cheerfully.

There are jobs in tourism for different ages and sexes, for school leavers and university graduates, people of various nationalities. It is one of the few industries where any discrimination is lacking.

Anyone who is involved with travel and hospitality agrees that personality is the most important thing in this sector as compared with most other industries. Sometimes it is more important than qualification



or experience. For certain positions a *background* in environment conservation, history, psychology, and other professional qualifications is more helpful than general tourism training.

* *see Note*

Note
REPS (Representatives)

Your SDRA Regional Rep



Acting as a company rep in a foreign country gives you a unique chance to meet locals and become part of the local scene. The most

important thing a company needs to know about new reps is whether or not they will fit in with the profile of a team. Knowledge of a European language is always requested. But even if the language requirements are not very rigorous, candidates should show that they are at least interested in learning the company ladder and are offered jobs as a senior rep or manager, and then you will need to speak the local language.

A tour operator needs staff that can be flexible. No company wants their staff to have outside interests which might interfere with their work. Once trained in the company ways, e.g. to send in correct company paperwork, sell the company



excursions and work the way the company wants, a rep can be transferred from one resort to another, sometimes one country to another, at short notice. Once you have a season or two of experience you should be given a say in where you want to go. Reps are expected to work six or seven days a week between seven and fourteen hours every day depending on whether transfers, hotels check-ins, welcome meetings, excursions, client visits, etc. are scheduled. Time off is seldom enough to do much independent traveling. Most reps spend

their day off catching up on a beach. The industry demands total dedication.

If there is a strike and 40 clients are suddenly rerouted to another airport you will just have to miss the party to which you had been looking forward. If there is a crisis, you could end up working up to 36 hours at a stretch, and are expected to be smiling at the end of it.

Considering the rigors and pressures of the job of package tour company representative, wages are low, though of course accommodation, travel and some other perks are provided. It is self-evident that reps look after holiday-makers, remaining aware of the consequences of giving bad advice. Obviously medical emergencies are the most serious problem which reps may face. For instance, if an elderly client has a heart attack or a young tearaway has a serious accident on a hired moped. The situation becomes even more difficult if your employers have told you to do anything apart from summoning help for fear that relatives may later sue if the rep had taken the wrong steps. For your peace of mind, try to take a reputable lifesaving course before taking on a rep's responsibilities.



(From the book by V. Reily Collins 'Working in Tourism')



SKILLS TRAINING



Speaking

Task 2

Discussion

1. What is a common feature of all jobs in tourism?
2. What is the job ranking in the tourism industry?
3. Why is language skill necessary in many positions in tourism?
4. How does a travel rep have to look if he relies on the customer's goodwill?
5. What are recreation workers responsible for?
6. What is the range of recreation workers?
7. What is the difference between a tour guide and a tour conductor?
8. What skills does a sightseeing guide require to be successful?
9. What is a tour operator in charge of?
10. What is the similarity between a travel agent and a travel consultant?
11. What jobs can be referred to part-time?
12. What is the main aim of all jobs in tourism?

Task 3

Say if the statements are true or false?

Put ☐ T or ☐ F in the boxes:

- ☐ Recreation attendant can be referred to a semi-skilled occupation.
- ☐ Reps have permanent workplace.

- ☐ To start a business of your own you must have a special college degree.
- ☐ Social directors spend most of their time outdoors amusing clients.
- ☐ Tour consultants arrange and provide customers with tour packages.
- ☐ All people engaged in tourism should have First Aid certificate.

Task 4

Match the people to the job descriptions

1. Travel agent or travel consultant



***Annual income: approx.
\$90,000 to 118,000 per year
including commissions***

*Therein under we present average salaries of New York, which are 28% higher than average salaries for job postings nationwide.

¹ *to meet the many-sided requirements – to satisfy various needs;*

² *That's the way the cookie crumbles! – Rus. Bom makue nupozu (дела)!*

My job is versatile and I have to *meet the many-sided requirements*¹ of the people. So I have to provide information about facilities, entertainment options, and rules and regulations. I announce and describe amusement park attractions to the clients, operate, drive, or explain the use of mechanical riding devices or other automatic equipment in amusement parks, carnivals, or recreation areas. If it is necessary, I sell tickets and collect fees from customers. Renting, selling, or issuing sporting equipment and supplies such as bowling shoes, golf balls, swimming suits, and beach chairs lie within the range of my duties. I don't have any free time because I'm in charge of cleaning sports equipment, vehicles, rides, booths, facilities, and grounds and when my duty occupies winter activities I have to prepare the ice surfaces of rinks for activities such as skating, hockey, and curling. In addition, I sell and serve refreshments to customers sometimes. *That's the way the cookie crumbles*³.

2. Lifeguard



Salary: \$29,000/year

I like my job very much because I have to deal with the public. My duty covers a wide range of procedures: to transport or escort groups of tourists on trips and sightseeing tours of cities and waterways. I also lead tours of historical sites and establishments, such as famous buildings, museums, cathedrals, manufacturing plants, and theme parks. During tours, I describe points of interest, answer questions and supply background information on interesting features. Moreover, I need to perform several other related duties, such as collecting admission tickets, selling souvenirs, planning and carrying out recreational activities. Whenever necessary, I must resolve problems with itineraries, transportation service and accommodations.

3. Cruise ship director



***Earnings approximately
\$103,000/year***

Working in this sector I must hold a valid license. I manage to undertake only preplanned trips or trips scheduled in advance. I'm responsible for safely bringing tourists to their destination. It's quite hard work and wages are heavily dependent on the unique employment situations, geographic location and gratuity. Since most my colleagues earn an hourly wage, their income reflects the number of hours they work. Each time I have to run routine checks before picking up passengers. This could include cleanliness of saloon, as well as adequate tire pressure and gasoline levels. Sometimes I also might be prepared to perform small repairs.

4. Front-desk employee



Salary: approx.\$35,000/year

I am in charge of solving many important questions, such as deciding how many packages to sell each season and the resorts or countries to use, producing brochures and Internet-based information. I have to plan everything ahead. This means I have to visit resorts to clear up accommodation quality and suitability, service levels. In truth, I have to deal with a large money matters, predict profits or number of bookings. But apart from that I must solve lots of pressing questions: liaising with coach operators, airlines, hoteliers and resort reps, marketing holidays to clients via travel agents, websites, brochures and television advertising, using market research information to guide decisions, collecting, evaluating and responding to customer feedback, handling bookings, invoicing and issuing of tickets, confirming customer names with airlines and hotels. At present our team is about to open up a resort in Montenegro.

5. Motorcoach operator



Salary : \$48,900/year

**** remuneration – extra pay, reward***

Fortunately, I can take advantage of warm weather most time of a day, because my working field concerns swimming areas like pools or beaches to prevent accidents help and protect swimmers. My task is to caution clients regarding unsafe areas and rescue those in danger of drowning, if necessary. My earnings depend on the establishment I serve and sometimes I manage to do quite good money thanks to *remunerations**.

6. Tour/travel guide



Salary: approx.\$85,000/year

I've been working in my office. It's not an easy position because it depends on me and my responsibility how successful our company is. So, I assist individuals and groups with planning, organizing and booking travel. The most basic task is to sell the services to customers. My good speaking skills are a plus because have to persuade my client to buy my product. After speaking to a customer, I research the desires and needs expressed and present a selection of suggestions that fit those criteria. Besides I have to know all information about the resort they travel to, the culture and history of the specific locale. Furthermore, I have to answer any number of questions and should be ready to satisfy all clients' expectations.

7. Tour operator



***Annual income:
approx. \$ 54,000/year***

¹ *applied for the job* – to intend to be employed

² *at ease colloquial* – relaxed

When I *applied for this job*¹ I was asked about my proficiency in at least one foreign language because I'll have to deal with multinational public. Moreover I should have excellent public speaking skills. My duty is to serve the clients in every way possible that will make them feel comfortable and *at ease*². I am responsible for planning various entertainment and activities, acting as master of ceremonies and planning tour itineraries. The duty also includes taking care of managerial and administrative sectors. The basic degree required for the job is a Bachelor's degree in any subject but knowledge of First Aid measures is mandatory.

8. Recreation attendant



**Salary: approx. \$27,000/
year**

**spic-and-span* – extremely neat
and clean

I'm taking a training course right now because I want to make my way to the top of my profession. But at this moment my main goal is to provide tourists with any kind of information they might be looking for, like: 'Where is the best Chinese restaurant in the city?' 'What's the greatest nightclub around here?' 'Where can I have money wired to me?' and the like. Be prepared to use your wealth of knowledge to answer any question. It is a very responsible position because you are the first to meet guests at the gate and you represent the company. That's why you have always to appear well-dressed to the clients no matter how bad your feeling is and you must be *spic-and span**.

Task 5



Additional reading for discussion

Read a small extract from the book 'Tourist Customer Service Satisfaction' including the information under 'Customer service' at the end of Chapter 2 and answer the following questions:

1. Why is it so important to satisfy every customer?
2. What skills must each tour operator develop?
3. Why are the service leaders "not bosses?"
4. What roles do managers play in the service system?
5. What functions does a manager fulfill according to Armistead and Clark?
6. How can a management's role be promoted in service?
7. What can worsen the customer's service quality?

Viewing

Task 6



A. Watch the video V10 “Tourism and Hospitality Management” that gives you an opportunity to get acquainted with the ‘Tourism and Hospitality Management’ program provided by the College of Business and Leadership in Kansas, USA.

After watching, answer the questions:

1) Could you explain the job opportunities in the hospitality and tourism career explained in the video?

2) How is the ‘Tourism and Hospitality’ program curriculum designed?

3) What is the advisor responsible for?



B. Pre-viewing comment

Career education in travel and hospitality may focus on the operations, management and service aspects of running a hotel, restaurant, travel agency or similar business. Online degrees and continuing education courses in travel and hospitality can assist you in preparing for a career in many areas of the tourism industry including hotel management, restaurant management, travel planning or tour operations. Online career education may also serve to provide the opportunity to learn the business side of tourism, such as marketing, sales, customer service, and advertising.

*Watch the video
V11 “Hospitality &
Tourism
Occupations” and
answer the
questions:*

1. What jobs in the field of tourism do not require more than a high-school degree?
2. What are the advantages of such kind of work if you are not a specialist in this field yet?
3. What opportunities you can get if you have good education?
4. Do you really want to start your career in Tourism? Give your arguments.



Writing

Task 7

Dictionary work

Write into the chart the synonyms of the following words and word combinations:



be responsible for		bartender	
place of interest		enormous	
CPR certification		post	
academic background		personnel	
travel consultant		client	
tourism industry		essential	
proficiency in language		mission	
self-employed		to hire	
make a reservation		to escort	
native inhabitant		to amuse	

Task 8

Writing a resume

Pre-writing task

When it's time to start applying for jobs you will have to write your resume.

Do you know how to write a resume in the proper manner?

Read the following statements about resume writing. Decide if the statements are true or false relying on your knowledge and life experience. Give your arguments.

A.

Put ☐ T or ☐ F in the boxes:

1. ☐ A resume is more acceptable if it is hand-written.
2. ☐ The longer a resume is the better.
3. ☐ You should always include a photograph.
4. ☐ A resume should list experience in chronological order.
5. ☐ There is no point in mentioning outside activities like hobbies, interests and etc.
6. ☐ Each resume should be customized for the job you are applying for.
7. ☐ Don't mention failures or irrelevant experience.
8. ☐ Don't include your previous salary or salary expectations.
9. ☐ You can lie on a resume: they'll never find out anyway.
10. ☐ Any gaps in the biography should be explained.
11. ☐ Never send your resume by fax.
12. ☐ Always make a follow-up phone call a few days after sending off your resume.

B. Use the directions on writing a resume in Annex 4 “How to write a Resume (CV)” and compare your ideas with recommendations in it. Then study the example inside.



C. Improve your resume with the video V12_A “How to write a good resume” and V12_B “How

to write an objective statement on a resume”, so that employers will notice your skills and bring you in for a job interview.

D. You can also create a DVD resume

DVD resumes can serve as an advantage if you want to showcase your work, not to mention your technical skills. Find out how to make a DVD resume, and get tips on making it smooth and professional. Search in the Internet the websites with the information how to create a DVD resume.



