

K. V. Kireienko

ENGLISH FOR TOURISM



Міністерство освіти і науки України
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імені Тараса Шевченка»

К. В. Кіреєнко

ENGLISH FOR TOURISM

*Навчальний посібник для студентів
вищих навчальних закладів*

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Рецензенти:

- Степикіна Т. В.** – кандидат філософських наук, доцент, завідувач кафедри англійської філології Луганського національного університету імені Тараса Шевченка.
- Федічева Н. В.** – кандидат педагогічних наук, доцент, завідувач кафедри практики мовлення Луганського національного університету імені Тараса Шевченка.
- Головань Т. О.** – кандидат педагогічних наук, доцент, завідувач кафедри соціальної роботи ДЗ «Луганський інститут праці та соціальних технологій».

Кіреєнко К. В.

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Навчальний посібник створено на основі аутентичних матеріалів закордонних наукових джерел та ЗМІ, що дає можливість не тільки вдосконалити навички володіння англійською мовою, але й дізнатися багато корисного про сучасні тенденції розвитку індустрії туризму в світі. Пропонований матеріал та завдання активізують пізнавальну та творчу діяльність студентів, спонукають їх до участі в дискусіях, симпозиумах-форумах, проектних роботах. Посібник допоможе студентам систематизувати вже набуті знання з індустрії туризму та поглибити їх, а викладачам – посилити комунікативну спрямованість процесу навчання та підвищити його ефективність.

Адресовано студентам IV курсу спеціальності «Туризм» вищих навчальних закладів. Може бути корисний студентам II, III, V курсів та магістратури вищезазначеної спеціальності.

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Preface

The proposed textbook is calculated for a language course for graduate students majoring in “Tourism”. The course concentrates on the main aspects of tourism industry, its regulation, research and development, latest trends and future prospects, awareness of which is essential for professionals in tourism industry. The *goals of the course*, therefore, are:

- to get a systematic knowledge of types of tourism, tours and travelers; perspectives of making different careers in tourism;
- to become aware of recent developments, latest trends and future prospects in tourism;
- to get acquainted with the major aspects of the travel agency, its origins, operations and types;
- to learn about regulation, research and development in tourism;
- to get acquainted with the major aspects of tourism promotion, its methods and types;
- to learn to objectively evaluate the information presented in the Ukrainian and foreign media;
- to acquire basic skills of serving customers in English, paying attention both to verbal and non-verbal languages;
- to become aware of sales conversation and its set pattern;
- to build confidence in working in English with effective communication strategies;
- to improve the skills of group discussion, applying knowledge from different tourism-related disciplines;
- to broaden thesaurus of tourism terms.

The knowledge gained from the course will also contribute to students’ all-round economic and tourist education. Such a

knowledge and skills will allow prospective tourism managers to fluently orient in professional resources in English; to think in professional categories and solve professional tasks; to deal with customers and partners; and, therefore, to integrate into tourism research and development on the global scale.

The course is intended for students who already have a basic knowledge of English. It comprises theoretical fundamentals of tourism and provides for the input in a wide range of contexts relevant to the field. The choice of topics and varied tasks are suited to the needs of prospective tourism professionals, providing many opportunities for students to speak English, applying their knowledge from different professionally-oriented disciplines. The teaching material comes from a wide range of sources related to the tourism industry, including Ukrainian, Russian, British and American textbooks in tourism, travel- and tourism-related websites, travel brochures, journals, etc.

The textbook consists of ten units; each of them is focused on a definite aspect of tourism. The structure of each unit is made up according to the latest trends and strategies in the foreign language teaching and, therefore, incorporates such communicative methods as problem solving, case study, brainstorming, group discussion, symposium-forum, project work. The notes on teaching methods provide for better understanding of task requirements and skills improvement students gain while accomplishing the task.

In tourism industry English language skills are both a daily requirement and essential for career advancement. In addition, the tourist industry is very customer-focused, so speaking skills are of the utmost importance. Therefore, we have provided a wide range of communicative practice.

We recommend to follow the coursebook structure and to do the tasks in the given order. *Lead-in* activities focus students' attention on the issues that are examined further and prepare them for thorough learning of the material. All the *Reading* and *Additional Reading* texts are intended for detail reading and vocabulary analysis. *Vocabulary Focus* improves the skill of linking the words with their definitions and benefits to vocabulary acquisition. The *Reading* texts give an overall view on the topic and interpret the topic related terms. We recommend to read them before the *Additional Reading* texts, as the latter contain, as a rule, more profound and specific information, dwelling on the given subject and requiring, therefore, some basic knowledge on the topic. *Speaking* tasks also require knowledge of information given in the unit's *Reading* and *Additional Reading* texts. As the tourism industry is at the forefront of the e-commerce and e-business revolution, we believe the Internet should be an integral part of the course. The tasks we suggest will encourage students to surf tourism-related websites while their work on projects or when they prepare other speaking tasks.

The textbook can also be used for self-studying or for the purpose of all-round education.

We hope that our coursebook will be useful for teachers and students who are interested in language, traveling and tourism.

Coursebook Outline

Module 1. Basic Assumptions of Tourism Industry

Unit 1. *Tourism Industry.* *Issues discussed:* definition of tourism, necessary conditions for tourism development, world statistics and rankings, recent developments and future prospects.

Unit 2. *Types of Tourism.* *Issues discussed:* such traditional types of tourism as medical, cultural, heritage, literary, garden, culinary, gourmet, wine, beer, religious, and sports tourism.

Unit 3. *Latest Trends in Tourism.* *Issues discussed:* such brand new types of tourism as ecotourism, adventure travel, extreme, dark, disaster, ghetto tourism and graffiti travel, poverty tourism, overland travel, safari, wildlife, jungle, water and nautical tourism, rural and agritourism, sacred travel, secular pilgrimage, pop-culture, music, and space tourism.

Unit 4. *Careers in Tourism.* *Issues discussed:* such tourism-related jobs as travel agent, tour operator, sightseeing guide, tour manager, conductor, social director, travel writer, consultant.

Unit 5. *Travel Agency.* *Issues discussed:* origins, operations, and types of travel agency, online travel agency.

Module 2. Legal Issues and Customer Relationship Management

Unit 6. *Tours and Travelers.* *Issues discussed:* tourist, excursionist, business traveler, free independent travel, backpacking, inclusive tour, flashpacking, package tour, gap-packing, dynamic packaging.

Unit 7. *Business Travel.* *Issues discussed:* business trip, business travel, organizing a conference, insurance, traveler safety tips.

Unit 8. *Regulation, Research and Development in Tourism.* *Issues discussed:* UNWTO, roles of government in tourism; research, its types and methods; research and development.

Unit 9. *Tourism Promotion.* *Issues discussed:* promotion, its types and methods.

Unit 10. *Dealing with Customers.* *Issues discussed:* customer relationship management, customer service, body language, sales conversation.

Unit 1. Tourism Industry

Lead-in

Group Discussion

The group discussion is a conversation on a selected topic, with leadership. The group discussion is a good *method* when sharing ideas, in order to stimulate interest in problems, to help members express their ideas, to identify and explore a problem, to create an informal atmosphere, to get opinions from persons who hesitate to speak. The group discussion provides for sharing of ideas, broadens viewpoints, and encourages togetherness among members.

Discuss the following issues:

1. What is tourism?
2. What do you know about the history of tourism?
3. What are the businesses that work together to make up the entire tourism industry?
4. What are the necessary conditions for tourism development?
5. What benefits of tourism can you name?
6. What can you say about economic impact of tourism?
7. Are tourists always liked by the host community? Why?
8. Are there any negative impacts of tourism? If yes, what are they?
9. What are the advantages and disadvantages of being involved in tourism business?

Reading

Tourism Business as the World's Largest Industry and Employer

Tourism may be defined as the science, art and business of attracting and transporting people, accommodating them, and catering to their needs and wants. Wealthy 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. Long ago, at the time of the Roman Empire, places such as Baiae, were popular coastal resorts for the rich. **Leisure travel** was associated with the Industrial Revolution in the United Kingdom – the first European country to promote leisure time to the increasing industrial population. Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners and the traders. These comprised the new middle class. *Cox & Kings* was the first official travel company to be formed in 1758. The British origin of this industry is reflected in many place names. In Nice, France, one of the first and best-established holiday resorts on the French Riviera, the long esplanade along the seafront is known to this day as the *Promenade des Anglais*; in many other historic resorts in continental Europe, old, well-established palace hotels have names like the *Hotel Bristol*, the *Hotel Carlton* or the *Hotel Majestic* – reflecting the dominance of English customers.

Mass tourism could only have developed with the improvements in technology, allowing the transport of large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people began to enjoy the benefits of leisure time. In the United States, the first great seaside resort, in the European style, was Atlantic City, New

Jersey and Long Island, New York. In continental Europe, early resorts included: Ostend, popularized by the people of Brussels; Boulogne-sur-Mer (Pas-de-Calais) and Deauville (Calvados) for the Parisians; and Heiligendamm, founded in 1797, as the first seaside resort at the Baltic Sea.

As an industry, tourism is a dynamic, evolving, consumer-driven force. It is travel for recreational, leisure or business purposes. The *World Tourism Organization* defines **tourists** as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Tourism has become a popular global leisure activity. In 2007, there were over 903 million international tourist arrivals, with a growth of 6.6% as compared to 2006. International tourist receipts were USD 856 billion in 2007.

Despite the uncertainties in the global economy, international tourist arrivals during the first four months of 2008 followed a similar growth trend than the same period in 2007. However, as a result of the economic crisis of 2008, international travel demand suffered a strong slowdown beginning in June 2008, with growth in international tourism arrivals worldwide falling to 2% during the summer months, while growth from January to April 2008 had reached an average 5.7% compared to its 2007 level. Growth from 2006 to 2007 was only 3.7%, as total international tourism arrivals from January to August were 641 million tourists, up from 618 million in the same period in 2007 (see *Appendix*).

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.

Tourism is the world's largest industry, with approximately USD 3.5 trillion in gross output. It is the employer of 183 million people. This represents 10.2 per cent of the global workforce. By employing one out of every ten workers, travel and tourism is the world's largest employer. As an industry, tourism is expected to grow much faster than other sectors, about twice as fast as world GNP, especially international travel. Growing so rapidly, tourism presents both tremendous opportunities and challenges. Although a mature industry, tourism is a young profession. The good news is the variety of exciting career prospects for today's hospitality and tourism graduates.