Task 9

Write a resume of your own and ask your instructor to make sure that you have done it properly.

Vocabulary development

Task 10

A. Match the words in the box with the definitions

1) wages	4) income	7) fee	10) commission
2) salary	5) earnings	8) rise (mainly British)	11) remuneration
3) perk	6) living	9) gratuity (Syn. tip)	12) premium

Definitions:

a) an increase in salary or wages;

- b) an amount of money that you earn for working, usually according to how many hours or days you work each week or month;
- c) the amount of money that you earn or the profits of your enterprise;
- d) proceeds from a sale; a sale charge;
- e) an amount of money or other rewards that someone gets in addition to a standard payment for extra or outstanding work; a bonus
- f) an incidental benefit gained from your certain type of job, such as the use of a company car or a benefit received in addition to your regular income;
- g) a one-time payment asked by professional people, for example, freelancers for their job or services performed;
- h) the amount of money that someone gets from working or from investing money, accruing (increasing) over a period of time;
- i) a payment given for services rendered in excess of the standard charge;
- j) a payment, compensation or reward that you get for the work that you have done;
- k) a fixed amount of money that you earn each month or year from your job;
- l) the financial means whereby you live;

B. Fill in the gaps with words of payment

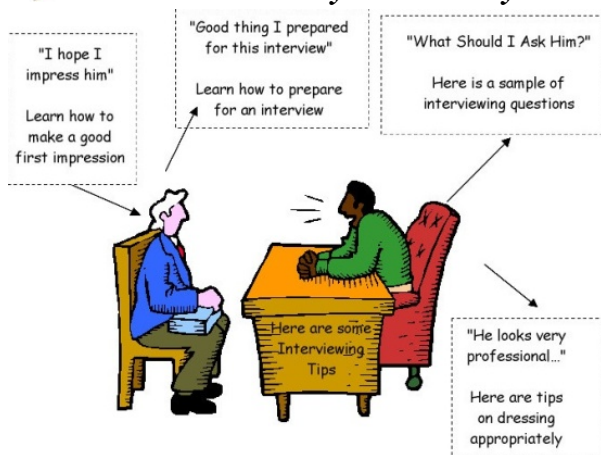
1. They wanted the government to get a raise in _____.
2. Your **tuition*** goes up every year, and your dad's _____ isn't following it.
3. The railworkers were offered a 3 % pay _____.
4. This travel agency also earns a _____, usually five percent, on every tour they sell.
5. This guy rates his services too highly; once he asked a _____ of \$ 50000 for the proceeding.
6. Guest _____ include onsite spa services and sailing trips on Lake Erie.

7. The porter won't leave until you drop him a _____.
8. Their bonuses are part of their _____ package that not all the office workers enjoy!
9. Her boyfriend never talked about what he did for a _____.
10. The region's oil and gas resources provide about 90% of the country's foreign _____.

** Tuition – the payment for study at colleges and universities; also tuition fee*

Task 11

Creativity



In some years ahead you will be faced with the choice of your career. When you apply for a job you will inevitably have to hold a job interview.

A. Perform the WebQuest on 'Job Interview' and dramatize a simulated interview in class. This activity helps you get some experience.

B. Break into two subgroups. Decide who you are: interviewer or interviewee. Watch the video V13_A ‘Interview for employees’ and V13_B ‘Interview for employers’. Dramatize a job interview in pairs.

At odd moments



Read the people’s description given by their friends. In the boxes “True” and “False” tick the correct or incorrect statements.



Judith

I’ve never known anyone as neat and tidy as Judith. If you go into her flat you will see absolute cleanliness of the room. In fact, I always feel a bit of a mess when I’m with her. I like her a lot!



Andrew

He is directly engaged with computers and can cope with all computer problems. That’s why it’s quite difficult to get him to go out. I think he is very clever, but some people think that he is a bit of a bore. Actually, he is very interesting and he knows a lot.



Louis

Louis goes in for sports. I've never seen him in a suit and tie. He likes to spend his money on sports equipment. He goes to the gym five times a week and then on Sunday he takes a run round the block or plays and beats me at tennis.



Margaret

She likes to spend her time and money going to the theater or visiting art exhibitions. At night she always goes to a play and then to a good restaurant where she tells you what she thinks of it. This can go on for hours and you sit and listen to her, and don't have much to say.



Sally

She is a very sociable and jolly girl. We go for a walk a lot together. We like going to clubs and discos. She is a great dancer. She is very generous. She always offers to pay for the drinks or cinema tickets. She is my best friend and I can tell her anything because I believe in her.

STATEMENTS	TRUE	FALSE
1. Andrew's friends think that he is rather smart but not interesting.		
2. Sally and Louis like parties a lot.		
3. Margaret and Andrew both talk a great deal.		
4. Judith's friend would like to be neat and tidy.		
5. Louis plays tennis five days a week.		
6. Sally doesn't like to spend money.		
7. Margaret is a great actress.		
8. Andrew doesn't like walking.		
9. Louis is at a loss because he doesn't have enough money.		
10. Sally's friend feels that she can trust her.		

Section 8



Tourism Resources, Services and Products

Task 1

Study the essential definitions to improve your English in this field of knowledge

Tourism (or tourist) resources are cultural, historical, architectural, archeological, scientific and industrial, educational and entertainment objects, properties and developments which satisfy the human needs while traveling. Tourism resources are the national patrimony. However, some of them have international significance and refer to **World Heritage Sites**. These World Heritage Sites are designated by UNESCO. *Here is the list of all World Heritage Sites:* <http://whc.unesco.org/en/list>

Tourism (or tourist) services are a complex of actions or manners of serving meant for the customers. Tourist services must meet the travel expectations of the client.

Tourist services are classified as follows:

- Accommodation
- Catering
- Transportation
- Advertisement (itinerary working out, booking tickets and carriers)
 - Excursion
 - Entertainment (theater, cinema, concerts, museums, exhibitions, galleries, sport events, etc.)
 - Business (participation in congresses, meetings, seminars, fairs, exhibitions)
 - Administrative and managerial (customs, entry points, currency exchange services, passport and visa services, etc.)

- Information services
- Conservancy organizations
- Commercial facilities
- Insurance and medical services

Tourism (or tourist) products are goods and services provided to the consumers and provided by the suppliers of transportation, lodging, food and drink, and the like.

In order to understand what a tourism product is we need to look at it from the perspective of the suppliers and the consumers, as consumers generally have a different view from the sellers as to what a tourism product is. Anyway, the product must completely satisfy the customer's demand. One of the principal tourist products is a (package) tour.

Package tour assembly is a complicated process demanding complex analyses.

Before working out a package tour it is necessary to adhere to the package deal:

- Touch with the customer and keep informed of his demand
- Determine the sort of the product
- Know the purchasing power and actual costs for working out the package

The process of assembling the product and its inculcation comprises:

- Research
- Experiment
- Training course on a new service
- Advertising and sale arrangements

Working out and implementation of a package tour is carried out by two main bodies: tour operators and travel agents (consultants).



Reading

Text 8

Tour operators

Tour operators are companies or individuals that devise, arrange, and promote holidays and travel options, working with hotels, airlines and other transport companies with the goal of subsequently selling, holiday and travel products to customers. This promotion is either done through travel agencies or directly to the customer by means of brochures or websites. They provide customers with advice about where to travel as well as the best means of reaching such destinations. If customers already know where they want to travel to, tour operators may suggest an escorted tour or can help to devise a complex tailor-made itinerary, which will allow the separate elements of their trip to fit together. As with many jobs in the travel industry, the gender ratio for the tour operator sector is fairly unbalanced. More women than men work as tour operators but there is no reason why men should not apply for the position.

The typical salary earned by a tour operator varies considerably depending upon several different factors:

- the size of the tour operator,
- the location,
- the experience,
- the range of responsibilities and duties.

If the tour operator specializes in business travel rather than general tourism, employees are likely to earn more money. As a general guide, tour operators who have just been employed can expect to earn approximately £13,000 to £20,000 whilst more experienced individuals can expect to earn between £25,000 and £40,000. Some sales positions offer commission on top of a basic salary.

The typical tasks carried out on a daily basis by a tour operator include:

- Providing general and specific advice about different travel destinations

- Drawing up complicated travel itineraries and ensuring that all the needs of the customers are met

- Making arrangements for transportation, accommodation, tours, and activities

- Contacting airlines, hotels, and ground transport companies such as coach operators to make suitable arrangements

- Advising the customer about travel issues including required documentation and financial matters, such as appropriate exchange rates

- Using the computer database to research information about fares and hotel ratings

- Dealing with payments

- Performing general administration tasks

- Dealing with and documenting complaints in an efficient and diplomatic manner

- Planning and advertising different promotions

- Making alternative arrangements for customers who have had their trips interrupted by unforeseen issues

- Evaluating customers' holidays and issuing appropriate feedback forms

- Traveling abroad for research purposes

- Making presentations to travel groups

- Creating and putting up displays at trade shows

There are no specific requirements needed to become a tour operator. However, good GCSE¹ or A-level² grades are likely to be viewed positively. More important though, if you do not have a degree or diploma, then work experience in the industry, good organizational



skills, experience in a customer services role, and an interest in travel will be helpful.

Many tour operators start out on Apprenticeships³, which are provided by numerous outlets⁴ across the country but progression to management roles are unlikely by this route. Some individuals who are keen to become tour operators choose to complete a relevant degree or diploma course such as travel and tourism, hotel management, business studies, IT, marketing, or modern languages. If graduates in other disciplines are determined to enter the industry they may be at an advantage if they take a pre-entry vocational qualification. One such qualification which is highly regarded in the industry is the Certificate in Travel (Tour Operators). Once in the industry, it is possible to study for the International Air Transportation Association exams.

No formal experience is required before an application to a tour operator is submitted. However, any experience in the retail sector⁵ will be viewed positively by employers. If you have completed a customer care course or hold any qualification relevant to sales, this will provide a further boost to your application. If you are still in school or studying for a degree or diploma, you could try to organize work experience during the vacation period. Contact your local tour operator and ask if they accept individuals for work experience or simply ask for the opportunity to shadow [adopt expert's practices] an employee.

Desirable skills for a potential tour operator include:

- Good interpretational skills
- Enthusiasm
- The ability to work well as part of a team
- The ability to cope under pressure
- Good IT skills



- Competent organizational skills
- Flexibility
- Confidence
- Good sales skills, both over the telephone and in person
- Knowledge of geography
- Good oral and written skills

Tour operators usually work behind a desk in an open-plan office environment⁶. As such, the conditions are likely to be comfortable. Opportunities to travel abroad are likely to arise at numerous points throughout a typical career as companies want to learn more about specific destinations. Tour operators usually work between 35 and 40 hours per week (including weekends) but, for those who desire part-time work, flexible hours can be arranged. At peak times when the pressure is on, tour operators are expected to work more hours.

There is no formal career advancement in this sector and indeed opportunities for progress within the smaller operators can be limited, meaning that it is often necessary to move to a different company to gain a promotion. In a larger organization there is often more opportunity to move from one department to another in order to advance. Some employees set up their own businesses after gaining experience and developing a good network of contacts in the business.

(From Fubra Limited UK, 2009)

Notes

¹ **GCSE** – *Br.* General Certificate of Secondary Education (*Am.* GED – General Education Diploma) is an academic qualification awarded in a specific subject, generally taken in a number of subjects by students aged 14-16 in GB. The international version of GCSE is **IGCSE**, the registered trade mark of the University of Cambridge, and is used under license.

The IGCSE is an international alternative to much popular national curricular. The IGCSE like the GCSE is awarded for each subject taken by a student. Typical ‘core’ curricular includes a First Language, Second Language, Mathematics and the Sciences.



IGCSE Logo

² **A-levels** – the General Certificate of Education Advanced Level or more commonly A-level; it is an academic qualification offered by educational institutions in GB to students completing secondary or pre-university education (at 17-18).