In addition to their original expenditures, tourists produce secondary impacts on local economy. When a tourist spends money to travel, to stay in a hotel, or to eat in a restaurant, that money is recycled by these businesses to purchase more goods, thereby generating further use of the money. In addition, employees of businesses who serve tourists spend a higher proportion of their money locally on various goods and services. This chain reaction continues until there is a leakage, meaning that money is used to purchase something from outside the area. This phenomenon is called the multiplier effect. Most developed economies have a multiplier effect between 1.7 and 2.0. This means that the original money spent is used again in the community between 1.7 and 2.0 times.

However, tourism results not only in sociocultural benefits but also in problems. Imagine the feelings of an employee in a developing country who earns perhaps USD 5 per day when he or she sees wealthy tourist flaunting money, jewelry, and a lifestyle not obtainable. Another example might be nude or scanty-clad female tourists sunbathing in a Moslem country. Critics argue that, at best, tourism dilutes the culture of a country by imposing the mass tourism market. Most resorts offer little opportunity for meaningful social interaction between the tourist and the host community. As a rule, only the lower positions are filled by the local people in the luxury hotels built by foreign developers.

Tourism is the issue that nearly every city faces. It is worldwide and a threat to beaches, famous landmarks, holy areas and also resorts. Attracting a high volume of tourists can have negative impacts, such as the impact of 33 million tourists a year on the city of New York, or the potential to impact fragile environments negatively, or the impact of the December 26, 2004 tsunami on the tourists themselves. The environment can be affected negatively by cruise ship pollution in many ways, including ballast water discharge, and by pollution from aircraft.

On the other hand, proponents of the sociocultural benefits of tourism are able to point out that tourism is a clean and green industry, that most of hotels are built with concern for the environment and use local crafts people, designers, and materials. Tourism brings new revenue to the area; it also creates and maintains higher rate of employment than if there were no tourism. It may act as a catalyst for the development of the community because this revenue helps to provide schools, hospitals, and so on.

Vocabulary Focus

Match the words or word-combinations with their definitions.

1. Accommodations	a. places where the public can obtain food and drink
2. Amusement park	b. money spent
3. Casino	c. place where people gather for recreational purposes
4. Catering services	d. area that offers different kinds of entertainments, such as a thrill rides, magic shows, etc.
5. Entertainment	e. place or area to which tourists travel
6. Expenditure	f. places at which travelers can obtain a bed (and usually food) while on a trip (hotels, motels, inns, camping grounds, etc.)
7. Leisure	g. place for gambling
8. Resort	h. meeting place
9. Tourist destination	i. activities that amuse people, including going to theatres, nightclubs, art exhibitions, etc.
10. Venue	j. free time

Speaking

Case study

The case study is an account of a problem situation, including sufficient detail to make it possible for group to analyze

problems involved. The case is a “slice of life” that involves diagnosis, prescription and possible treatment. It is a good *method* when analyzing a problem and when possible solutions are desired. The case study creates the atmosphere for the exchange of ideas, deals with problems related to life, provides equal opportunity for members to suggest solutions and to apply insights and skills.

Analyze the material presented in *Appendix (World Tourism Statistics and Rankings)*.

- Are you proud of the fact that **Ukraine entered the *Top 10 list of the most visited countries***, surpassing Russia, Austria and Mexico?
- Why is Ukraine not on the *Top 10 Tourism Earners* list?
- What can we suggest tourists in order to gain their attention?
- What should we do to improve the current situation?
- What don't we have in comparison with the USA, France, etc?
- What Ukrainian destinations and attractions would you like to see on the *Top 10* lists?

Additional Reading

Necessary Conditions for Tourism Development

Tourism is a relatively new phenomenon in the world. Tourism has been one of the fastest growing industries in recent years. The growth rate of tourism has generally exceeded the growth rate for the worldwide economy. Sometimes it seems as though a new resort area springs up every day wherever there is sun and sea.

Since being away from home is a necessary component of tourism, its development as a mass industry depended on modern means of rapid and inexpensive transportation. Tourism as we know it today began with the building of the railroads in the 19th century. Steamships also increased tourism, especially across the North Atlantic. The automobile and airplane in still more recent times have also become major modes of transportation for recreative purposes.

The greatest growth in international tourism has taken place only since the end of World War II in 1947, and it has paralleled the growth of air transportation.

Industrialization has produced the other conditions that are necessary for tourism. Among them is the creation of a large number of people with an amount of disposable income – income above and beyond what is needed for basic expenses such as food, shelter, clothing and taxes.

Another important condition is urbanization, the growth of large cities. Residents of big population centers take more holiday trips than residents of rural areas. Anyone who has been to Rome or Paris in July cannot help but observe that a great many of the inhabitants are away on vacation.

Before industrialization, there was a sharp distinction between the leisure class and the working class. Nowadays the concept of leisure in the form of long weekends and paid vacations has spread to the working class. This may be the most important factor in modern tourism. Millions of factory workers in northern European countries take their paid vacations in sunny southern European countries. In many cases government, unions, or employers subsidize the cost of the holiday partly or wholly. This subsidized recreational travel is called social tourism.

The importance of the industrialization can be seen from the fact that approximately 75% of international tourists come from industrialized countries. The United States of America and Federal Republic of Germany account for about half of this tourist traffic.

Sun-and-sea areas that are near the major markets for tourists derive a large part of their income from tourism. It should be noted that tourism benefits not only airlines, hotels, restaurants, and taxi drivers, but also many commercial establishments and even the manufacturers of such varied items as sunglasses, video cameras, and swimming clothing.

One of the principal reasons for encouraging a tourism industry in many developing countries is the so-called multiplier effect of the tourist dollar. Money paid for wages or in other ways is spent not once but sometimes several times for other items in the economy – the food that hotel employees eat at home or the houses in which they live, or the durable goods that they buy. In some countries the multiplier can be a factor as high as 3, but it is often a lower number because of leakage. Leakage comes from the money that goes out of the economy either in the form of imports that are necessary to sustain the tourist industry or in profits that are drained off by investors.

Another attraction of the tourism industry for the developing countries is that it is labor-intensive; that is, it requires a large number of workers in proportion to the people who are served.

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. Tourism as we know it today began with the end of World War II.
2. In recent years tourism has stopped its development.
3. Before industrialization, there was vague borderline between the leisure class and the working class.
4. Steamships fueled tourism.
5. The greatest growth in international tourism has taken place only since the 19th century.
6. Inhabitants of rural areas take more holiday trips than residents of large cities.
7. Industrialization and urbanization are important conditions that are necessary for tourism.
8. 75% of international tourists come from developing countries.
9. The USA and Germany account for about 38% of tourist traffic.

Speaking

Symposium-forum

The symposium-forum is a symposium (a series of short speeches before an audience which present different aspects of a topic) followed by audience participation. The symposium-forum is a good *method* to provide for group interaction after a symposium, when a combination of content presentation and audience reaction is needed, when difficult ideas must be handled in the right way before they are openly discussed, when presenting different points of view for the purpose of audience reaction, when the group needs concise information. The symposium-forum spotlights issues and can be used to present much information in a short time; change of speakers

increases interest and adds variety; audience reaction encourages purposeful listening.

Prepare your account on the one of the *World's 50 most Visited Tourist Attractions* (see **Appendix**) – what is so special about the place, its history, value for the mankind, etc. Present your report. During the symposium-forum listen carefully to other speakers in order to be able to take part in the following discussion.

Discussion

Discuss the tourist attractions presented on the symposium:

- Do you find them worth being on the *Top 50 list*?
- Do you agree with their rankings?
- Are there any places you are surprised to find on the *Top 50 list*?
- What other world attractions would you like to see on the *Top 50 list*? Prove your answer.

Unit 2. Types of Tourism

Lead-in

Brainstorming

Brainstorming is a *method* of problem solving in which group members suggest in rapid fire order all the possible solutions they can think of. Criticism is ruled out. Evaluation of ideas comes later. Brainstorming method creates a warm, friendly feeling in the group and encourages participation. It provides for creative thinking, presentation of new ideas, and produces even a “chain reaction” of ideas.

What types of tourism do you know? Give as many examples as you can. Try to classify them into categories according to features that they have in common. Some types can belong to more than one group. What types are traditional ones? What types are brand new? What are more popular/less popular? Why?

Reading

The United Nations classified three forms of tourism in 1994, in its "*Recommendations on Tourism Statistics*": **Domestic tourism**, which involves residents of the given country traveling only within this country; **Inbound tourism**, involving non-residents traveling in the given country; and **Outbound tourism**, involving residents traveling in another country.

Medical Tourism

Medical tourism (also called **medical travel**, **health tourism** or **global healthcare**) is a term initially coined by travel agencies and the mass media to describe the rapidly-growing practice of traveling across international borders to obtain health care. Such services typically 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. As a practical matter, providers and customers commonly use informal channels of communication-connection-contract, and in such cases this tends to mean less regulatory or legal oversight to assure quality and less formal recourse to reimbursement or redress, if needed.

Over 50 countries have identified medical tourism as a national industry. However, accreditation and other measures of quality vary widely across the globe, and there are risks and ethical issues that make this method of accessing medical care controversial. Also, some destinations may become hazardous or even dangerous for medical tourists to contemplate.

The concept of medical tourism is not a new one. The first recorded instance of medical tourism dates back thousands of years to when Greek pilgrims traveled from all over the Mediterranean to the small territory in the Saronic Gulf called Epidauria. This territory was the sanctuary of the healing god Asklepios. Epidauria became the original travel destination for medical tourism.

Spa towns and sanitariums may be considered an early form of medical tourism. In eighteenth century England, for example, patients visited spas because they were places with

supposedly health-giving mineral waters, treating diseases from gout to liver disorders and bronchitis.

Factors that have led to the increasing popularity of medical travel include the high cost of health care, long wait times for certain procedures, the ease and affordability of international travel, and improvements in both technology and standards of care in many countries.

Medical tourists can come from anywhere in the First World, including Europe, the Middle East, Japan, the United States, and Canada. This is because of their large populations, comparatively high wealth, the high expense of health care or lack of health care options locally, and increasingly high expectations of their populations with respect to health care.

A large draw to medical travel is convenience and speed. Countries that operate public health-care systems are often so taxed that it can take considerable time to get non-urgent medical care. Taking Canada as an example, an estimated 782,936 Canadians spent time on medical waiting lists in 2005, waiting an average of 9.4 weeks. Canada has set waiting-time benchmarks, e. g. 26 weeks for a hip replacement and 16 weeks for cataract surgery, for non-urgent medical procedures. In Costa Rica, Singapore, Hong Kong, Thailand, Cuba, Colombia, Philippines or India, a wealthy patient could feasibly have an operation the day after their arrival, while the poor may die before they receive help.

The cost of surgery in India, Thailand or South Africa can be one-tenth of what it is in the United States or Western Europe, and sometimes even less. A heart-valve replacement that would cost \$200,000 or more in the US, for example, goes for \$10,000 in India - and that includes round-trip airfare and a brief vacation package. Similarly, a metal-free dental bridge worth \$5,500 in the US costs \$500 in India, a knee replacement

in Thailand with six days of physical therapy costs about one-fifth of what it would in the States, and Lasik eye surgery worth \$3,700 in the US is available in many other countries for only \$730. Cosmetic surgery savings are even greater: a full facelift that would cost \$20,000 in the US runs about \$1,250 in South Africa.

Popular medical travel worldwide destinations include: Argentina, Brunei, Cuba, Colombia, Costa Rica, Hong Kong, Hungary, India, Jordan, Lithuania, Malaysia, The Philippines, Singapore, South Africa, Thailand, and recently, Saudi Arabia, UAE, Tunisia and New Zealand. In Europe Belgium, Poland and Slovakia are also breaking into the business.

The typical process is as follows: the person seeking medical treatment abroad contacts a medical tourism provider. The provider usually requires the patient to provide a medical report, including the nature of ailment, local doctor's opinion, medical history, and diagnosis, and may request additional information. Certified medical doctors or consultants then advise on the medical treatment. The approximate expenditure, choice of hospitals and tourist destinations, and duration of stay, etc., is discussed. After signing consent bonds and agreements, the patient is given recommendation letters for a medical visa, to be procured from the concerned embassy. The patient travels to the destination country, where the medical tourism provider assigns a case executive, who takes care of the patient's accommodation, treatment and any other form of care. Once the treatment is done, the patient can remain in the tourist destination or return home.

Cultural Tourism

Cultural tourism (or **culture tourism**) is the subset of tourism concerned with a country or region's culture, especially its arts. 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 tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. Culture has always been a major object of travel. Heritage, culture and the arts have long contributed to appeal of tourist destination. It is generally agreed that cultural tourists spend more than standard tourists do.

One type of cultural tourism destination is living cultural areas. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people. For an indigenous culture that has stayed largely separated from the surrounding majority, tourism can present both advantages and problems. On the positive side are the unique cultural practices and arts that attract the curiosity of tourists and provide opportunities for tourism and economic development. On the negative side is the issue of how to control tourism so that those same cultural amenities are not destroyed and the people do not feel violated.

Cultural heritage tourism (or just **heritage tourism**) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. It involves visiting historical or industrial sites (that may include old canals, railways, battlegrounds, etc.), modern urban districts, coastal or island ecosystems, and inland natural areas. The overall purpose is to gain an appreciation of the past. It also refers to the marketing of a location to members of a diaspora who have distant family roots there. Decolonization and immigration form the major background of much contemporary heritage tourism. Falling travel costs have also made heritage tourism possible for more people.

Heritage tourism can also be attributed to historical events that have been dramatized to make them more entertaining (theme parks and country clubs) - for example, a historical tour of a town or city using a theme such as Cossacks or Vikings.

Literary tourism is a type of cultural tourism that deals with places and events from fictional texts as well as the lives of their authors. This could include following the route a fictional character charts in a novel, visiting particular settings from a story or tracking down the haunts of a novelist.

Literary tourists are specifically interested in how places have influenced writing and at the same time how writing has created place. In order to become a literary tourist you only need a novel and an inquisitive mind-set; however, there are literary guides, literary maps, and literary tours to help you on your way.

Garden tourism is a type of niche tourism involving visits or travel to botanical gardens and places which are significant in the history of gardening. Garden tourists often travel individually in countries with which they are familiar but often prefer to join organized garden tours in countries where they might experience difficulties with language, travel or finding accommodation in the vicinity of the garden.

The list of famous gardens which attract garden tourists from afar includes: *Sissinghurst Castle Garden* and *Stourhead* in England, *Versailles* and *Giverny* in France, *Keukenhof* in Holland, *Villa d'Este* and *Villa Lante* in Italy, *Alhambra* in Spain, *Longwood Gardens* and *Filoli* in the USA, *Taj Mahal* in India, *Ryōan-ji* in Japan. In the year 2000 the *Alhambra* and the *Taj Mahal* both received over 2 million visitors. This poses problems for the landscape manager.

Michel de Montaigne was one of the earliest garden tourists to record his impressions of gardens (1580). At the start of the

twenty-first century Britain had the largest number of gardens open to the public for tourist visits: over 3,500 gardens are listed in *Gardens of England and Wales Open for Charity* (the 'Yellow Book').

Culinary tourism is valued by tourism industry professionals as one of the most popular niches in the world's tourism industry. Culinary tourism is defined as the pursuit of unique and memorable eating and drinking experiences, according to the *International Culinary Tourism Association*. Culinary tourism differs from agritourism in that culinary tourism is considered a subset of cultural tourism (cuisine is a manifestation of culture) whereas agritourism is considered a subset of rural tourism. Culinary tourism and agritourism are linked, as the seeds of cuisine can be found in agriculture.

Culinary tourism is not just experiences of the highest caliber - that would be **gourmet tourism**. This is perhaps best illustrated by the notion that culinary tourism is about what is unique and memorable, not what is necessarily pretentious and exclusive. Similarly, **wine tourism** and **beer tourism** are also regarded as subsets of culinary tourism.

Wine tourism refers to tourism whose purpose is or includes the tasting, consumption or purchase of wine, often at or near the source. Wine tourism can consist of visits to wineries, vineyards and restaurants known to offer unique vintages, as well as organized wine tours, wine festivals or other special events.

Many wine regions around the world have found it financially beneficial to promote such tourism; accordingly, growers associations and others in the hospitality industry in wine regions have spent significant amounts of money over the years to promote such tourism. This is true not only to "Old World" producers (such as Spain, Portugal, France or Italy),

but also for the so-called "New World wine" regions (such as Australia, Argentina, Chile, United States or South Africa), where wine tourism plays an important role in advertising their products. In Argentina, for example, the Mendoza Province is becoming one of the tourist destinations in the country as Argentine wine strides to gain international recognition. Similarly, the National Wine Centre of Australia showcases the Australian wine industry, and visitors from around the world visit Northern California's Wine Country.

Religious Tourism

Religious tourism, 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.

Tourism Segments

Religious tourism comprises many facets of the travel industry including:

- pilgrimages;
- missionary travel;
- leisure (fellowship) vacations;
- faith-based cruising;
- crusades, conventions and rallies;
- retreats;
- monastery visits and guest-stays;
- faith-based camps;
- religious tourist attractions.

Statistics

Although no definitive study has been completed on worldwide religious tourism, some segments of the industry have been measured:

- According to the *World Tourism Organization*, an estimated 300 to 330 million pilgrims visit the world's key religious sites every year.
- According to the *U.S. Office of Travel and Tourism Industries*, Americans traveling overseas for "religious or pilgrimage" purposes has increased from 491,000 travelers in 2002 to 633,000 travelers in 2005 (30% increase). North American religious tourists comprise an estimated \$10 billion of this industry.
- According to the *Religious Conference Management Association*, in 2006 more than 14.7 million people attended religious meetings (RCMA members), an increase of more than 10 million from 1994 with 4.4 million attendees.

Christian tourism is a subcategory of religious tourism. As one of the largest branches of religious tourism, it is estimated that seven percent of the world's Christians - about 150 million people - are "on the move as pilgrims" each year.

Christian tourism refers to the entire industry of Christian travel, tourism, and hospitality. In recent years it has grown to include not only Christians embarking individually or in groups on pilgrimages and missionary travel, but also on religion-based cruises, leisure (fellowship) vacations, crusades, rallies, retreats, monastery visits/guest-stays and Christian camps, as well as visiting Christian tourist attractions.

Statistics

Although no definitive study has been completed on Christian tourism, some segments of the industry have been measured:

- The *Christian Camp and Conference Association* states that more than eight million people are involved in CCCA member camps and conferences, including more than 120,000 churches.
- Short-term missions draw 1.6 million participants annually.

➤ Christian attractions including *Sight & Sound Theatre* attracts 800,000 visitors a year while the *Holy Land Experience* and *Focus on the Family welcome center* each receives about 250,000 guests annually. Recently launched Christian attractions include the *Creation Museum* and *Billy Graham Library*, both of which are expected to receive about 250,000 visitors each year as well.

➤ 50,000 churches in the United States possess a travel program or travel ministry.

Pilgrimage

In religion and spirituality, a **pilgrimage** is a long journey or search of great moral significance. Sometimes, it is a journey or shrine of importance to a person's beliefs and faith. Members of many major religions participate in pilgrimages. A person who makes such a journey is called a **pilgrim**.

Effects on trade

Pilgrims contributed an important element to long-distance trade before the modern era, and brought prosperity to successful pilgrimage sites, an economic phenomenon unequalled until the tourist trade of the 20th century. Encouraging pilgrims was a motivation for assembling (and sometimes fabricating) relics and for writing hagiographies of local saints, filled with inspiring accounts of miracle cures. Lourdes and other modern pilgrimage sites keep this spirit alive.

Christian pilgrimage was first made to sites connected with the birth, life, crucifixion and resurrection of Jesus. Surviving descriptions of Christian pilgrimages to the Holy Land date from the 4th century, when pilgrimage was encouraged by church fathers like Saint Jerome. Pilgrimages also began to be made to Rome and other sites associated with the Apostles,

Saints and Christian martyrs, as well as to places where there have been apparitions of the Virgin Mary.

Major Christian pilgrimage sites

- ❖ The Holy Land, location of many events in the *Old Testament* and *New Testament*:
 - Jerusalem, site of the Passion and Resurrection of Jesus;
 - Bethlehem, birthplace of Jesus and King David;
 - Nazareth, Jesus' hometown;
 - Sea of Galilee, site of Jesus' early ministry;
 - Mount Tabor, site of the Transfiguration;
 - Bethany, site of the resurrection of Lazarus.
- ❖ Rome
 - on roads such as the Via Francigena;
 - site of the deaths of Saint Peter, Saint Paul and other early martyrs;
 - location of relics of various saints, relics of the Passion;
 - important churches and headquarters of the Roman Catholic Church.
- ❖ Istanbul, Turkey, former capital of the Byzantine Empire and the see of one of the five ancient Patriarchates and first among equals among the Patriarchs of the Eastern Orthodox Church.
- ❖ Hagia Sophia, former cathedral and burial place of many Ecumenical Patriarchs.
- ❖ Lourdes, France, site of apparition of the Virgin Mary, the second most visited Christian pilgrimage site after Rome.