³ **Apprenticeship** - vocational in-service (on-the-job) training

⁴ **Outlet** – a commercial establishment retailing the goods of a particular producer or wholesaler; a store

⁵ **Retail sector** (*Am. retail trade*) – the sale of goods individually or in small quantities to consumers; *Ant. 'wholesale'*

⁶ **Open-plan office environment** – having no dividing walls in an office; a general space

The major tour operators are:



US



US



US



US



UK

Thomas Cook Group PLC is a British online/offline travel company created on 19 June, 2007. The new Thomas Cook Group PLC has seven Core Consumer Brands including:

<i>The company operates in five main divisions, UK, Northern Europe, North America, Continental Europe, and German Airlines.</i>			
			
 "Condor"		 "My Sunquest"	

Supplementary information

Tour operators have many sub-contracted suppliers that are expected to deliver quality services under supervision. They rely upon close relationships with people working at the destinations – at airports, hotels, restaurants, excursion venues, public administrations, medical facilities, etc. – for without them, holidays could not be provided.

Tour operators have resident staff, or those of their local agents that maintain these relationships and are expected to become familiar with concerns expressed by local communities. Where good quality accommodation for customers is in short supply, many tour operators co-finance developments on a short-term basis.

Tour operators act as a bridge between suppliers, customers and the country visited, providing information about the destination, safety and cultural sensitivity (dress codes, etc).

With smaller guided tours, customers often seek greater detailed interaction and are very aware of their social and cultural responsibilities.

(From reports released by the World Travel & Tourism Council)

SKILLS TRAINING



Speaking

Task 2

Discussion

Discuss what you have learned from the text:

1. Tour operators' professional duties;
2. Gender ratio for the tour operator sector is fairly unbalanced;
3. The typical salary earned by a tour operator and factors of their salary;
4. The typical tasks carried out on a daily basis by a tour operator;
5. Requirements needed to become a tour operator;
6. A relevant degree or diploma course to become a tour operator;
7. Qualifications which are highly regarded in the tourism industry;
8. Desirable skills for a potential tour operator;
9. Opportunities to travel abroad;
10. Tour operators' working hours.

Task 3

Group Discussion: Ambitions & Career

A. Read the information about these four young people. They are talking about what they are doing and want to do in life. After reading, fill out the chart about them.

22-year old Laura Scally working for a major tour operator is a customer services manager. She's recently won a company prize at Thomas Cook Holidays.

I've always been passionate about travel. I liked geography at school and I had a Saturday job at an independent travel agency. My current job involves everything to do with day-to-day running of the branch, like doing admin, organizing the foreign exchange



and sorting out brochures.

I completed a modern apprenticeship at the local Thomas Cook branch when I finished school. And because I studied travel, I have the confidence that comes with a great knowledge of the field. I travel a lot. I've been to brilliant places like Mexico, Cuba, America and Turkey.

Working weekends is the worst thing about the job. We're a seven days a week business. The pay's not great, but you can make it up in bonuses. If we hit our monthly targets, we get a pay rise each year, and of course you get a decent holiday allowance!

I'd like to be a manager within two years.

For 22-year-old Michael Wilde, a City&Guilds in Confectionery and Baking led to a career at one of the country's leading patisseries, and a desire to start teaching others about the joys of being a chef.*

** City&Guilds is a certificate of the higher technical institution in Great Britain*

I did food technology at school and then I followed it on to college. I loved doing it at school, I was good at it and I got good grades, so it just carried on from there. I started at an in-store bakery but moved to Slattery's, my current employer, to work in the chocolate room. I did City&Guilds levels 1, 2 and 3 in Confectionery and Baking. It's great to see people enjoy what you've made.

I used to enjoy chocolate but now, because I'm surrounded by it all day, it has put me off eating it a bit. I guess that's not necessarily



a bad thing though. Ideally, I'd like to become a teacher myself. I'm still learning about all the different areas that I can do at the moment, so I'm progressing from chocolates to confectionery, pastries and cake decorating. Hopefully I'll be able to pass on the skills I've learned one day.



Stephen Wylde has transformed a weekend job at a car dealership into a lucrative career. He's now the commercial and business specialist at Sportif Citroen in Aylesbury, Buckinghamshire.

Just before I took my GCSEs, I went round the local car dealerships looking for a sales job. The manager here took me on to work Sundays

while I was still at school, and gave me a full-time position when I had finished my exams. My current job involves finding new business customers, primarily from small-to-medium sized local businesses. I did an NVQ in Retail Operations and Key Skills on day release from the dealership. I was able to go straight in at level 2 because I had good GCSE results. A teacher from Aylesbury College came in one day a week and taught me about health and safety, how to present myself, how to make sales and how to move stock. Sale is a competitive field, and you can always improve. Having a qualification shows that you're good at something. Since completing my apprenticeship, I have worked my way up to my current role of commercial and business specialist. Getting the promotion was the best moment of my career that.

A successful salesperson can potentially earn a lot of money, but it depends how much effort you're willing to put into it.

At the moment, this is essentially treated as my business to run, so my ambition is to make it work. It's not something that will happen overnight - it can take years to build and maintain a successful business.

Andrew Skinner, 19, works at the warehouse for City Electrical Factors, one of the fastest growing electrical wholesalers in the UK. With a warehousing space larger than 30 football stadiums, it's enough to keep him pretty busy.

After my gap-year* I was looking for a job and it seemed to suit me. I serve people at the counter, answer the phones, book goods in, dispatch them again and keep the warehouse in order. I did a City&Guilds Level 2 in



Distribution, Warehousing and Storage. The general idea was to get a bit more qualified to work at the warehouse and make sure I knew what I was doing! We covered all sorts on the course from health and safety to first aid, how to store things properly and how to avoid creating hazards. It has been really useful and it's made the job a lot easier. In some ways it's not something that you think you need to learn, but it's very useful once you've got it.

The best things about where I work are the people I work with and the customers, because you can have a good laugh with them. I'd have to say that sometimes we can get the occasional tricky customer!

It's pretty good generally, but it depends where you work around the country.

I just want to try and get as far as I can within the company, as fast as I can. I'm quite ambitious! I'll probably do the Level 3 Warehousing qualification at some point.

**gap-year or 'gapyear' – a year's break taken by a student after leaving school before entering a college.*

(From City&Guides International, 2011)

B. Complete the chart

	passion for	backgro und and qualifica tions	career position	what's the best/worst thing about the job	ambitions
<i>Laura</i>					
<i>Michael</i>					
<i>Stephen</i>					
<i>Andrew</i>					

C. Compare your results with the results of your classmates. Discuss these people and their careers. Restore the information about a particular person using your completed chart.

D. Basing upon the people's experience, create your own story.

If you have real facts from your own career, include them in your story, if do not – imagine.

Task 4



Additional reading for discussion

Read the text “Rethinking the Role of Transportation in Tourism” at the end of Chapter 2 and discuss the following topics in class:

1. Transportation is a vital aspect in the tourism industry.
2. Transportation development encourages the growth of tourism.
3. Transportation and its impact on the environment.
4. Private cars are very convenient means of transportation, aren't they?
5. Principal mode of transportation for long-haul travels.
6. Government regulation in transportation issues.
7. The problems to be solved in the future.

Task 5



Role and influence of tour operators

The focus of this case study is to learn about tour operators' responsibilities and their direct and indirect impact upon the development of the national economy.

The five large companies have integrated activities: tour operators, travel agencies, airlines, hotels, cruise ships and ground handling. But these are not exclusively used by the one integrated organization. For example, private airlines are used for some of the flight requirements, but large tour operators can have contracts with more than 150 airlines and private airlines, and contract seats out to

non-private tour operators.

Tour operating employs relatively few people across the world (a few tens of thousands), but their activities can stimulate hotel and infrastructure development. These include water, sewerage, airports, roads etc, transport services, agriculture, information technology, restaurants, entertainment and media, education and training, consumption of pharmaceutical products, clothing, equipment, medical services, excursion venues and public administration concerned with policy-making¹, marketing and management of tourism.

While tour operators have a limited number of staff in some of their receiving countries², a huge network of activities and jobs across the economy depend upon delivering the demands for tourism. The marketing efforts³ of tour operators are what the suppliers of services and governments look for.

The countries visited are 80% intra-regional (e.g. Germany to Spain, Australia to Thailand) and 20% long-haul (e.g. Europe to the Caribbean, Japan to Europe, the United States to Far East).

Tour operators can have a significant impact upon economies. Whereas the Balearic Islands – were the poorest province in the whole of Spain in 1950, by the year 2000 it was the richest – almost entirely due to organized tourism. Maldives is no longer classified as a ‘lesser developed country’ thanks to the economic impact of tourism, [*Source*: IFTO⁴ estimates] and particularly organized tourism [*Source*: WTO tourism statistics].

Cancun in Mexico had a local population of 600 before tourism arrived. It now provides income for 600,000 and support for ten times that number through organized tourism from North and South America, and Europe. In Turkey, tourism revenues reach 30% of total commodity exports, mostly attributed to organized tourism.

Foreign currencies, received by countries through tour operators, take the form of payments to hotels and ground handlers⁵ as well as taxes, duties and charges.

As local people have become richer through tourism, countries dependent on international tourism have found themselves generating a greater number of domestic tourists. The effect of this phenomenon

in Spain, for example, has been the restoration of a strong Spanish identity – both cultural and culinary – which had been weakened. Tour operator distribution has created jobs in originating countries⁶, particularly for women in travel agencies, airlines, airports and hotels as well as for tour operators themselves.

Overall, the opportunity for jobs in tourism and tourism-related activities in receiving countries has been very positive, as has the opportunity for training and development. However, a major market failure has been the inability to develop and diversify the complementary offer (things to see, buy or do outside the hotel) that would provide extra jobs and income in the community and allow monies to be distributed more widely and deeply [*Source: Mexican Ministry of Tourism. Source: IFTO estimates*]. This remains a significant opportunity to alleviate poverty in some developing countries.

From the reports released by the World Travel & Tourism Council et al (see the Key sources)

1) policy-making	the policy a country carries out;
2) receiving countries	
3) marketing effort	
4) IFTO	
5) ground handlers	
6) originating country	host country, a country the tourists travel to; arrangements and sales promotion; International Federation of Tour Operators; are the services necessary for an aircraft's arrival at, and departure from, an airport, and services relating to the loading, unloading, handling and storage of air cargo at the airport. <i>Source: European Union.</i> is the country of manufacture, production, or growth where an article or product comes from.

Discussion questions	Key sources
<p>1) Does the tour operators' activity depend on govt policy? If 'yes', in what way?</p> <p>2) Do tour operators exert influence on economies?</p> <p>3) In what manner does organized tourism impact upon the national economy of a certain country in whole?</p> <p>4) Does the tourism expansion cause any increase in the population of a certain country? If 'yes', give the arguments.</p> <p>5) That is no news that locals' standard of living is gradually increased thanks to tourism development of their area. By what means do tour operators take advantage this phenomenon?</p>	<p><i>the World Travel & Tourism Council /Annual Report/2011.</i> www.WTTO.org</p> <p><i>International Hotel & Restaurant Association/ Annual Review/ 2011.</i> http://www.ih-ra.com/</p> <p><i>International Federation of Tour Operators</i> http://www.worldtourismdirectory.com</p> <p><i>International Council of Cruise Lines/ Annual Data 2011</i> http://www.hospitalitynet.org/web/11009343.html</p> <p><i>United Nations Environment Programme/ UNEP 2011 Annual Report/ 116p. PDF. Stock Number: DCP/1492/NA</i> http://www.unep.org/publications/contents/pub_details_search.asp?ID=6238</p>

Viewing



Task 6

Watch the video V14 “Majorca rep Julia Soehl” about one of the travel reps based in Majorca.

You will see an ordinary day in the life of Julia Soehl - a travel rep. What is she responsible for? Draw up Julia's day plan like that



09:00 a.m.

Arrival at the first hotel

09:05 a.m.

Contacts with the guests

09:50 a.m.

Continue the plan ...

Task 7

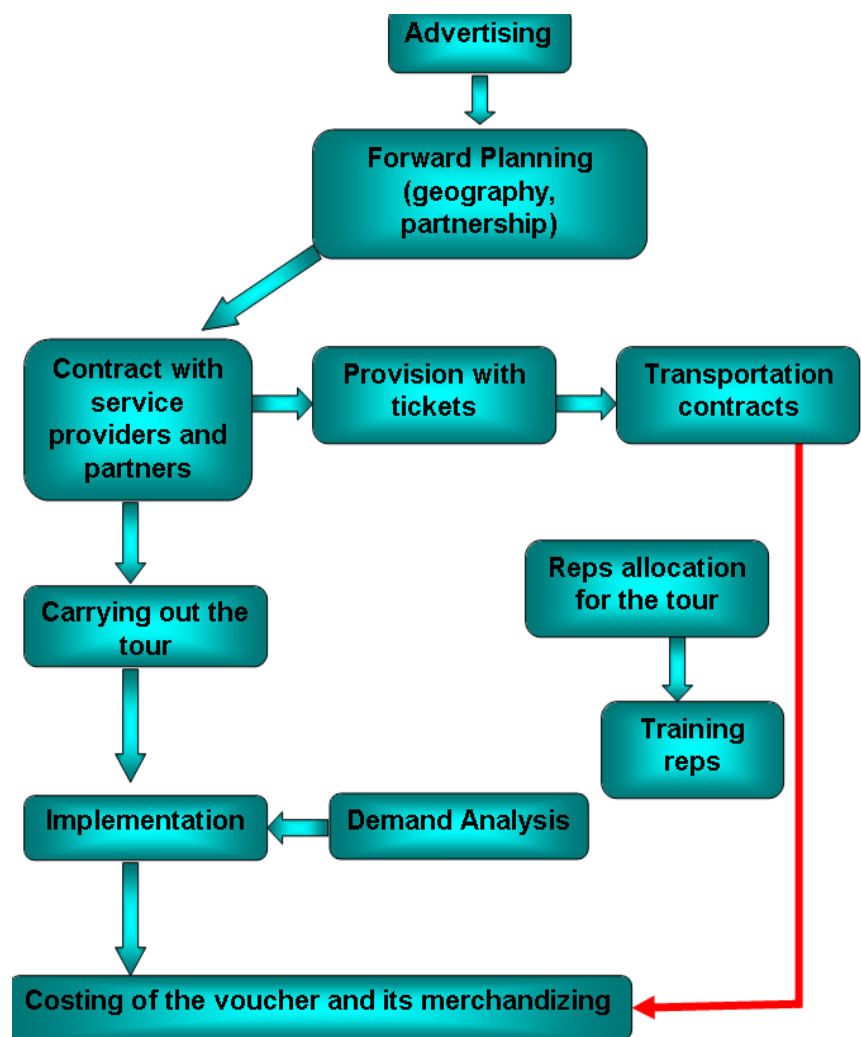


missing.

Brainstorming

*Imagine you are a major tour operator.
Take a look at the chart below. Some
components are misplaced and some are*

- A. Put the components into the correct order;***
- B. Give the chart a title;***
- C. Add missing component(s) if there are any;***
- D. On a separate sheet draw a chart of your own design;***



Task 8



Creativity

A. Take a look at the components which can be included in a standard package tour that given below.

B. Perform the WebQuest on creating a package tour and present your result in class.

Standard package tour components:

- Reservation
- Transportation
- Accommodation
- Execution of documents and ceremonial functions
- Transfer of customers
- Meeting/seeing off the customers
- Lodging
- Catering
- Excursions /Attractions
- Medical care, insurance



Cinderella Castle is the official icon of Magic Kingdom of Walt Disney World

Extra services:

- Tour leader
- Tour guide/conductor/sightseeing guide/interpreter etc.
(depending on the sort of tour)
- Extra carriage services
- Entertainment activities/gambling etc.
- Sport events
- Other services and activities at customer's option

B. Theme park elaboration

Think and answer:

- 1) What theme parks have you learned about from this course? Explain them.
- 2) Have you ever been to a theme park or amusement park?
- 3) What are your favorite attractions and rides?
- 4) Would you like to be a staff member of a theme park? Why or why not?

Elaboration of a Theme park

You will need to use teamwork in this project. Imagine that you are a team of designers for planning a theme park in Russia. Work out the following things:

- ***Theme***
- ***Location***
- ***Attractions and rides (for different age groups)***
- ***Facilities***
- ***Icon of the park***
- ***Other***

To cope with such a difficult task, read the information below and use it for your ideas:

The **Walt Disney World Resort** is the most-visited entertainment complex in the world. It opened on October 1, 1971 in Lake Buena Vista, Florida. It covers 12,173 ha. The Walt Disney World consists of four theme parks, two water parks and several additional recreational and entertainment venues.

The theme parks are: ***Magic Kingdom, Epcot, Disney's Hollywood Studios and Disney's Animal Kingdom.***

They are open from 9:00 am to 9:00 pm. Depending on



The icon of Epcot



the area you visit a day-ticket price can range \$80/\$580; you can also buy 2-days, 3-days...7-days tickets.

Epcot (*Experimental Prototype Community Of Tomorrow*) is the second of four theme parks. It opened on October 1, 1982 and is more than twice the size of the Magic Kingdom Park.

Unlike the Magic Kingdom Park which is dedicated to fairy tales and Disney Characters, Epcot is dedicated to the celebration of human achievement, technological innovation and international culture; it is often referred to a Permanent World's Fair. In 2011, the park hosted approximately 10.83 million guests, making it the third most visited theme park in the United States, and sixth most visited theme park in the world.

The icon of the park is represented by Spaceship Earth, a geodesic that also serves as an attraction. The park is full of different rides and attractions for both kids and adults.

This ride shows you the whole world in ten minutes sitting in a carriage flying in



A. Watch V15 “Florida – My Top 15 Rides”;

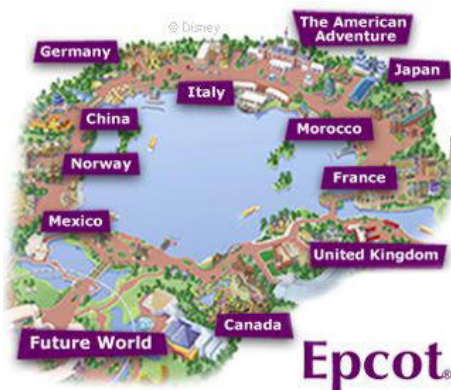
B. Watch the video V16 “Epcot Full Ride Walt Disney World” and observe first hand:

Epcot consists of two parts: *Future World* and *World Showcase*. World Showcase represents the world around us,

recreating the sights and smells of different countries. These are the following countries' exhibitions:

With rare exception, the World Showcase opens at 11:00am.

This is one of the more relaxing and scenic areas of Disney World. As far as “attractions” go, you’re not going to find thrill rides but there are several movies, boat rides and shows that will give you an overview of the country you are



in. As you stroll around, you will transition from one country to the next. While each “land” is next to the other, you will never get the sense that you are in two places at once.

To enhance the experience, the Cast Members come from the country you are visiting and are always eager to talk about their homeland.



Each of these contains representative shops and restaurants and is staffed by citizens of these countries. Some also contain rides and shows. Pavilions for Russia, Switzerland, Spain, Venezuela, United Arab Emirates, and Israel have never made it past the planning phase to date.

When you think of France, usually two things come to mind, wine and perfume. You won't be disappointed as both are well represented. When you sit at one of the bistro tables tucked into the passageways while sipping a glass of champagne with a freshly baked croissant, you will truly feel as if you have been transported to Paris. Adding to the authenticity is the 'Eiffel Tower'. This much photographed landmark is 1/10th the size of the actual tower and was built following the blueprints of Gustave Eiffel. At the Les Halles Boulangerie Patisserie, you'll find croissants, eclairs, mousse, quiche, souffles, tarts, cheese platters and sandwiches accompanied by French roast coffee.

The United Kingdom pavilion is a lively destination. It is represented by red telephone boxes, a tea shop in a country cottage, warm beer in a traditional pub and the like.

Through the seamless blend of architecture that takes you from the streets of London to an English cottage, the essence of this nation is yours to enjoy. Cobblestoned streets, a pretty pub, the smell of fish and chips in the air combine to make this an authentic “trip across the pond”.

While there is no “attraction” at the United Kingdom, there is entertainment with a decidedly British style. The World Showcase Players are an improvisation group who engage visitors in their very funny tricks. “The British Revolution” performs songs from British groups such as The Dave Clark Five, The Beatles, Led Zeppelin and The Who. When you visit the Pub, prepare to engage in an exciting sing-a-long led by the piano player.



How could Russia be represented at the Showcase?

Answer the questions:

- 1) Why does the park attract so many tourists?
- 2) What rides and shows would you like to visit?
- 3) What features of the park do you find most entertaining?
- 4) Is the park a good place to launch a career? Give arguments.
- 5) What skills do you need to start working in the park as a guide or any other staff member?

Task 9



Additional reading for discussion

Read the text 'Accommodation and Catering' at the end of Chapter 2 and discuss the information:

- 1) the variety of accommodations;
- 2) catering as an important part of tourism service;
- 3) the difference between a backpacker hostel and a lodge;
- 4) the range of hotels;
- 5) the motel aiming;
- 6) the employment opportunities that hotels and catering services provide;
- 7) the main trends in development of hotel business in Russia;
- 8) the acronym meaning;



Writing **Task 10**

How to write a Business Letter

This topic is an obligatory component of the tourism training course because many of you can carry out your own business in future. So you need to know the significant information how to write a business letter in order to promote your business.

A business letter is usually used when writing from one company to another, or for correspondence between such organizations and their customers, clients and other external parties. The overall style of the letter will depend on the relationship between the parties concerned. There are many reasons to write a business letter. It could be to request direct information or action from another party, to order supplies from a supplier, to identify a mistake that was made, to reply directly to a request, to apologize for a mistake or simply to convey goodwill. Even today, the business letter is still very useful because it produces a permanent record, is confidential, formal and delivers persuasive, well-considered messages.



New Simplified Shipping Rates from L. L. Bean, Inc.

Dear Customer,

We are pleased to offer new and simplified Shipping Rates to make your shopping from the L. L. Bean catalog even easier.

We have simplified our shipping charges for your ordering convenience. Beginning October 1, the table of shipping charges below will apply for all countries excluding Japan and Canada. These shipping rates supersede all previously published shipping rates. The shipping charges are listed on the dollar value of your order.

Value of Order	Shipping Rate Table		
	Federal Express	Air Mail	Surface Mail
\$0-\$150	\$40	\$25	\$13
\$151-\$300	\$75	\$35	\$15
\$301-\$450	\$95	\$55	\$45
\$451-\$600	\$115	\$75	\$55
\$601-\$750	\$135	\$100	\$75
over \$750	Actual cost of shipping		

In addition, there is **no extra shipping charge** on any items from your order that must be shipped separately at a later date. **You will pay a shipping charge only once.**

We hope you will find our new Shipping Rates helpful and easy to use. Please feel free to send me your comments on these new rates or any other comments you have about L. L. Bean, its products or services.

Sincerely,

Laurel A. Mitos
Laurel A. Mitos
International Director
Canada/Europe

An Outdoor Tradition Since 1912

From Wikipedia, the free Encyclopedia

Read the instructions and rules for writing a business letter in Annex 5 "How to write a Business Letter", before you start to fulfill the tasks.

Task A

Notice the letter A and write a similar one (B) in the reply to the advertisement below:

Letter A

Anton Markov
247 Madison Ave., Suite 45
New York, NY 10015

June 6, 2013

28 Green St., Suite 21
Upstate, NY 10947

Dear Gentlemen:

I saw your advertisement for weekend tours in the Traveler's magazine.

Could you please send me a copy of your 2014 brochure, and include information such as price lists and booking arrangements?

I look forward to hearing from you, and thank you in advance.

Very truly Yours,

Anton Markov

Anton Markov

[illegible]

You also want to know about lodging and the cost of living in Leeds.

= SPEAKING FLUENTLY =
THE EXPERTS IN ENGLISH TEACHING

- General course
- Individual cours
- Social Club

For brochures contac
15 Nile Street
Leeds
England
Tel. (44 113) 22335



Task B *the lines of the letter are misplaced. Put the lines into the correct order in the pattern on the next page.*

August 21st

Mexico

Tabasco, 223334

34 Gonzales Artego

Hotel Enamorado

Dear Reception:

The service was perfect and the cuisine delicious!