Vocabulary Focus

Match the words or word-combinations with their definitions.

1. Abroad	a. a pleasure voyage by ship
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2. Amenities	b. introduce on the market
3. Convention	c. a special kind of amusement park that has a unifying concept as its theme
4. Cruise	d. a travel document that gives permission for a foreigner to enter another country
5. Facilitate	e. in a foreign country; overseas
6. Launch	f. anything that may cause a tourist to visit an area (it may be a beach, a mountain, a historical landmark, etc.)
7. Round-trip	g. a meeting at which people usually within the same field or business exchange their ideas, experiences, specialized knowledge, etc.
8. Theme park	h. places to go to and things to do
9. Tourist attraction	i. make easier
10. Visa	j. a journey to a place and back again

Additional Reading

Sports Tourism

Sports tourism involves people traveling to participate or to observe sports. These activities may include people competing in an international event, such as the Olympics, or simply sitting amongst the audience watching the World Cup match.

The British Tourism Authority claims that 20% of the tourist trips are for the prime purpose of sport participation, and 50% of the tourist trips include among other purposes sport participation.

There are various health impacts involved when looking at sports tourism. People are generally interested and motivated to play sports when participating in sports tourism. Many people all over the world travel to Hawaii to surf as it is a popular destination for big waves. The physiological impact of sports tourism can be seen in athletes who are actively involved, going overseas to compete with other people. These athletes typically have a good physique as it is naturally normal for them to want to improve and train to be better. They lead a lifestyle which centers on their health and physical well-being.

Sports allows for the mind to relax when done for recreation. People who engage in sports tourism in a non-competitive environment typically use it as an opportunity to get away and re-charge. Sports also cause the brain to secrete endorphins, which prevents stress and strengthens the body against pain. At the same time, it makes people increase their self-confidence and boosts their self-esteem.

The health risks involved in sports tourism applies to both the athletes and fans. They might train too hard to compete, risking injuries. Also, one needs time to adapt to another country and this may sometimes be difficult, sometimes even causing sickness (for example, jet lag). Similarly, because of the internal time difference, fans all over the world purposely stay up to watch games, and this leads to an irregular sleeping pattern. Cases of fans falling ill during these periods are common, with increased consumption of junk food combined with late nights.

The environmental impacts of sports tourism is classified as negative impacts. It consists of pollution and depletion. In this case, it refers to depletion of resources. For a sports events to be held (which is the main reason for sports tourism), many resources are required.

Pollution can occur in terms of air, land, water and sound. Air pollution happens basically due to the emission of harmful gases from vehicles. For example during major world games such as the Olympics and World Cup, there will be more vehicles than usual thus increasing the amount of air pollution. Sound pollution occurs due to the noise made by the spectators. As for land pollution, it usually occurs in natural habitats. For instance, sports like mountain climbing pollute the land as the equipments use can destroy the natural surroundings. Apart from that, littering caused by the masses also contribute to land pollution.

Among the sociocultural impacts of sports tourism are land use, cultural exchanges, preservation of traditions, national identity, and, unfortunately, violence. The use of land is necessary to sports tourism. Sports take up space. Some of these sports may even require facilities to be specially built. For instance, golf will definitely require land to be allocated to build its course. Singaporeans, who want to experience golf in a bigger and more fulfilling golf course, may seek to travel to nearby Malaysia instead, and this is a form of land use for Malaysia resulting from sports tourism.

It is certain that cultural exchanges will take place whenever people of different cultural backgrounds meet. Sports tourists will nevertheless learn about the culture of the country they visit when they arrive at their destination, although their main purpose of travel is to participant in sports, or to observe sports (but not for cultural purposes).

Once-dying traditions can also be ‘revived’ through sports tourism. The need to display these traditions to tourists will bring these traditions ‘back to life’. Showcasing traditional food, traditional costumes, culture and ethnics will not only enrich these sports tourists’ experience to the country, but also

help preserve the traditions, instead of letting them gradually disappear from this world.

Violence usually occurs among the spectators who are unsatisfied with the announced results. The spectators/audiences usually from the losing side will create fights with the other side. Violence is one of the negative impacts that can arise from sports tourism. It is an unhealthy scene as this can sour the relationship between two counterparts. Violence in sports tourism does not only happen among countries, but also within one country itself.

The national pride and prestige one feels when a mega event is held in his country is perpetual. It is a proud feeling to know that your country is able to hold an international event, because it will be broadcast worldwide, and therefore known to the rest of the world.

In Germany "national pride" ("Nationalstolz") is often associated with the former Nazi regime. Strong displays of national pride are therefore considered poor taste by many Germans. There is an ongoing public debate about the issue of German patriotism. The World Cup in 2006, held in Germany, saw a wave of patriotism sweep the country in a manner not seen for many years. Although many were hesitant to show such blatant support as the hanging of the national flag from windows, as the team progressed through the tournament, so too did the level of support across the nation. By the time the semi-final against Italy came around, the level of national pride and unity was at its highest throughout the tournament, and the hosting of the World Cup is seen to have been a great success for Germany as a nation.

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. Athletes traveling to participate in sports and to compete with other people comprise sports tourism.
2. According to the *British Tourism Authority*, half of the tourist trips are for the prime purpose of sport participation.
3. Some sports require special facilities to be built.
4. Sports tourism is an environment-friendly type of tourism.
5. Sports tourism can cause resurrection of once-dying traditions.
6. Strong displays of national pride are considered good tone by many Germans.
7. All health impacts of sports tourism are positive ones.
8. Sound pollution happens basically due to the vehicles.
9. Participating and observing sports drive self-improvement and boost self-esteem.

Speaking

Symposium-forum

Prepare your account on the one particular type of tourism in the one particular place of Ukraine (for example, religious tourism in Kiev or cultural heritage tourism on the Hortytsya). Present your report. During the symposium-forum listen carefully to other speakers in order to be able to take part in the following discussion.

Discussion

Discuss the places and types of tourism presented on the symposium:

- Was there any surprising/unknown information to you? What exactly?
- Would you like to take any such trips? Why?

Unit 3. Latest Trends in Tourism

Lead-in

Group Discussion

Think about brand new types of tourism you named while brainstorming in last unit. What other types do you feel are about to appear or should be made up in the nearest future? Explain your answer.

Reading

There has been an upmarket trend in the tourism over the last few decades, especially in Europe, where international travel for short breaks is common. Tourists have higher levels of disposable income and greater leisure time and they are also better-educated and have more sophisticated tastes. There is now a demand for a better quality products, which has resulted in a fragmenting of the mass market for beach vacations; people want more specialized versions, such as Club 18-30, quieter resorts, family-oriented holidays or niche market-targeted destination hotels.

The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable. There have also been changes in lifestyle, such as retiree-age people who sustain year round tourism. This is facilitated by Internet sales of tourism products. Some sites have now started to offer dynamic packaging, in which an

inclusive price is quoted for a tailor-made package requested by the customer upon impulse.

With the advent of e-commerce, tourism products have become one of the most traded items on the Internet. Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.) can sell their services directly. This has put pressure on intermediaries from both on-line and traditional shops.

There have been a few setbacks in tourism, such as the September 11 attacks and terrorist threats to tourist destinations, such as in Bali and several European cities. Also, on December 26, 2004, a tsunami, caused by the 2004 Indian Ocean earthquake, hit the Asian countries on the Indian Ocean, including the Maldives. Thousands of lives were lost. This, together with the vast clean-up operation in place, has stopped or severely hampered tourism to the area.

Nevertheless the *World Tourism Organization* (UNWTO) forecasts that international tourism will continue growing at the average annual rate of 4 %. By 2020 Europe will remain the most popular destination, but its share will drop from 60% in 1995 to 46%. Long-haul will grow slightly faster than intraregional travel and by 2020 its share will increase from 18% in 1995 to 24%.

Space tourism is expected to "take off" in the first quarter of the 21st century, although compared with traditional destinations the number of tourists in orbit will remain low until technologies such as a space elevator make space travel cheap.

Technological improvement is likely to make possible airship hotels, based either on solar-powered airplanes or large dirigibles. Underwater hotels, such as *Hydropolis*, expected to open in Dubai in 2009, will be built. On the ocean, tourists will

be welcomed by ever larger cruise ships and perhaps floating cities.

Ecotourism (also known as **ecological tourism**) is travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It helps educate the traveler, provides funds for conservation, directly benefits the economic development and political empowerment of local communities, and fosters respect for different cultures and for human rights. Ecotourism appeals to ecologically and socially conscious individuals. Generally speaking, it focuses on volunteering, personal growth and learning new ways to live on the planet. It typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is a conceptual experience, enriching those who delve into researching and understanding the environment around them. It gives us insight into our impacts as human beings and also a greater appreciation of our own natural habitats.

Responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation and creation of economic opportunities for the local communities.

Ecotourism is a form of tourism that involves traveling to tranquil and unpolluted natural areas. According to the definition and principles of ecotourism established by *The International Ecotourism Society* (TIES) in 1990, ecotourism is responsible travel to natural areas that conserves the environment and improves the well-being of local people.

There are seven characteristics of ecotourism: it

- involves travel to natural destinations;
- minimizes impact;
- builds environmental awareness;
- provides direct financial benefits for conservation;
- provides financial benefits and empowerment for local people;
- respects local culture;
- supports human rights and demographic movements.

For many countries, ecotourism is not simply a marginal activity to finance protection of the environment, but is a major industry of the national economy. For example, in Costa Rica, Ecuador, Nepal, Kenya, Madagascar and Antarctica, ecotourism represents a significant portion of the gross domestic product and economic activity.

Adventure travel is tourism, involving exploration or travel to remote or exotic areas, where the traveler should "expect the unexpected". Adventure tourism is rapidly growing in popularity, as tourists seek different kinds of vacations. It may be any tourist activity, including two of the following three components: a physical activity, a cultural exchange or interaction and engagement with nature.