Could you possibly check if this is so?

I have misplaced my vanity bag. I suspect I left it in the bathroom.

We hope to visit your hotel again soon.

I look forward to hearing from you.

My boyfriend and I have had splendid time at your hotel for two weeks!

I would like to ask you a favor.

I would be most grateful.

Sincerely yours,

Maggie Smith

A large rectangular box with an orange background, containing horizontal lines for writing. The lines are arranged in three groups: a top group of six lines, a middle group of eight lines, and a bottom group of two lines. The lines are evenly spaced and extend across most of the width of the box.

Task C

In the following letter below, select the item that corresponds to the formal style:

Robert White
4650 Golden Gate Visa Point
SAUSALITO, BC 94965

March 3rd 2014

Mathew Johnson
260 W 44th Street
New York City, NY10036

Subject: Job Interview

Dear Mr. Johnson:

(*Thanks/Thank you*) for taking the time to discuss this (*job/ position*) with me. It was very enjoyable to (*speak with/talk to*) you and I really (*appreciated/ thank you*) that you took so much time to (*get acquainted/acquaint*) me with the company. Now that I (*fully/thoroughly*) know the role (*requirements/needs*), I am further (*sure/convinced*) that my background and skills coincide well with your needs.

I (*forgot/neglected*) to (*mention/talk about*) during the interview that, (*besides/in addition to*) my qualifications and experience, I will bring (*excellent/first-rate*) work habits and judgment to this (*job/position*). With the countless demands on your time, I am (*positive/sure*) that you (*need/require*) people who can be trusted to carry out their (*responsibilities/work*) with (*least/minimal*) supervision.

I am very interested in working for you and I (*am looking/look*) forward to hearing from you (*about /concerning*) your hiring decision.

Sincerely yours,

Robert White

Task D Write into the pattern the words that correspond to the formal style:

Robert White
4650 Golden Gate Visa Point
SAUSALITO, BC 94965

March 3rd 2014

Mathew Johnson
260 W 44th Street
New York City, NY10036

Subject: Job Interview

Dear Mr. Johnson:

_____ for taking the time to discuss this _____ with me. It was very enjoyable to _____ you and I really _____ that you took so much time to _____ me with the company. Now that I _____ know the role _____, I am further _____ that my background and skills coincide well with your needs.

I _____ to _____ during the interview that, _____ my qualifications and experience, I will bring _____ work habits and judgment to this _____. With the countless demands on your time, I am _____ that you _____ people who can be trusted to carry out their _____ with _____ supervision.

I am very interested in working for you and I _____ forward to hearing from you _____ your hiring decision.

Sincerely yours,
Robert White

Task E

Here is a letter of an application for a job. There are various mistakes (not grammatical). Besides, the style of the letter is too informal and some information is irrelevant. In pairs, study it carefully and discuss the mistakes; rewrite the letter correctly.

Monica Brown
78 Wingate Road
Trumpington
Cambridge CB2 2 RF
22/03/13
J.P.Smith
34 Victoria St.
London WC1 AB4

Dear Mr. Brown

I'm writing to apply for the job of travel agent, which I saw advertised in the Guardian – I think it was the September edition, and I saw your advertisement there, and I thought I'd really like this position. If you need I could enclose my CV. You see, my working experience is not great, but I can improve my leadership skills, communication skills and ability to work in a team environment. You know, I have completed the courses of management in hospitality and tourism. I'm a hard-working and committed person. I've participated for the last three years in a voluntary program, Community Links, visiting elderly people in my local area. I also think I'd be really good at getting on well with people from other cultural backgrounds. By the way I'm speaking three languages: english, spanish and french. Well, I'm not engaged in anything at this period of time, so I could come to your office anytime. Just call me – 95427415
Sincerely yours,

J.P.Smith

Task F

Write a letter of application for a job. Describe briefly why you are interested in the job and what your qualifications are. Finish by asking for further details and an application form.

Section 9

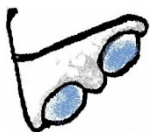
Pre-reading comments

Travel Agent or Travel Consultant?

In the real world they might be just the same thing, but some people like being called a ‘consultant’ rather than an ‘agent’. And there is a reason for this fact. The words mean different things. An ‘agent’ is a person who works for someone else. A travel agent works for the travel companies, airlines, cruise lines, hotels, and the like. They sell the services of these companies. So when you go to a travel agent, he is not working for “you”, he is working for “them”, just as a real estate agent who helps you buy a house is not working for you, he is working for the seller.



Another thing is a ‘consultant’ who gives advice. You pay him for his awareness and knowledge of what is available and how much it costs. He can set up your trip by buying tickets, making reservations, planning an itinerary, etc., and he is working for “you”, not as a salesman for airlines and hotels and car rental companies.



Pre-reading vocabulary

Task 1

Study the vocabulary below and remember the following definitions:

at large	in general; as a whole;
corporate retreat	a staff going to a place such as a sanatorium to get some recreation or quiet;
family reunions	a gathering of relatives of the family;
long haul	a journey over a long distance
operative	a worker with special skills; <i>Syn.</i> operator;
basic qualifications	necessary skills and abilities to perform a particular job;
familiarization visit	a trip usually made to get acquainted with a new resort or place;
to liaise [li 'eiz] with	to communicate and maintain contact (with);
payroll	a list of employees, specifying the salary or wage of each;
incentives	an additional payment made to employees as a means of increasing production;
to convince	to persuade someone to do something;
to meet a deadline	to complete the job in the required time;
networking	forming business connections and contacts (E.g. through informal social meetings);
rental rate	the amount paid for the use of property;
requisite vaccination	necessary ~;
stock	the total goods kept by a store owner or business;
discount	to sell or offer for sale products at a reduced price;
headquarters	any centre or building from which operations are directed; <i>shortly</i> HQ or h.q.;
upmarket	commercial products or services that are relatively expensive and of superior quality;



Reading

Text 9

Travel Consultants and Travel Agencies

Working as a travel consultant is a great job for those with an interest in travel and the world *at large*. There are many different sorts of travel consultants. Some work primarily with corporations, arranging business trips and organizing conferences in far-away cities. Others work mostly with families and individuals. Group travel is also a popular niche, particularly when it comes to organized tours, *corporate retreats*, or big events like destination weddings and *family reunions*.

Roles vary from one travel agency to another, with some specializing in package deals from holiday tour brochures, whilst others concentrate on booking *long haul* flights. There is an element of specialist training and all *operatives* have to be able to use the industry standard travel booking programs. As a result, any applicant for travel consultancy positions needs to be up to speed and comfortable with diverse computer operations. This is a customer service industry, so a personable character and the ability to communicate clearly are aspects well received by travel consultant employers. A consultant ideally knows something about the locations the client is asking about, and some flight booking organizations ask for some reference as to which parts of the world an applicant has visited. The typical salary as a starter in the travel business is £18,000 with a team leader drawing a higher rate of £22,000.

Promoting and recommending various travel destinations is the responsibility of a travel consultant. They also book flights, hotel rooms and arrange other travel plans for their clients. They have extensive knowledge about various countries' geography, weather, history,



language and customs. Thus, sometimes a college education is required. Persons can enter the role of a travel consultant and use their **basic qualifications** having the following certifications:

- BTEC¹
- GCSE
- A-levels
- NVQ/SVQ²
- City and Guilds³

Studying areas such as Tourism, Travel Management, Geography, Business, Management, Hospitality, and Public Relations are also helpful. Attending a four year college provides the opportunity for students to cover core information that will help them become successful travel consultants.

Some employers offer Apprentice programs for interested job seekers. During this process, they are able to learn the basic skills and useful travel information about different countries. Thus, junior travel agents are then able to decide whether they would like to continue with their careers and study Travel and Tourism courses further.

Responsibilities for managers vary depending on the size of the organization and the customer base but will usually include sales development, staff and financial management, and daily operational management.

Travel agency managers must be able to offer specialist, professional and competitive travel products to meet the demands of the travel market, which includes online bookings and tailor-made trips.

Depending on the size of the company and the specific managerial role, duties could include:

- to sell travel products and tour packages;
- to provide general travel information to clients such as various hotel costs, package tours, etc;
- to provide customers with brochures and publications containing travel information, such as local customs, points of interest, and special events occurring in various locations, or foreign country regulations, such as consular requirements and currency limitations;
- to help the customer in computing the cost of travel and

- accommodation;
- to do hotel and air ticket booking, using telephones and the computer terminal;
- to collect the payment from customers for bookings made by them through the company;
- to manage customer issues;
- to understand the need of the customer and sell the tour packages accordingly;
- to know the **incentives** offered by various travel companies and use them strategically to increase the business of the company;
- to network with tour operators;
- to meet regularly with team leaders to give them sales figures and plan how they approach their work;
- to communicate with sales consultants and provide encouragement, help and advice;
- to meet company directors who advise on strategy and find out about any local issues and future trends;
- to distribute the travel itinerary;
- to take part in **familiarization visits** to new destinations in order to gain information on issues and amenities of interest to consumers;
- to **liaise with** travel partners, including airlines and hotels, to manage bookings and schedules, often one year in advance;
- to oversee the recruitment, selection and retention of staff as well as **payroll** matters and staff training;
- to organize incentives, bonus schemes and competitions;
- to deal with disciplinary matters and customer complaints;
- to promote and sell holidays and travel related products.

Making up a conclusion, travel consultants assist individuals and groups with planning, organizing and booking travel. The most basic task of a travel consultant is to sell his services to customers, **convincing** them that employing him is better than going it alone or even using another consultant. After speaking to a customer, the consultant researches the desires and needs expressed and presents a list of suggestions that fit those criteria. Some travel consultants work for a

specific tour operator, and they are responsible for selling that company's tours and packages.

So, an educated beginner should obtain a great deal of practice. Hence, the following skills are preferable:

- being friendly and approachable;
- being professional and assertive;
- being bilingual or multilingual;
- being detail oriented;
- stress management;
- project management;
- comprehensive

industry knowledge;

- customer service;
- computer knowledge;
- interpersonal relationships;
- **meeting deadlines**;
- **networking**;
- negotiating;
- oral and written communication.



Travel consultants are extremely busy during holiday seasons such as Christmas. They will typically work longer hours during peak travel seasons such as summer and winter. Just any resort relies on the seasonal tourist industry for jobs. During this time, they will assist their clients in getting the best travel, hotel and car **rental rates**. They will also be able to advise their customers about the **requisite vaccinations** they will need to travel.

Travel agency

There are two approaches of travel agencies. One is the traditional, multi-destination, out-bound travel agency, based in the originating location of the traveler and the other is the destination focused, in-

bound travel agency, that is based in the destination and delivers an



expertise on that location. A travel agency is a retail business but unlike other retail businesses, they do not keep a **stock** in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to them at a **discount**. The profit is therefore the difference between the advertised price which the customer pays and

the discounted price at which it is supplied to the agent. This is known as the commission⁴. A British travel agent would consider a 10-12% commission as a good arrangement. In Australia, all individuals or companies that sell tickets are required to be licensed as a travel agent.

In some countries, airlines have stopped giving commission to travel agencies. Therefore, travel agencies are now forced to charge a percentage premium or a standard flat fee, per sale. However, some companies still give them a set percentage for selling their product. Major tour companies can afford to do this, because if they were to sell a thousand trips at a cheaper rate, they still come out ahead than if they sell a hundred trips at a higher rate. This process benefits both parties.

In addition to dealing with ordinary tourists most travel agencies have a separate department devoted to making travel arrangements for business travelers and some travel agencies specialize in commercial and business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in countries other than where their **headquarters** are located.

There are three different types of agencies in the UK: Multiples, Miniples and Independent Agencies. The former comprises a number of national chains, often owned by international conglomerates, like Thompson Holiday, now a subsidiary of TUI AG, the German multinational.

In the United States, there are four different types of agencies: Mega, Regional, Consortium and Independent Agencies. American Express and the American Automobile Association (AAA) are examples of mega travel agencies. Independent Agencies usually cater to a special or niche market, such as the needs of residents in an *upmarket* commuter town or suburb or a particular group interested in a similar activity, such as sporting events, like football, golf or tennis.

Some Facts from History

The first travel agency on record was established back in 1758 by Cox & Kings in the United Kingdom. One hundred and fourteen years later, an agency was opened for business in the United States. Since then, travel for pleasure has grown thanks to improvements in transportation based on the development of railroads, the improvement in the speed of ships, and the invention and development of automobiles and airplanes.

The modern travel agency first appeared in the second half of the 19th century. Thomas Cook, in addition to developing the first package tour, established a chain of agencies in the last quarter of the 19th century, in association with the Midland Railway. They not only sold their own tours to the public, but also represented other tour companies. Other British pioneer travel agencies were Dean and Dawson, the Polytechnic Touring Association and the Co-operative Wholesale Society. The oldest travel agency in North America is Brownell Travel; on July 4, 1887, Walter T. Brownell led ten travelers on a European tour, setting sail from New York on the SS Devonian.

Travel agencies became more commonplace with the development of commercial aviation, starting in the 1920s. Originally, travel agencies largely catered to middle and upper class customers, but the post-war boom in mass-market package holidays resulted in travel agencies on the main streets of most British towns, catering to a working class clientèle, looking for a convenient way to book overseas beach holidays.

Notes

¹ **BTEC** [bi 'tek] – Business and Technical Education Council; a certificate or diploma in a vocational subject awarded by this body.

² **NVQ** – National Vocational Qualification /SVQ – Scottish Vocational Qualification



³ **City and Guilds** – a certificate of the higher technical institution in Great Britain: ‘City and Guilds of London Institute’ or ‘City&Guilds’.

⁴ **Commission** – most travel agencies operate on a commission-basis, meaning that the

compensation from the airlines, car rentals, cruise liners, hotels, railways, sightseeing tours and tour operators, etc., is expected in the form of a commission from their bookings. Most often, the commission consists of a set percentage of the sale. In the United States, most airlines pay no commission at all to travel agencies. In this case, an agency usually adds a service fee to the net price.

SKILLS TRAINING



Speaking

Task 2

Discussion

Give the detailed answers to the following questions:

1. How does a travel agency business differ from other kinds of businesses?
2. What factors are important for the success of a travel agency?
3. What are the sorts of travel agencies?
4. What kind of services does a travel agency offer?
5. What kind of promotion do travel consultants offer?
6. What makes travel agencies very attractive to customers?
7. What skills are necessary for a travel consultant?
8. What does any retail business involve?
9. What rewards can travel consultants receive from their job?
10. What are the differences in duties between tour operators and travel consultants?
11. Would you like to be a travel consultant? Why or why not?



Writing

Task 3

Dictionary work



Parts of Speech

Find the corresponding parts of speech of the following words in the text above or use your dictionary to derive them.

Noun	adjective	Verb
Operative		
		to familiarize
	incentive	
Retreat		
		to concentrate
	competitive	
management		
	booked	
		to convince
advertisement		
	licensed	
		to cater

Task 4

Complete the definitions inserting the appropriate words into the gaps:

- 1) A flight from London to Australia is a _____ flight.
- 2) A _____ is a holiday where the tour operator arranges both the flight and the accommodation.
- 3) Two weeks at a residential art school is a _____ holiday.
- 4) A holiday aboard a luxury liner is a _____.
- 5) A two-three-day holiday which is not taken during the week is a _____.
- 6) A holiday visiting a game park is a _____.
- 7) A holiday on a farm, staying as a guest of the owners, is a _____.

Choose the appropriate epithet given below to each of the descriptions above:

frightening, exhausting, entertaining, relaxing, cultural, romantic, for the family, once-in-a-lifetime, adventurous;

Task 5

Choose one of the descriptions above and write a brief story regarding your trip.

Task 6



Additional reading for discussion

Read the text ‘Does Online Booking Threaten Traditional High Street Outlets?’ at the end of Chapter 2 and discuss the following issues:

1. Worldwide influence of modern technology on tourism industry.
2. The rapid growth of online bookings in our country.
3. Your own preference in online booking tickets (hotels etc.).
4. Your attitude to new technologies.
5. The optimum way of using computers in travel agencies?
6. The advantages and disadvantages of modern technologies in the tourism industry.
7. The measures that travel agencies take to cope with the current situation.

Task 7



Business Travel Counselor: Tim Andrews

The focus of this case study is to learn about a person involved in the travel business in order to acquire experience from his story.

Fill in the chart after reading the information:

Tim's ambitions	Tim's present position	His duties (what he is responsible for)	What he likes in his job	Advice to those who starts their first job
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Tim completed a business travel management course and is now a self-employed business travel counselor.

After graduating with my degree I began to apply for jobs with business travel companies. I needed to be persistent in order to secure my first job and made many applications. However, I succeeded and I have now actually worked in three different business travel agencies.

While I enjoyed this work, I decided that what I really wanted to do was to set up my own business. I felt that having worked in the industry for several years I had gained enough experience and knowledge to successfully start my own business.

I therefore took the step of buying a franchise from Travel Counselors and I now operate independently from home with the support of a head office.

My subject of study is very relevant to my job. It helped to secure my first job as it gave me some practical knowledge and helped to prepare me for what I would be doing in the job. To become self-employed I needed to have numerous years of experience working for travel companies, which my qualification helped to supply me with. My studying involved many key aspects of what I do now.



A typical day involves liaising with clients and advising them on and booking their business travel. I also offer impartial advice on the costs and logistics of what they are trying to do.

My ambition is to grow my business into a successful and rewarding company - I am constantly developing the jobs I take on and am continuously learning new skills.

I really enjoy the flexibility and freedom of my job, as well as knowing that what I achieve is up to me. I have the ability to run my own business and this makes me strive to improve.

The most challenging part of my job is making people understand that the service that's on offer is exactly what I say it is. Getting past people's mentality of it being just another sales call and making them aware that this is actually a good service can be difficult.

One of the best things about working in the travel sector is learning about other countries and improving my geographical knowledge.

To succeed in this career I would say you need to have patience and be willing to keep on learning.

Sourced by AGCAS editors

Issues for discussion:

1. How difficult it is to find a job after graduating.
2. The steps you should take to start your own business.
3. Never stop at what has been achieved.
4. Job advantages and troubles.



Viewing Task 8

How to start your own business in the tourism industry...

A. Watch the video V 17 “How to start the business” and answer the questions:

- 1) Who are the members of CES?
- 2) How do the participants get experience?
- 3) Who teaches the trainees to run a tourism business?
- 4) What territory does the CES occupy working with communities?
- 5) What is Best Practices Mission like?
- 6) What is Best Practices Mission focused on in South Africa?
- 7) What is the mission of the participants?



B. You are going to watch the video how ordinary people can run their own business in the field of tourism.

Watch the interviews with them and answer the questions.



V18 “Marilena studio”

This is an **interview with Marilena**, the friendly face owner of the Marilena studios in Dassia on Corfu Island in Greece.

Questions:

- 1) What kind of place is it?
- 2) How long has Marilena kept this business?
- 3) Why have the crises and recession not affected the business?
- 4) Do they feel any threat from big tour operators?
- 5) How can Marilena’s studios be found?
- 6) What benefit do they get from regular customers?



V19 “Family Inn, Dassia”

This is a refreshing quick **interview of Maria**, the owner and chief waitress of Family Inn snack bar in Dassia on Corfu Island in Greece on her foreign customers.



Questions:

- 1) What tourists give the best tips?
- 2) Who makes the most expensive orders?
- 3) What customers are the most loyal?
- 4) Who has the most fun?
- 5) Who drinks more beer?

Task 8

Vocabulary development

A. Study the words in the columns and match British variants to the American ones. One variant is done for you as an example.

British 	American 
autumn bill biscuit block of flats caravan chemist's shop chips crisps crossroads diversion driving license dual carriageway dustbin dustman engine estate car flyover high street holiday lorry main road motorway pavement post code return (ticket) ring road timetable tin trousers tube	cookie trailer drugstore, pharmacy check the fall potato chips intersection fries, French fries detour apartment building motor trash can garbage collector driver's license divided highway main street pants sidewalk station wagon subway zip code round trip beltway vacation highway schedule overpass can truck freeway, expressway

B. Watch the video V20 “UK vs USA words” to master the vocabulary differences.



Put new words into the appropriate columns of the table above. Then rewrite the vocabulary into your notebooks.

Task 10



Creativity

The tourism industry is largely made up of small to medium enterprises that are run by single or family operators. This means that there are great opportunities for people starting out in the industry to make their own mark with their own business. However, as with all commercial endeavors, there is always risk. The best way to manage risk is to make sure that you carefully consider how you start and run your business.

A. Perform the WebQuest on “I’m going to start my own business in the tourism industry” and present your teamwork in class.

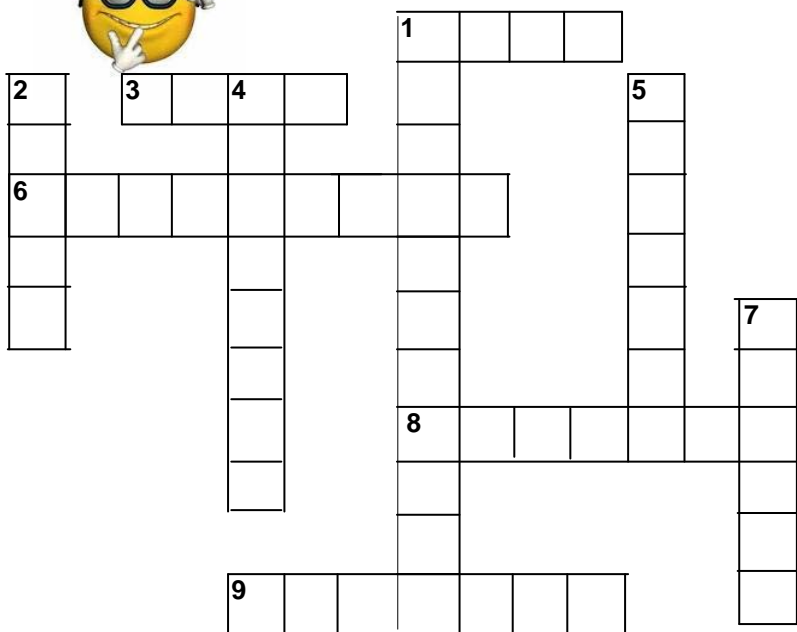
B. Have you made a decision what you are going to be after completing the course? Concentrate and make a presentation describing your future job or career; then present it in class.

At odd moments

Puzzle 1



Solve the crossword puzzle



Across:

1. Small amount of money that is given to low-paid workers for their services.
3. The improvements in transportation led to the establishment of organized ... tourism.
6. An “all-...” tour is a holiday with a set price that everything is paid for during the trip including the hotel complex.
8. A period of time, usually between school and university, spent traveling abroad.
9. Visiting an attraction and returning home on the same day.

Down:

1. Someone who makes arrangements for people's holidays and journeys.
2. Someone who shows visitors around places of interest.
4. Something a tourist buys in a particular place that reminds him of the trip.
5. A tour at a fixed price which includes travel, accommodation and often catering as well.
7. An outbound tourism means to go

Puzzle 2

Are you thinking about becoming a travel consultant?

Take this quiz to find out if this is a good career for you or not.