Adventure tourism gains much of its excitement by allowing its participants to step outside of their comfort zone. This may be from experiencing culture shock or through the performance of acts that require significant effort and involve some degree of risk (real or perceived) and/or physical danger. This may include activities such as *mountaineering, trekking, bungee jumping, mountain biking, rafting, zip-lining* and *rock climbing*. Some obscure forms of adventure travel include ***dark tourism, disaster tourism*** and ***ghetto tourism***. Other rising

forms of adventure travel are *jungle tourism* and *overland travel*.

Extreme tourism or **shock tourism** is a type of niche tourism involving travel to dangerous places (mountains, jungles, deserts, caves, etc.) or participation in dangerous events. Extreme tourism overlaps with extreme sport. The two share the main attraction, "adrenaline rush" caused by an element of risk, and differing mostly in the degree of engagement and professionalism.

Extreme tourism is a growing business in the countries of the former Soviet Union (Russia, Ukraine, Azerbaijan, etc.) and in South American countries like Peru, Chile and Argentina. The mountainous and rugged terrain of Northern Pakistan has also developed into a popular extreme tourism location.

While traditional tourism requires significant investments in hotels, roads, etc., extreme tourism requires much less to jump-start a business. In addition to traditional travel-based tourism destinations, various exotic attractions are suggested, such as *ice diving* in the White Sea, or travelling across the Chernobyl zone.

Dark tourism (also **black tourism** or **grief tourism** or **thanatourism**, derived from the Ancient Greek word *thanatos* for the personification of death) is tourism involving travel to sites associated with death and suffering. This type of tourism involves visits to "dark" sites, such as battlegrounds, scenes of horrific crimes or acts of genocide such as concentration camps. This includes castles and battlefields such as *Culloden* near Inverness, Scotland; sites of disaster, either natural or manmade such as *Ground Zero* in New York; prisons now open to the public such as *Beaumaris Prison* in Anglesey, Wales; and purpose built centers such as the *London Dungeon*.

One of the most notorious destinations for dark tourism is the Nazi extermination camp at *Auschwitz* in Poland, *Chernobyl* site in ex USSR or *Bran Castle, Poienari Castle* in Romania.

Dark tourism poses severe ethical and moral dilemmas: should these sites be available for visitation and, if so, what should the nature of the publicity involved be. Dark tourism remains a small niche market, driven by varied motivations, such as mourning, remembrance, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs.

Disaster tourism is the act of traveling to a disaster area as a matter of curiosity. The behavior can be a nuisance if it hinders rescue, relief, and recovery operations. If not done because of pure curiosity, it can be cataloged as disaster learning.

Disaster tourism took hold in the *Greater New Orleans Area* in the aftermath of Hurricane Katrina. There are now guided bus tours to neighborhoods that were severely damaged by storm-related flooding. Some local residents have criticized these tours as unethical, because the tour companies are profiting from the misery of their communities and families. The *Army Corps of Engineers* has noted that traffic from tour buses and other tourist vehicles have interfered with the movement of trucks and other cleanup equipment on single-lane residential roads. Furthermore, during the first six months after the storm, most of these neighborhoods lacked electricity, phone access, street signs, or access to emergency medical or police assistance. Simply traveling to these neighborhoods was hazardous. For these reasons, organized disaster tours are now banned from two of the most severely damaged areas in the city, the *Lower 9th* and *St. Bernard Parish* near the Industrial Canal.

On the other hand, such communities as *Gentilly* and *Lakeview*, along the 17th Street Canal, have welcomed organized tour groups as a means to publicize the scale of the destruction and attract more aid to the city. Much of the recovery effort in the New Orleans relies on out-of-state volunteers and donations. Numerous non-profit organization, including *Habitat for Humanity International* and *Catholic Charities*, have converged on the city to gut and rebuild homes. There is also a movement by local residents to bring congressmen and other national leaders to the city and view the damage in person, since recovery efforts have been hampered by the failure of many homeowners and businesses to receive claims from their insurance providers.

Ghetto Tourism and Graffiti Travel

With the third of the Earth's urban population – a full one billion people – now dwelling in slums, more and more youth in the current generation are coming up in ghettos, barrios and favelas. The main reason of this “**real tourism**” is to cross class and racial boundaries and experience other lifestyles. These “safe-danger” or “controlled-edge” experiences are the hot new travel trend. From Brazil to South Africa, tourists are embarking on guided tours of the world's poorest neighborhoods. For tourists it is bizarre to tour a ghetto as if it were a zoo, staring at its inhabitants like they are some exotic animals.

International tourists to New York City in the 1980s led to a successful tourism boom in Harlem. By 2002, Philadelphia began offering tours of blighted inner-city neighborhoods. After Hurricane Katrina, tours were offered in flood-ravaged *Lower Ninth Ward*, a notoriously violent and poor section of New Orleans.

Another reason of going to shantytowns is the interest in “gansta rap” and graffiti. Artists and some individuals travel to different urban settings to adapt and learn new graffiti styles.

Ghetto or "**urban tourism**" often encompasses travel to destinations made famous by direct or indirect mention by popular artists. Travel to certain parts of Detroit that include *8 Mile Road*, known for the role the travel route played in the similarly titled *8 Mile* film starring Eminem, or to *Crenshaw Boulevard* in South Central Los Angeles, a metropolitan area that inspired an entire generation of pioneering musical influence, could potentially be included as urban tourism.

The proponents of ghetto tourism consider it to bring much-needed revenue and to serve to break down the immense barriers of fear that separate these neighborhoods from the rest of the world. “Reality tourism” gives an opportunity to demonstrate that these places are full of regular people going about their lives — living, loving, working, having families, building communities.

Poverty tourism or **poorism**, also known as **township tourism** or **slumming** is a type of tourism, in which tourists travel to less developed places to observe people living in poverty. Poorism travel tours are popular in places like India, Ethiopia, and even places that have had natural disasters such as hurricanes and tsunamis. After Hurricane Katrina, Louisiana became a big poorism site.

Slumming (derived from *slum*) originally referred to a practice, fashionable among certain segments of the middle class in many Western countries, whereby one deliberately patronizes areas or establishments which are populated by, or intended for, people well below one's own socio-economic level, motivated by curiosity or a desire for adventure. Most

often these establishments take the form of bars or restaurants in low-income areas.

Recreational slumming was popular in Victorian London, where omnibus rides through Whitechapel were in vogue. Similarly, slumming tours were documented through the Five Points slums in Manhattan during the 1840s.

It's also associated with the middle 1980s, as an outgrowth of the yuppie subculture. The sense that upper-class establishments were phony, overpriced, and affected made it fashionable among middle-class professionals to frequent "dives", due to their supposed authenticity and local color.

"Slumming" (also known as "**class tourism**") has come to refer to many activities that involve interaction with the less fortunate, especially when motivated by curiosity, adventure, laziness, boredom, and even outright greed and miserliness.

Township tourism is a term used to describe a form of tourism that emerged in post-apartheid South Africa and Namibia. South African settlements are still visibly divided into wealthy, historically white suburbs and poor, historically black townships, because of the effects of apartheid and racial segregation. Before 1994 it was rare for tourists to visit townships. Increasingly the established South African tourism industry sees the townships as a resource for attracting tourism revenue. Smaller operations, including many emerging black tourism operators, see township tourism as a means of empowerment and of bolstering the self-esteem of people in these historically marginalized communities. Although township tours vary in form, they often differ from other tourism experiences in being interactive, socially minded, and potentially empowering for the communities involved. However they have also courted controversy, because of fears that they misrepresent South African culture.

Overland travel or **overlanding** refers to an "overland journey" - originating with Marco Polo's first overland expedition in the 13th century from Venice to the Chinese court of Kublai Khan. Today overlanding is a form of extended adventure holiday, embarking on a long journey, often in a group. Overland companies provide a converted truck or a bus plus a tour leader, and the group travels together overland for a period of weeks or months.

Since the 1960s overlanding has been a popular means of travel between destinations across Africa, Europe, Asia (particularly India), the Americas and Australia. The "*Hippie trail*" of the 60s and 70s saw thousands of young westerners travelling through the Middle East to India and Nepal.

Rail Overland Travel

At 9,288km the *Trans-Siberian Railway* is one of the longest overland journeys in existence today, taking 7 days to reach Vladivostok from Moscow, and providing an alternative to air travel for journeys between Europe and Asia.

The *Indian Pacific railway*, completed in 1970, links Sydney and Perth in Australia. Covering 4,343km over 4 days, the railway includes the longest stretch of straight railway line in the world.

The introduction of Japan's high speed railway *Tōkaidō Shinkansen* in 1964 changed the face of rail travel. The railway has carried more than 4 billion passengers and its new N700 series trains are capable of 300 km/h. France's *TGV* holds the record for the fastest train, with a top speed of more than 500 km/h, making it faster than air travel for many journeys within the country.

Road Overland Travel

The *Silk Route* or *Silk Road* historically connects the Mediterranean with Persia and China. Today the route refers to

overland journeys between Europe and China, taking either the northern route - through Russia and Kazakhstan - or the southern route - through Turkey, Iran, Pakistan and North India - to Urumqi or Xian in China. These routes are still popular today, with companies such as *Oasis Overland* and *Odyssey Overland* offering tours on the southern route.

Trans Africa Overland routes

Some of the longest and more traditional overland routes are in Africa. The *Cairo to Cape Town and vice versa route* covers more than 10,000km and currently usually follows the Nile River through Egypt and Sudan, continuing to Kenya, Tanzania, Malawi, Zimbabwe, Botswana and Namibia along the way. In 1959 the pioneering American trailer manufacturer Wally Byam and a caravan of trailers travelled the route from Cape Town to Cairo via Rhodesia (now Zimbabwe and Zambia), Belgian Congo (now Democratic Republic of Congo), Uganda and north from Kenya.

From the mid 1980s, the non-operation of the Aswan to Wadi Halfa ferry between Egypt and Sudan as well instability in Sudan, northern Uganda and Ethiopia, made the journey impossible. In recent years however, the Cape to Cairo and Cairo to Cape Town route has again become possible and increasingly popular both with commercial overland trucks carrying groups of 20 or so paying passengers as well as independent travelers on motorbikes or with 4WD (four wheel drive) vehicles.

The traditional *Trans Africa route* is from London to Nairobi, Kenya and Cape Town, South Africa. The route started in the 1970s and became very popular with small companies using old Bedford 4WD trucks carrying about 24 people each, plus lots of independents, normally run by groups of friends in 4x4 Land Rovers heading out of London from

November to March every year. The usual route was from Morocco to Algeria with a Sahara desert crossing into Niger in West Africa, continuing to Nigeria.