Each answer 'a' is 10 points, answer 'b' – 5 points, answer 'c' – 1 point

1. Are you good at conveying information to others verbally?
 - a. Yes
 - b. Usually
 - c. Not at all
2. Can you easily understand written material?
 - a. Yes
 - b. I tend to miss things when I read
 - c. I hate reading
3. Do you like helping others?
 - a. Yes
 - b. Sometimes
 - c. No



4. When you have to orally convey information to others how well do they understand you?
 - a. Very well
 - b. fairly well
 - c. Not at all
5. How do you feel about regularly having contact with others?
 - a. I like working closely with people
 - b. I like people, but sometimes I want to be alone
 - c. I don't like dealing with people at all
6. How do you feel about talking on the telephone?
 - a. I don't mind it if I don't have to do it too often
 - b. I like talking on the phone
 - c. I hate talking on the phone
7. Are you comfortable using social nets?
 - a. Yes
 - b. I don't like communicating in social nets
 - c. I don't use social nets
8. Which do you prefer: a desk job or a job that requires you to be physically active?
 - a. I rather have a desk job
 - b. I rather have a job that requires me to be physically active
 - c. I don't like any pressing work
9. Are you always very accurate?
 - a. Yes, always
 - b. I'm generally accurate
 - c. How important is accuracy?
10. Do you like working with the public?
 - a. Yes, I enjoy working with different people
 - b. If they are nice, there's no problem
 - c. I rather work with people I know
11. Describe your ability to use new digital gadgets.
 - a. I'm very comfortable using new digital gadgets
 - b. I am somewhat comfortable using new digital gadgets
 - c. I'm not comfortable using new digital gadgets

12. What is the highest level of education you have achieved or plan to achieve before beginning your career?
- a. I have a bachelor's degree
 - b. I have an associate degree
 - c. I have a high school diploma or GED
13. Once working as a travel agent, are you willing to continue taking classes to keep up with your field?
- a. Yes
 - b. It depends on circumstances
 - c. No



Now count your points and find the appropriate result among these below:

60 and less

Result: You have many of the characteristics needed to work in this field, but not all of them. Before you go any further, you will need to do some more research.

65-85

Result: It doesn't seem like travel agent is the best career choice for you. According to your answers, you would not be satisfied working in this field. If you still want to give this field further consideration, you will have to do more research into.

90-110

Result: It looks like you would be satisfied with a career as a travel agent. Use the necessary resources to learn more about this field.

110 and more

Result: Based on your answers, it is doubtful you would enjoy a career as a travel agent!

Additional reading for Chapter 2

Customer service

As a tourism operator your objective must be to provide the highest standard of customer service possible, as it plays an integral role in business. Satisfied customers will do a lot of your advertising for you. Most people consider doing business with a certain company because of recommendations by a friend or acquaintance.



Dissatisfied customers however, can spread negative word of mouth information about their experience, which can have serious implications for your tourism operation.

Customer service is essential to the continuing success of your business. In today's competitive marketplace, if you don't provide good service you won't attract and retain customers.

Highly-skilled staff knows what different visitors want from their experience. Everyone within the tourism operation (from the shop front, office to business owner) has the potential to impress customers and needs to understand how their communications and attitudes affect others (peers as well as customers). This is where skills development, together with the right personality and touch of commonsense, can provide a framework to guarantee a positive result.

Skills areas that can be developed include:

- improving self-esteem, self-image, attitudes, beliefs and taking responsibility;
- quality customer care, what it is and how to do it;
- how to understand customer perceptions and expectations and manage customer motivations;

- understanding causes of customer dissatisfaction, recognizing and avoiding obstacles to quality service;
- interpersonal skills, managing difficult people and situations;
- how to communicate effectively

‘Tourist Customer Service Satisfaction’



The service manager role

A true customer service administrator is not a general in an army. ‘Service leaders are not bosses; service leaders are coaches.’ The best service leaders love the business that they emotionally lead and are enthusiastic about ‘creating something special.’ (Berry, 1995, p. 12) Such personal commitment places a premium on integrity. In fulfilling that commitment, management must function to provide the tools and means for providing customer service.

In essence, managers play four roles in the service system. First, they design the service system; second, they implement delivery in the service system; third, they enforce or control the delivery system; and finally, they may alter the delivery system to increase its efficiency. Managers establish the mind-set and style of a company.

The role of a manager is not just that of a passive participant. Armistead and Clark define that role as including four active functions:

1. The manager needs to be a system architect with frontline and back stage support staff linked in concert with the customer.
2. The manager needs to be a role model – research has shown that service providers are strongly influenced by the observed behavior of their leaders.
3. The manager must act as a psychologist, and recognize and identify the needs of the customer and service provider.

4. The manager is the team builder, who is called upon to coach through being innovative and supportive, limiting employee burnout, and sharing customer problems.

The organization begins with the 'Director', who coordinates the middle-management and frontline roles.

Management's role in service can be heightened by conscious involvement and participation, sending the message that customer service satisfaction, customer loyalty, and service quality are every employee's responsibility.

In summary, management's responsibility is to audit all service policies and program execution to determine if they measure up to the company's expectations.

Customer care is not a one-time effort for a company. There is more to what the smiles and pleasantness truly symbolize and represent in the experience of the customer.

Managers ensure the values that an organization communicates are

consistent with the views of the employee. If a caring, friendly and helpful environment is projected through management marketing, but employees have regard only for speed and efficiency, these inconsistencies will eventually deteriorate customers' service quality perceptions. Management commitment to quality service reinforces support for encouraging innovativeness among employees in the performance of their duties.

When celebrating success, it is the role of the manager to lead rather than delegate. Service providers recognize their own organizational importance when 'the chief is out there patting them on



the back.’ ‘Managers should do their best to keep employees in good moods and to make sure that they enjoy their work’ because this ‘motivates’ employees to interact positively with the customer.

From Tourist Customer Service Satisfaction: An Encounter Approach by Francis P. Noe, Muzaffer Uysal, Vincent P. Magnini

Rethinking the Role of Transportation in Tourism

Transportation and travel can be discussed without taking tourism into consideration, but tourism cannot thrive without travel. Transportation is an integral part of the tourism industry. It is largely due to the improvement of transportation that tourism has expanded. The impacts on ecology, degradation of destination sites, tourist experience, and the economy has called for better management of resources. In biodiversity-rich areas, opening of sensitive and fragile areas through improved infrastructure



and service may prove detrimental to the ecology of the place.



Tourism affects all aspects of the natural environment. Transportation links the various destinations and ferries people, goods, and services. Tourism is all about travel; and the role of transportation in its operation is vital. It is largely due to the

improvement of transportation that tourism has expanded. The advent of flight has shrunk the world, and the motor vehicle has made travel to anywhere possible. This reality coupled with changing work patterns and innovative marketing has driven international mass tourism through the years.

Advances in transportation have widely eased travel. It is attributed to the ease and accessibility of modern transport. Transportation in tourism is most often seen as just a part of the tourism system which is



in charge of bringing the tourists to the destinations, a means of getting around the place and leaving it once the duration of the trip is over. The transportation system of a tourist destination has an impact on the tourism experience which explains how people travel and why they choose different forms of holiday, destination, and transport. The improvement in transportation modes plus low fares has increased the accessibility of areas once considered off-the-beaten-path. Access to

tourism sites vary according to the nature of the site, the state of infrastructure, and the efficiency of the public transport system.

For land transportation, the rail and roads impact wildlife and habitat when these pass through natural areas, creating divisions in an otherwise contiguous plain. Emissions from road and air transport are the common sources of greenhouse gases and industrialization has not helped much in curtailing the sources.

How these issues are managed is reflective of the type of tourism being advocated by the operator, the community as well as the government.

An increase in visitor numbers means a lot of things: congestion on the roads and trails, increase in pollution level (both noise and air), more trash to contend with, insufficient infrastructure to support the increase, as well as the impacts on the environment and wildlife.

Independent Digital (UK) Ltd ran an article regarding how “cheap flights and a fascination with the environment” has contributed to the degradation of natural areas. It is so easy now to hop on a plane and reach one’s destination within the day, factor in the cheap prices and a destination area is immediately swamped with visitors.

Some tour operators give options to their clients while others just group them together to get the best out of a deal. And the impacts of transportation on the environment have been an issue through the years.

The impact of automobiles in tourism can be observed in the



increasing number of daytrips and leisure travel. Most trips to the countryside are common and most utilize automobiles, which can take their toll on the resources.

The fact that the automobile is one of the most unsustainable modes of transport,

this move is indeed good news. For countries with a high level of car ownership and use, this could be an issue regarding freedom and rights.

The sustainability issue between tourism and transportation is perceived differently by the local government, the operators, and the various organizations. It is important and essential to the success of a plan that a tourism strategy takes into consideration the various roles of the stakeholders in making the practice more sustainable.

A strong public transport system, the application of appropriate traffic management schemes, and good linkage with the programs of ecotour operators may alleviate impacts. The study of visitor traffic in North York Moors National Park was aimed in getting the views of both visitors' and residents' on the traffic, the environmental and visitor management system employed at the park. It also wanted to formulate a most suitable visitor traffic management scheme that would discourage the reliance on private vehicles and encourage the use of public transport.

Tourism as a client-pleaser industry is in danger of destroying the very environment it promotes. Tourism whose emphasis is on fragile and sensitive areas needs to undergo thorough evaluation to allow for the appropriate level of development, type of activities, and access. Economics play a big role in the whole process. For the biodiversity-rich areas of the Third World, economic issues revolve around their dependence on these resources. The growth of tourism and the search for alternative destinations have created a new market for nature reserves.

Nature tourism is considered by governments as an economic and conservation strategy rolled into one. The role that governments and operators play in the industry is crucial for the appropriate utilization of resources. The importance of including tourism in formulating the national development plan is that resources can be managed in consonance with the policies of the rest of the government agencies. It is hoped that a balanced plan may be created given the knowledge and background of a destination. Trade-offs between economics and the environment will remain an issue as it will be dependent on variables such as the vision of the community involved, the existing policies, and the common practice.

What is a pity is the fact that transportation options open to tourists are not necessarily the most sustainable ones. What makes it more challenging is that these destinations are fragile and sensitive and careful planning has to be done to achieve its goal of conservation.

Eden Sorupia, PhD Candidate, the University of Melbourne

Accommodation and Catering

Nowadays the tourism sector offers the visitor a wonderful variety of locations with different price range and catering service. Accommodation ranges from low budget lodgings to five-star luxury hotels. There is also a wonderful selection of guesthouses, room only inns and motel accommodation available throughout the resorts. Motel ('motor' and 'hotel') accommodation has become increasingly popular with visitors availing of the many restaurants and cafes. Catering, providing food and drink for customers, has always gone together with accommodations, as food service is a feature of a hotel. The typical modern 'packaged hotel' includes a restaurant, a café shop and less expensive meals, and a bar or a cocktail lounge. Hotels usually provide room service, i.e. food and drink that are brought to the guest's room. Moreover, catering service is provided in the hotel's recreational areas. Different sorts of bars and snack bars for fast food are a common part of service at a resort hotel.

Let us consider some popular the types of accommodation with catering service.



Bed & Breakfast

A Bed and Breakfast is a private home where guests can be accommodated for a night in private bedrooms (they may or may not have private bathrooms). The owner or manager lives in the house or on the property. The public areas of the

house, such as kitchen and lounge have either limited access for guests, or are shared with the host family to some degree. The business may be run as a secondary occupation. Breakfast is included in the price (generally either continental or full-English). Other meals may be available by arrangement.

Backpacker Hostel

A hostel (or backpacker) establishment is aimed at the budget traveler and generally attracts a younger clientele. Bedrooms are in a dormitory style (shared) and bathrooms are shared, although private bedrooms may be available. Light meals may be available in addition to the room rate.



Boutique Hotel



A boutique hotel is a 5-star establishment providing all the features and facilities of a normal hotel, in a unique and exclusive style. These properties are generally small, feature top class service and are marketed to the affluent.

Guest House

A guesthouse is generally a private home which has been converted for the dedicated and exclusive use of guest accommodation. The public areas of the establishment are for the exclusive use of the guests. The owner or manager either lives off-site, or in an entirely separate area within the property. A Guesthouse offers a wider range of services than a B&B, and usually caters for all meals.



Hotel

A hotel is generally the largest of all accommodation types. There



is typically a common reception area, and rooms generally open directly onto a hallway. The on-site restaurant and other facilities are more accessible to

the public than the other accommodation types. Hotels are given a rating from one to five Stars - the more stars, the higher the quality and the greater the range of facilities and level of services provided. A wide range of guest services is available, such as room service.

Hotels are often members of larger hotel groups, and a similar accommodation experience may be available in different establishments within the group. In a One Star hotel you will find an acceptable level of quality, services and range of facilities. Moving up the One to Five Star rating scale, you will find progressively higher quality standards providing even better guest care as well as a wider range of facilities and a higher class of services.