This route has changed dramatically due to border closures and political instability creating no-go zones. The route has reversed itself somewhat over the last few years, with trucks now crossing from the north to the south of Africa, closely following the west coast all the way from Morocco to Cape Town with the biggest change in the route being made possible by the opening of Angola to tourism. The journey then continues through Southern and East Africa from Cape Town to Nairobi and on to Cairo.

The longest overland expedition of any kind is run by *African Trails* their *London-Capetown-Istanbul journey* (43 weeks) remains the classic overland expedition for die-hard travelers. Though the longest combination of trips is 50.5 weeks run by Dragoman from Helsinki, Finland to Cape Town, South Africa via Russia, China, Middle East, following the Nile and to Kenya and on to southern Africa.

Other overland routes

In Africa, commercial overland travel began with the *Trans Africa* and *Cape to Cairo* described above. From the mid 1980s East and Southern Africa became more sought after by tourists and *Nairobi to Cape Town* is now the most travelled overland route in Africa. As more tourists look for adventure trips that fit in to their annual holiday, shorter sections of overland routes have become available such as two to three week round trip from Nairobi taking in Kenya and Uganda.

Istanbul to Cairo, via Syria and Jordan, is a classic overland route. It is a route that has been travelled for centuries, particularly during the Ottoman Empire. Historically it overlapped with the Hajj, with many people covering all or part

of the route as part of their pilgrimage to Mecca. Backpackers discovered it in the '70s and '80s, with hippies searching for spiritual peace who departed to Jerusalem from Istanbul instead of going to India via Iran, Afghanistan and Pakistan. After the peace treaty between Egypt and Israel, onward travel from Jerusalem to Cairo became a possibility. It is now well travelled by backpackers and overland companies alike although the amount of travelers journeying the route can be affected by any unrest in neighboring countries.

Wildlife tourism can be an eco and animal friendly tourism in both captive and wild environments. It has experienced a dramatic and rapid growth in recent years worldwide. Wildlife tourism, in its simplest sense, is watching wild animals in their natural habitat.

Wildlife tourism is also a multi-million dollar industry offering customized tour packages and safaris.

A **safari** (pronounced /sə f ri/) is an overland journey. It usually refers to a trip by tourists to Africa, traditionally for a big-game hunt; today the term often refers to a trip taken not for the purposes of hunting, but to observe and photograph big game and other wildlife. There is a certain theme or style associated with the word, which includes khaki clothing, belted bush jackets, pith helmets or slouch hats, and animal skins — like leopard's skin.

Entering the English language in the late 19th century, the word *safari* means "long journey" in Swahili. Originally from the Arabic *سافرا* (*safra*) meaning *a journey*. The verb for "to travel" in Swahili is "kusafiri", the noun for the journey is "safari". These words are used for any type of journey, e.g. by bus from Nairobi to Mombasa. The person generally attributed to having used the word in English is Sir Richard Francis Burton, the famous explorer.

Although the word *safari* came to popular usage in reference to hunting and touring expeditions in East Africa, it is now also used to mean watching and photographing wildlife in all parts of Africa. The term has also spread to cover other adventurous journeys and expeditions, including *whale watching safaris, Arctic safaris, Amazon safaris, eco-safari*, etc.

The most well known safari areas in Africa include The *Masai Mara* and *Serengeti* in East Africa, *Kruger National Park* in South Africa, *Etosha* in Namibia, and The *Okavango Delta* and *Chobe National Park* in Botswana.

A **big-game hunter** is a person engaged in hunting for large animals for trophies or game. The pursuit of the major objective might place the hunter at risk of personal harm. Potential big-game sought include, but are not limited to, bears, big cats, boars, elephants, buffalo, kudu, antelope, rhinoceros, hartebeest, moose, elk, and deer. Big game hunters hunt in places such as New Zealand, British Columbia, Montana, Ethiopia, Zambia and other parts of Africa. The weapons they use include, but are not limited to, rifles, shotguns, crossbows, and some types of handguns.

Jungle tourism is a rising subcategory of adventure travel defined as travel in the jungle regions of the earth. Although similar in many respects to adventure travel, jungle tourism pertains specifically to the context of region, culture and activity. Jungle tours have become a major component of **green tourism** in tropical destinations and are a relatively recent phenomenon of Western international tourism.

Of the regions that take part in tourism-driven sustainable development practices and ecotourism, Mexican, Central and South American practices are the most pervasive in the industry; notably *Mayan jungle excursions*. Other regions

include jungle territories in Africa, Australia, and the South Pacific.

The majority of jungle tour operators in Central and South America are concentrated in what is known as the *Mayan World* or "*Ruta Maya*". The *Mayan World* encompasses five different countries that hosted the entirety of the Mayan Civilization: Mexico, Guatemala, Belize, Honduras and El Salvador. Most tours consist of visits to popular Mayan archaeological sites such as *Tikal*, *Guatemala*, *Chichen Itza*, and *Copan*. These day visits will usually consist of a guided tour of a heavily tourist-concentrated Mayan and archaeological site. *Tikal* and *Chichen Itza* are prime examples of popular day-visit sites. Such sites involve a tour guide, designated either by the state government or by a private company, for the tourists. These tour guides are predominantly trained professionals, certified to take large parties of fifty through heavily populated archaeological sites.

Although most of the visits to these more prominent sites involve day trips, there are also many jungle tour operators that showcase less-known, remote Mayan jungle ruins such as *Nakum*, *Yaxha*, and *El Mirador*. These tours involve much more preparation, time and funding to explore as they are usually in very remote and generally inaccessible regions of the Mayan jungles. These ruins and sites are reached by alternative and physically taxing means of travel such as *bicycle*, *canoe*, *horseback* or *hiking*. This is what essentially differentiates jungle tourism from any other sort of adventure travel tours. There are several tour operators that will even employ the use of machetes during tours.

Another significant and noteworthy difference is the fact that the majority of tour operators that travel deep into the Central and South American Jungle will cap the number of

persons traveling in the group at ten to fifteen. This is done to minimize the impact on the jungle flora and fauna. Federal laws in some countries prohibit any given group large than fifteen people traveling through the Mayan jungle, a generally protected region, but very limited resources have kept such practices from occurring under the radar.

Water tourism (also known as a **boating holiday**) is traveling by boat while on holiday, with the express purpose of seeing things meant for the water tourist. This can be traveling from luxury port to luxury port, but also landing a boat for lunch or other day recreation at specially prepared day boat-landings.

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.

Not only is nautical tourism an enjoyable way to see unique parts of the world, it is also a very profitable industry. Many tourists who enjoy sailing combine water travel with other activities. Supplying the equipment and accessories for those activities has spawned businesses for those purposes. With many nautical enthusiasts living onboard their vessels even in port, nautical tourists bring demand for a variety of goods and services. Marinas developed especially for nautical tourists have been built in Europe, South America and Australia.

Tourist services available at marinas catering to nautical tourists include:

- leasing of berths for sailing vessels and nautical tourists who live onboard;
- leasing of sailing vessels for holiday and recreational use (charter, cruising and similar);

- reception, safe-guarding and maintenance of sailing vessels;
- provision of stock (water, fuel, supplies, spare parts, equipment and similar);
- preparation and keeping sailing vessels in order;
- providing information to nautical enthusiasts (weather forecasts, nautical guides etc.);
- leasing of waterscooters, jetskis, and other water equipment.

Rural tourism focuses on participating in a rural lifestyle. It can be a variant of ecotourism. Any village can be a tourist attraction, and most villagers are very hospitable across the globe. Agriculture is becoming highly mechanized and therefore requires less manual labor. This is causing economic pressure on some villages, leading to an exodus of young people to urban areas.

Rural tourism allows the creation of an alternative source of income in the non-agricultural sector for rural dwellers. The added income from rural tourism can contribute to the revival of lost folk art and handicrafts. It is an ideal and natural method of rural and urban economic exchange.

Rural tourism is particularly relevant in developing nations wherein farmland has become fragmented due to population growth. In developed nations rural tourism exists in the form of providing accommodation in a scenic location ideal for rest and relaxation.

Agritourism is a style of 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. Other terms associated with agritourism are "**farm direct marketing**", "**sustainable agriculture**" and "**agritainment**". 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. In Ukraine you can find it mostly in the Carpathians.

Agritourism includes any farm open to the public at least part of the year. ***Dude (or guest) ranches*** offer tourists the chance to work on cattle ranches and sometimes include cattle drives. Tourists can pick fruits and vegetables, ride horses, taste honey, learn about wine, shop in farm gift shops and farm stands for local and regional produce or hand-crafted gifts. In the USA such "***U-pick farms***" were at their most popular in the 1970s. People are more interested in how their food is produced and want to meet the producers and talk with them about what goes into food production. Children who visit the farms often have not seen a live duck, or pig, and have not picked an apple right off the tree. This form of expanded agritourism has given birth to what are often called "***entertainment farms***". These farms cater to the pick-your-own crowd, offering not only regular farm products, but also food, mazes, open-pen animals, train rides, picnic facilities and pick-your-own produce.

The great advantage of agritourism is that it is one alternative for improving the incomes and potential economic viability of small farms and rural communities.

Sacred travel, or **metaphysical tourism**, or **spiritualized travel**, is a growing niche of the travel market. It attracts *New Age* believers, primarily middle-aged women, and involves tours and travel to "spiritual hotspots" on the Earth.

Destinations are often ancient sites where there is a mystery concerning their origin or purpose, such as *Machu Picchu* in Peru, *The Pyramids* of Egypt, or *Stonehenge* in England. Some Christian sites such as the locations of the *Black Madonnas* and the *Rosslyn Chapel* in Scotland are also popular.

These travelers see the journey as more than just tourism and take the trips in order to heal themselves and the world. Part of this may involve rituals involving, (supposedly), leaving their bodies, possession by spirits (channelling), and recovery of past life memories. The travel is considered by many scholars as transcendental, a life learning process or even a self-realization metaphor.

Secular Pilgrimage (Personality Cult)

In modern usage, the terms *pilgrim* and *pilgrimage* can also have a somewhat devalued meaning as they are often applied in a secular context. For example, fans of Elvis Presley may choose to visit his home, Graceland, in Memphis, Tennessee.

In a number of Communist countries, secular pilgrimages were established as an "antidote" to religious pilgrimages, the most famous of which are:

- USSR: Mausoleum of Lenin in Red Square, Moscow;
- PRC: Mausoleum of Mao Zedong in Tiananmen Square, Beijing;
- Germany: Birthplace of Karl Marx, Trier;
- Italy: Mausoleum of Italian Dictator Benito Mussolini, Predappio.

Pop-culture tourism is the act of traveling to locations featured in literature, film, music, or any other form of popular entertainment.

Popular destinations include:

- Los Angeles, California film studios;
- New Zealand after *The Lord of the Rings* was filmed there;
- Japan for japanophiles or lovers of Japanese pop-culture;
- North Bend, Washington and in particular Twede's Cafe where much of the television show *Twin Peaks* was shot;
- Tunisia, location of the filming of the *Star Wars* movies;

- Burkittsville, Maryland, where tourists re-create the most gruesome scenes from The *Blair Witch Project*.

Pop-culture tourism is in some respects akin to pilgrimage, with its modern equivalents of places of pilgrimage, such as Elvis Presley's Graceland and the grave of Jim Morrison in Père Lachaise Cemetery.

Music tourism is the act of visiting a city or town, in order to see a gig or festival. With the presence of the tourist, money is spent and the local economy benefits. This sort of tourism is particularly important to small villages such as Glastonbury, as well as large cities like Glasgow.

Music tourism is one of the newest typology of tourism. Music tourism can be categorized under **pleasure tourism**, as it involves travel of people to watch a music concert. Rock music and hip-hop music are the two main genre of music which create music tourism.

Space tourism is the recent phenomenon of tourists paying for flights into space pioneered by Russia.

As of 2009, **orbital space tourism** opportunities are limited and expensive, with only the *Russian Space Agency* (ISS) providing transport. The price for a flight brokered by *Space Adventures* to the *International Space Station* aboard a Soyuz spacecraft is \$20–28 million.

Infrastructure for a **suborbital space tourism** industry is being developed through the construction of spaceports in numerous locations, including California, Oklahoma, New Mexico, Florida, Virginia, Alaska, Wisconsin, Esrange in Sweden as well as the United Arab Emirates.

With the realities of the post-Perestroika economy in Russia, its space industry was especially starved for cash. The *Tokyo Broadcasting System* (TBS) offered to pay for one of its reporters to fly on a mission. For \$28 million, Toyohiro

Akiyama was flown in 1990 to *Mir* with the eighth crew and returned a week later with the seventh crew. Akiyama gave a daily TV broadcast from orbit and also performed scientific experiments for Russian and Japanese companies. However, since the cost of the flight was paid by his employer, Akiyama could be considered a business traveler rather than a tourist.

At the end of the 1990s, *MirCorp*, a private venture by then in charge of the space station, began seeking potential space tourists to visit *Mir* in order to offset some of its maintenance costs. On April 28, 2001, Dennis Tito, an American businessman, became the first "fee-paying" space tourist when he visited the *International Space Station* (ISS) for seven days. He was followed in 2002 by South African computer millionaire Mark Shuttleworth. The third was Gregory Olsen in 2005, who was trained as a scientist and whose company produced specialist high-sensitivity cameras. Olsen planned to use his time on the *ISS* to conduct a number of experiments, in part to test his company's products. They paid in excess of USD 20 million each.

More affordable ***suborbital space tourism*** is viewed as a money-making proposition by several other companies, including *Space Adventures*, *Virgin Galactic*, *Starchaser*, *Blue Origin*, *Armadillo Aerospace*, *XCOR Aerospace*, *Rocketplane Limited*, the European "*Project Enterprise*", and others. Most are proposing vehicles that make suborbital flights peaking at an altitude of 100-160 kilometers. This goes beyond the internationally defined boundary between Earth and space of 100 km. A citizen astronaut will only require three days of training before spaceflight. Spaceflights will last 2.5 hours and carry 6 passengers. Passengers will experience three to six minutes of weightlessness, a view of a twinkle-free starfield, and a vista of the curved Earth below. Projected costs are

expected to be about \$200,000 per passenger. *Virgin Galactic* had already pre-sold nearly 200 seats for their suborbital space tourism flights.

Vocabulary Focus

Match the words or word-combinations with their definitions.

1. Boom	a. a trip away from a person's usual place of residence for less than 24 hours
2. Die-hard	b. expensive, luxurious
3. Disposable income	c. a period when smth suddenly becomes very popular and successful
4. Excursion	d. large aircraft with a seating capacity of about 400 passengers
5. Exotic	e. a place at which boats can dock; it usually offers electricity, telephones, water, etc., so that people can use their boats for accommodation
6. Family-oriented	f. strongly opposing change and new ideas
7. Jumbo jet	g. specially prepared
8. Marina	h. money that can be spent for purposes other than such necessities as food, shelter, and taxes
9. Tailor-made	i. directed towards families
10. Upmarket	j. from or in another country, especially a tropical one

Additional Reading

Ecotourism

The latest trend in tourism, known as ecotourism, receives great interest and attention from environmentally conscious travelers. Unlike traditional tourism, ecotourism promotes environmentally responsible travel and seeks to ensure that visitors “take nothing but photographs and leave behind nothing but footprints”. An equally important part of the ecotourism equation is “sustainable” tourism that enables local people to protect their natural and cultural resources and profit from them at the same time.

The truly “green” traveler also emphasizes the necessity for tours that strictly limit group size, coordinate with native guides, and donate a percentage of tour profits to community projects or research.

The ecotourism umbrella seems to shelter all kinds of outdoor travel-related products – from beach hotels that happen to be near a rain forest to a national park visit, guided bird-watching, or scientist-led Antarctic cruising. It also encompasses adventure expeditions, such as trekking and river rafting, as well as less rigorous trips to culturally exotic or archaeologically important locations.

An early model for ecotourism came from East Africa in the 1970s, when Kenya began collecting fees from safari-bound tourists heading into its national parks. Those revenues were earmarked to support conservation and park maintenance in its vast wildlife preserves. According to the *World Tourism Organization*, Kenya developed a good thing. In an early national parks study, the organization determined that each lion in Kenya’s *Amboseli Park* was worth \$27,000 per year in revenues to local tribes and an elephant herd about \$610,000.

Another popular destination was the Galapagos Islands, perhaps the world's most renowned natural "laboratory" of flora and fauna unique to the region. Some island landings were closed to locally based ships and yachts, and, by law, international passenger vessels were not permitted to cruise anywhere in the Galapagos archipelago.

Similar practices were implemented in Antarctica. The *International Association of Antarctica Tour Operators*, a group of travel companies concerned with the protection of wildlife and sites of historic and scientific interest, set guidelines, for example, that no more than 100 people may land at any one site at one time.

Australia established guidelines to help developers to protect environment when planning projects. In addition, the Australia tourism ministry undertook to ensure that indigenous communities participate fully within the tourism industry. In some national parks, for instance, Aboriginal people were trained to operate tourism businesses and were closely involved in the development and interpretation activities at visitor centers.

Another positive result from ecotourism came from the ecotourists themselves, as they created a demand for smaller and greener lodgings worldwide. One of the pioneers in ecolodges was Stanley Selengut, whose *Harmony Lodge* on St. John in the U. S. Virgin Islands was the world's first resort to use materials fabricated from recycled trash and to operate exclusively on sun and wind power. The lodge won the *Global Ecotourism Award* in 1995. With missionary zeal, Selengut advocated profitable and sustainable development of ecolodges that limit energy consumption, preserve the ecological balance, recycle waste, and avoid corrupting local cultures.

Ecotourism experts are confident that ecotourism is no longer a fringe part of the travel industry. Preservation of nature for tomorrow drives most of the discussion about a kinder and gentler tourism. For the future, balances need to be struck between our interest in visiting a place, the carrying capacity of the destination, and the well-being of all those living there.

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. Ecotourism is a marginal part of tourism.
2. An early model of ecotourism came from the Galapagos Islands.
3. Ecotourism directly benefits the economic development and political empowerment of local communities.
4. Local people have no profit from their natural habitat.
5. Ecotourism appeals to ecologically and socially conscious individuals.
6. Indigenous communities are not welcomed to participate within the tourism industry.
7. Stanley Selengut was one of the fervent adversaries of ecotourism.
8. Aboriginal people are often involved in the tourism industry as interpreters.
9. According to experts, ecotourism has no future.

Speaking

Symposium-forum

Prepare your account on the one particular type of tourism in the one particular place of Ukraine (for example, agritourism in the Carpathians or dark tourism in the Chernobyl zone). Present your report. During the symposium-forum listen carefully to other speakers in order to be able to take part in the following discussion.

Discussion

Discuss the places and types of tourism presented on the symposium:

- Was there any surprising/unknown information to you? What exactly?
- Would you like to take any such trips? Why?

Unit 4. Careers in Tourism

Lead-in

Group Discussion

Discuss the following issues:

1. In what way is tourism similar to most other service industries?
2. What should be the final result of efforts made by the people who work in tourism?
3. What jobs in tourism can you name?
4. Do all the jobs in tourism require special skills?
5. What are the special skills desirable in tourism?

Reading

Part 1

Jobs in Tourism: Required and Desirable Skills

Tourism is not a single industry, but rather a group of related enterprises that are joined together in the common purpose of providing services for the travelling public. Among them are transportation companies — air, ship, rail and bus; the accommodation companies — hotels, motels, camping grounds and marinas; catering services — restaurants, bars, night clubs and food stores; and the wide variety of stores and entertainment that contributes to the amusement of the tourist.

The entire field of tourism pulls a lot of positions together into a single entity — *travel agents, tour operators, guides* and so on.

A majority of the jobs in tourism, regardless of which part of the industry they concern, have one common denominator: contact with the public, including both the positive and negative aspects of dealing with people.

Openly expressed resentment of tourists can cause a decline in business in any resort areas. Anyone who has chosen a career in tourism should enjoy working with people and be tolerant of their failings, especially since the irritations with travel can bring out the worst qualities in some people.

In many of the jobs in which it is necessary to deal with the public, language skill is necessary or desirable. People who hold jobs of this kind include *travel agency employees, ticket and reservations agents, airline flight personnel, front-desk employees in hotels, tour conductors or guides, waiters, barmen*, and so forth.

The degree of language skill may vary, from using special terms in catering service to speaking fluently among travel agents and tour guides. The degree of language skill may also vary according to the location of the job. Greater skill is required in tourist destination areas than in market areas. In the latter, travel personnel usually work with their own nationals. However, there is not always a clear distinction between a destination and a market area. Paris is an excellent case in point, since it both receives and generates large number of tourists.