Here is the classification:



At a One Star hotel you will find: practical accommodation with a limited range of facilities and services, but a high standard of cleanliness throughout. Friendly and courteous staff will give you the help and information you need to enjoy your stay. A restaurant eating area is open to the guests for breakfast and dinner. Alcoholic drinks will be served in a bar or lounge. 75% of bedrooms will have en-suite or private facilities.



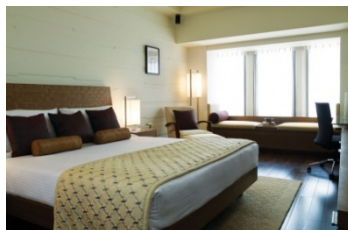


At a Two Star hotel you will find: (in addition to what is provided at One Star) good overnight accommodation with more comfortable bedrooms, better equipped - all with en-suite or private facilities and color TV. There is also a relatively straightforward range of services, including food and drink and a personal

style of service; a restaurant/dining room for breakfast and dinner and a lift are normally available.



At a Three Star hotel you will find: (in addition to what is provided at One and Two Star) possibly larger establishments, but all offering significantly greater quality and range of facilities and services, and usually more spacious public areas and bedrooms. A more formal style of



service with a receptionist on duty and staff promptly responding to your needs and requests. Room service of continental breakfast is provided as well as laundry service. A wide selection of drinks, light lunch and snacks are served in a bar or lounge.



At a Four Star hotel you will find: (in addition to what is provided at One – Three Star) accommodation offering superior comfort and quality; all bedrooms with en-suite bath, fitted overhead shower and WC. The hotel will have spacious and very well appointed public areas and will put a strong emphasis on food and drink. The staff will have very good technical and social skills, anticipating and responding to your needs and requests.

Room service of all meals and 24 hour drinks, refreshments and snacks are provided for the customers. Dry cleaning service is available.



At a Five Star hotel you will find: (in addition to what is provided at One – Four Star) a spacious, luxurious establishment offering the clients the highest international quality of accommodation, facilities, services and cuisine. It will have striking accommodation throughout, with a range of extra facilities. You will feel very well cared for by professional, attentive staff providing flawless guest services. A hotel setting corresponds to the highest international standards for the industry, with an air of luxury, exceptional comfort and a sophisticated ambience.



Lodge

A lodge is an accommodation facility which is located and designed to optimize the feeling of being closely in touch with nature. The building style should feature natural materials and coloring such as wood, stone and thatch. An outdoor experience should be offered at the lodge, such as guided walks, game drives etc.

Motel

A motor hotel or motel for short is also known as motor inn, motor court, motor lodge, tourist lodge, auto camps, tourist cabins, auto cabins and the like. It is a hotel designed for drivers and usually has a parking area for motor vehicles. Motels typically include guest rooms, an attached manager's office, a small reception, in most motels - a swimming pool, and in



some cases, a small diner. A motel was typically single-story with rooms opening directly onto a car park, making it easy to unload suitcases from a vehicle. In some motels, a handful of rooms would be larger and contain kitchenettes or apartment-like amenities; these rooms were marketed at a higher price as "efficiencies" as their occupants could prepare food themselves instead of incurring the cost of eating their meals in restaurants.

Private Home

A private home not dedicated for full time occupation of guests, but is a private house or apartment which is temporarily available for rental, often during peak tourism seasons.

Resort

This is a spread out collection of single or double story accommodation units. Similar to a hotel in that it offers a wide range of facilities. Units may be rented and available on time-share. A camping area may be included in the resort.



Self-Catering



A self-catering establishment may be primarily one of the other accommodation types, but also offers dedicated self-catering facilities. The unit should feature a fully equipped kitchen to cater for the maximum people to be accommodated (including

fridge, stove, cutlery, crockery, cooking utensils, cleaning equipment). The kitchen should be for the exclusive use of the guests, and not shared.

Note: Study also *Annex 7 'Tour acronyms'* to learn more on the topic.

Does Online Booking Threaten Traditional High Street Outlets?

With the advent of the Internet, more consumers are conducting their own travel research. This does not promise well for travel consultants. Their numbers have been steadily decreasing in recent years, and their commissions have declined as well. Consumers are able to do their own comparison shopping on sites like kayak.com, travelocity.com or tripadvisor.com. In addition, airlines often offer great deals when booking directly on their website.

Internet not a threat to travel agents says cheapflights.com...



cheapflights.com, one of the UK's leading travel portals, has today announced the results of a year-long survey into its viewer's buying behaviour.

The results reveal a marked difference between the types of plane tickets bought directly from travel agencies and those purchased on-line through the site's highly successful booking engine.

The cheapflights.com survey found the best-selling flight destination for 'bricks and mortar' travel agencies is New York, followed by the Spanish resort of Malaga. In contrast, the best-selling destination through the site's on-line booking engine is Belfast, followed by Jersey. The results suggest that a booking engine appeals more to travelers booking short-haul flights, where the fare is lower and specialist knowledge less necessary.

Commenting on the survey, David Soskin, joint chief executive officer, cheapflights.com said: "It is interesting looking at the differences between long and short haul reservations. The results for the shorter flights help explain why companies, like Easyjet for example, are doing well on-line and why Internet bookings are doing so well in the American market.

"However when our visitors are seeking more complex destinations, where there can be huge price variance and where they may need advice on accommodation or car rental, then they prefer to use more traditional booking methods."

He added: "These results are very significant for the industry. All too often in the travel trade people have talked about the threat of the Internet to the traditional travel agents. This survey demonstrates that the Internet serves quite happily as an information source, which can help travel agents sell more tickets, as opposed to being something that will put them out of business.

"cheapflights.com offers its visitors a choice of over 80 travel agents and a booking engine, something that is unique among the major travel sites. We offer the best of both worlds. Our booking engine, a partnership with Travelselect, has been chosen for its simple functionality and excellent access to cheap fares."

cheapflights.com has received more than five and a half million visitors to its site over the past two years.

Editor's Notes:

cheapflights.com, which was founded in 1996, is the most comprehensive online resource for researching cheap airfares. Its many destination pages also enable independent travellers to research and prepare every aspect of their trip.

cheapflights.com is an independent company, free from interference by any media, technology or travel conglomerate.

cheapflights.com estimates that more than £100 million of plane tickets are sold via the site annually. The site gives prices, links and information on more than 130 tour operators and airlines. Apart from flight information, each destination page enables the viewer to research and prepare every aspect of their trip, including hotels, car rental, weather, health, visa requirements and travel warnings.

Travelselect.com is a fully bookable online travel service with partners throughout the world. It is fully licensed and a bonded travel company which evolved from Globepost Limited, a Company who for over 17 years (and to this day) specialise in providing travel services – particularly flights – to travel agents as well as directly to the public. The Company is fully accredited and licensed by ABTA (Association of British Travel Agents), ATOL (Air Travel Organiser's Licensing) and IATA (International Air Transport Association) and has long-standing relationships with over 70 major airlines and countless hotel groups and car companies.

Source: Cheapflights.co.uk

While online bookings have created opportunities for home-based self-employment and can reduce the number of staff in retail outlets, the majority of managers still deal with staffing issues as a large part of their role. Following the collapse of some holiday airlines, there is evidence of customers returning to travel agents for more peace of mind rather than booking on their own.

The Internet Threat

With general public access to the Internet, many airlines and other



travel companies began to sell directly to passengers. As a consequence, airlines no longer needed to pay commissions to the travel agents on each ticket sold. Since 1997, travel agencies have gradually been disintermediated, by the reduction in costs caused by

removing layers from the package holiday distribution network. However, travel agents remain dominant in some areas such as cruise vacations where they represent 77% of bookings and 73% of packaged travel.

In response, travel agencies have developed an internet presence of their own by creating travel websites, with detailed information and online booking capabilities. Several major online travel agencies include: Expedia, Voyages-sncf.com, Travelocity, Orbitz, CheapTickets Priceline, CheapOair and Hotwire.com. Travel agencies also use the services of major computer reservations system companies, also known as Global Distribution Systems (GDS), including: SABRE, Amadeus CRS, Galileo CRS and Worldspan, which is a subsidiary of Travelport, allowing them to book and sell airline tickets, hotels, car rentals and other travel related services. Some online travel websites allow visitors to compare hotel and air rates with multiple companies for free. They often allow visitors to sort out the travel packages by amenities, price, and proximity to a city or landmark.

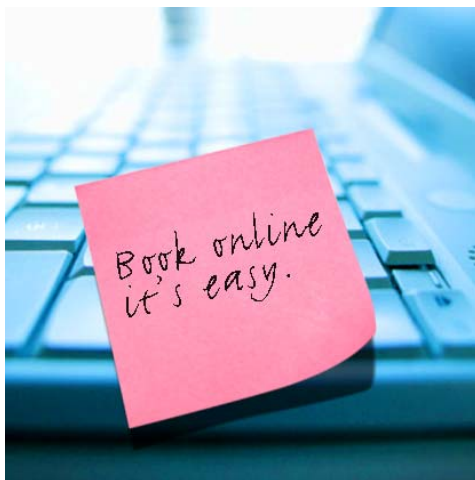
Travel agents have applied dynamic packaging tools to provide fully bonded (full financial protection) travel at prices equal to or lower than the public can book online. As such, the agencies' financial assets are protected in addition to professional travel agency advice.

All travel sites that sell hotels online work together with GDS, suppliers and hotels directly to search for room inventory. Once the travel site sells a hotel, the site will try to get a confirmation for this

hotel. Once confirmed or not, the customer is contacted with the result. This means that booking a hotel on a travel website will not necessarily result in an instant answer. Only some hotels on a travel website can be confirmed instantly (which is normally marked as such on each site). As different travel websites work with different suppliers together, each site has different hotels that it can confirm instantly. Some examples of such online travel websites that sell hotel rooms are Expedia, Orbitz and WorldHotel-Link.

The comparison sites, such as Kayak.com, TripAdvisor and SideStep search the resellers' site all at once to save time searching. None of these sites actually sell hotel rooms.

Often tour operators have hotel contracts, allotments and free sale agreements which allow for immediate confirmation of hotel rooms for vacation bookings.



Mainline service providers are those that actually provide direct service, like various hotels chains or airlines that have a website for online bookings. Portals will serve a consolidator of various airlines and hotels on the internet. They work on a commission from these hotels and airlines. Often, they provide cheaper rates than the mainline service providers as these sites get bulk deals from the service providers. A metasearch engine* on the other hand, simply culls data from the internet at real time rates for various search queries and diverts traffic to mainline service providers for an online booking. These websites usually do not have their own booking engine.

Source: Angelfire.com

Benefits

Nevertheless, using a travel consultant has its advantages:

Saving money

Travel consultants have established relationships with carriers and tour operators that can prove beneficial for finding out about last-minute deals, or deals that are not yet common knowledge outside the industry. They can also provide their client current advice about the best times of year to travel.

Convenience

Instead of spending hours doing the research himself, a consumer could well find that it's a real time-saver to have a travel consultant take care of all the preliminary work and simply present the options to him. The travel consultant also provides one-stop shopping,



where all avenues can be addressed. This includes not only lodging and transportation, but planning for meals and activities on the trip.

Knowledge

While the Internet is helpful, it can't provide the traveler with the insider knowledge some tour consultants have from working in the industry and visiting the locations to which the consumer is planning to travel.

Careers

With many people switching to self-service internet websites, the number of available jobs as travel agents is decreasing. Most jobs that become available are from older travel agents retiring. Counteracting the decrease in jobs due to internet



services is the increase in the number of people traveling. Since 1995, many travel agents have exited the industry, and relatively few young people have entered the field due to less competitive salaries. However, others have abandoned the 'brick and mortar' agency for a home-based business to reduce overheads and those who remain have managed to survive by promoting other travel products such as cruise lines and train excursions or by promoting their ability to aggressively research and assemble complex travel packages at a moment's notice, essentially acting as a very advanced concierge. In this regard, travel agents can remain competitive, and possibly become "travel consultants" with flawless knowledge of destination regions and specialize in topics like nautical tourism or cultural tourism.

By Ophelia Maynard, eHow Contributor

* a **metasearch engine** is a search tool that sends user requests to several other search engines and/or databases and combines the results into a single list or displays them according to their source. Metasearch engines allow users to enter the search criteria once and access several search engines simultaneously.

Notes

Notes

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