The tourist industry differs from many others in that it employs more women than many other kinds of business. Indeed, women are found at all levels — from the semi-skilled to management positions — in the transportation companies. Many successful travel agents are women who have established independent enterprises after gaining experience elsewhere in the industry.

Experience is necessary for the successful operation of a travel agency. It has been estimated that a minimum of ten years' work in the industry is a prerequisite for a setting up an agency with the expectation of making it a success. There are many different ways to acquire the necessary experience. Some agents begin as clerical workers or secretaries in travel agencies or in the transportation companies. Particular jobs that provide useful knowledge include those of ***ticket agent*** and ***reservations agent*** for the airlines.

In addition to dealing with the public, the travel agent must deal with people who work for the other components in the industry. One of the most important aspects of the job is keeping informed of the highly complex pricing policies of both scheduled and nonscheduled airlines and the resort hotels as well. Even when help is available, the agent who can compute fares accurately has an advantage over one who cannot. The agent must also keep up with other developments in the industry — new resorts, changing travel regulation, new services, and so on.

There are some advantages of being a **travel agent**. One of the most important is the economic independence that comes from owning and operating a small business. There is of course an element of risk. A change in the business cycle as a whole may cause a sharp decline in tourism, which is after all a luxury for most people. Another advantage is the opportunity to travel. The treatment that is given to travel agents on familiarization tours is often lavish so as to impress them favorably with the services that are being offered.

The **tour operators** work much more within the framework of ordinary corporate practice than the small retail agencies do. That is, they have the usual hierarchy of clerical workers and management personnel. Companies like *Carlson Travel*

Network and *American Express Travel Related Services Company, Inc.* employ people in nearly all phases of tourism, ranging from the jobs that would be found in retail travel agencies to those that deal with packaging tours or establishing overall policy for the companies. They also employ a large staff to work on advertising and publicity. The large companies are an excellent place to gain experience. People often start with clerical work and later move on to more travel-oriented jobs.

A tour operator typically combines tour and travel components to create a holiday. The most common example of a tour operator's product would be a flight on a charter airline plus a transfer from the airport to a hotel and the services of a local representative, all for one price. Niche tour operators may specialize in destinations e.g. Italy, activities and experiences e.g. skiing, or a combination thereof. The original reason of tour operating rising was the difficulty of making arrangements in far-flung places, with problems of language, currency and communication. The advent of the Internet has led to a rapid increase in self-packaging of holidays. However, tour operators still have their competence in arranging tours for those who do not have time to do DIY (Do-It-Yourself) holidays, and specialize in large group events and meetings such as conferences or seminars. Also, tour operators still exercise contracting power with suppliers (airlines, hotels, other land arrangements, cruises, etc.) and influence over other entities (tourism boards and other government authorities) in order to create packages and special departures for destinations otherwise difficult and expensive to visit.

Tour manager is a person who manages and supervises the itinerary on behalf of the tour operator, ensuring the program is carried out as described in the tour operator's literature and sold

to the traveler/consumer. He also gives local practical information.

The Institutes of Commerce in many cities offer courses in tourism as a whole. People who get a higher school degree after completing such a program can be considered professionals in the field. They are particularly highly-qualified to fill positions with government tourist bureaus or with consulting firms. Their education is designed to give an overview of all aspects of the industry. It is particularly useful in research, planning and development.

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. All the jobs in tourism require either no skill or just a very low degree of skill.
2. The tourist industry is made up of several different kinds of businesses that are connected with travel.
3. Very few people employed in the tourist industry have any direct contact with members of the public.
4. Travel is so smooth and easy nowadays that it never causes anyone any annoyance.
5. Language skills are usually more important for tourism employees in market areas than in destination areas.
6. Women are employed in a wide variety of positions in the tourist industry.
7. Prior experience in tourism is unnecessary before setting up a travel agency.
8. Tour operators run their business in the same manner as retail travel agents.

9. There are no courses at the university level that are concerned with tourism.
10. Travel agents can always get help with problems such as pricing fares or government regulations, so there is no need for them to keep up with such matters.
11. There is no advantage for a government in operation training schools for people to fill tourist-related jobs.

Vocabulary Focus

Match the words or word-combinations with their definitions.

1. Currency	a. company or business
2. Deal with	b. hotel personnel who work at the registration, information, and cashier's desks
3. Development	c. money
4. Enterprise	d. to learn about or be aware of the news, current events, etc.
5. Familiarization trip	e. travel program
6. Front-desk employees	f. to handle, to work with
7. Itinerary	g. an airline employee who makes reservations, answers inquiries, and sells tickets
8. Keep up with	h. growth and advancement
9. Ticket agent	i. a group of people travelling and staying in hotels under one booking
10. Tour group	j. a travel for people in the tourist industry to get to know and

	inspect an area and the services available
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Reading

Part 2

Jobs in Tourism: Required and Desirable Skills (continued)

Perhaps the most distinctive and difficult job in the entire industry belongs to the **tour guide** or **conductor** who provides assistance and information to people on organized tours. There are in fact two types of tour guides, one in charge of local sightseeing, and the other accompanying a group throughout its travels and making all the arrangements for the group. The term guide is often used for the first of these jobs and conductor for the second.

The sightseeing guide must of course be familiar with the points of interest that he is showing to the visitors. He guides visitors in the language of their choice and interprets the cultural and natural heritage of an area. The sightseeing guide normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority. He usually gives a prepared talk that describes the points of interest, but he must also be prepared to answer a lot of questions. And of course he deals with any problem that occurs during the tour excursion. These may include bad weather, sudden illness, an accident – it would be impossible to name everything that might happen. A sightseeing guide needs two qualities above all – an outgoing personality and language skills.

The guide or *conductor* who stays with a group throughout its trip needs the same two qualities. He also needs to have a

thorough knowledge of the workings of all kinds of transportation systems and of the regulations and red tape that the tourists will meet when going from one country to another. One of these jobs involves handling the baggage for his group; another concerns easing them through government formalities; and yet another involves making sure they get the kind of accommodation, food, and entertainment they have paid for. These are the aspects of travel that are likely to cause the most problems and create the most irritation when they go wrong. The guide often has to display the qualities of a diplomat, not only in dealing with the tourists themselves, but also with the officials, baggage handlers, hotel clerks, and the many other people who are constant figures on the travel scene.

The tourist guiding qualification is specific to each and every country; in some cases the qualification is national, in some cases it is broken up into regions. In all cases it is embedded in the educational and training ethic of that country. The Art of Guiding is a skill; it is the skill of selecting information and varying it for different audiences; it is the skill of presenting it in a simple and precise way; it is the skill of allowing the visitor to see and to understand; it is a skill which, if well performed, is invisible.

Another distinctive job in tourism is that of *social director*. Many resort hotels and nearly all cruise ships employ a person who is in charge of the activities that are supposed to entertain and amuse the customers. The social director not only has to organize these activities, he must also involve the willing and the reluctant guests in the fun and games. An extroverted person is essential to a job of this kind; a good social director should really enjoy the games and parties that are planned for the guests. In addition to social directors, resorts employ people to supervise activities in which the resorts specialize –

golf and tennis pros, or swimming, skiing, and scuba diving instructors. These people, like entertainers, have talents acquired outside the field of tourism, yet their employment in resort indicates the wide range of occupations that tourism draw on for economic support.

The people who write about travel also receive lavish treatment from the tourist industry. There are relatively few travel writers, but they fill an important place in publicizing the industry. Some of them work full-time for magazines or newspapers. Others are free-lancers; that is they work for themselves and sell their articles to any publication that is interested in them. There is also a small industry involved in writing and publishing travel guidebooks. Some of these, like the *Baedeker guides* that were very popular in the 19th century and the *Michelin guides* that have wide circulation today, are sold all over the world. The *Michelin* series, incidentally, is essentially a public relation effort on the part of the French automobile tire manufacturer. Travel writing appeals to people who have a talent with words and who like both travel and independence.

Official and semi-official tourist bureaus employ many people who perform different kinds of work. Some of the jobs – including both advertising and publicity – are related to promotion, which is extremely important to the whole industry. Others are involved with research, such as gathering travel statistics and trying to work out systems that increase their accuracy. Still others are concerned with planning and development of new tourist facilities, or with the maintenance and improvement of existing facilities. The heads of the government bureaus may control official policy concerning tourism within an entire country or region. This may be important enough to the government so that the top official

holds the rank of cabinet minister. A great deal of the work in government tourist bureaus involves contact primarily with people in other aspects of the industry, but some may have direct contact with the public in giving information or in solving complaints or problems for tourists.

Consulting firms also play a part in the tourist industry. A ***consultant*** offers the expertise he has acquired through study and experience to individual clients on a fee basis. In tourism, consultants are called in to give advice to government tourist bureaus or private developers. Some of them may perform market research; some may analyze statistics that have been collected; and some may help in the planning of new resorts.

Tourism is an industry that is still growing rapidly. It continues to provide people with the choice of a variety of occupations that require many different kinds of skills. No matter what aspect of the industry one may work in, the final result of the effort should be a satisfied customer who remembers his trip or his vacation with pleasure.

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. Tourism as an industry is still in the process of its growth and development.
2. Tour guide is an easy job to do.
3. The term guide is often used for a person accompanying a group throughout its travels and making all the arrangements for the group.
4. The sightseeing guide is not supposed to be asked a lot of questions.

5. There are no special qualities or skills needed to be a sightseeing guide.
6. Accommodation, food and entertainment are likely to cause the most problems and create the most irritation when they go wrong.
7. Social director is not supposed to deal with the reluctant guests.
8. There are three types of tour guides.
9. Conductor is a person in charge of local sightseeing.
10. A sightseeing guide never has any difficult or unexpected problems to deal with.
11. There are no special qualities or skills needed to be a conductor.
12. Social director is a person in charge of the activities that are supposed to entertain and amuse the customers.
13. Introverted people are more appropriate for the job of social director.
14. Promotion plays a minor role in tourism.
15. There is no need in consulting firms in the tourist industry.
16. Official and semi-official tourist bureaus employ very few people.
17. Most of the people who are employed by official or semi-official tourist bureaus handle complaints from the public.
18. In tourism, some consultants may perform market research or help in the planning of new resorts.

Creative writing

Creative writing is a *method* of expressing ideas, feelings and thoughts on a given topic in a written form. It provides for organizing ideas and communicating them to others and

encourages creative thinking and imagination. It may also imply some deal of research (as in the case of making up a business plan), thus providing for analytical thinking.

Explain why you are going to choose a career in tourism:

- What do you consider to be the special aptitudes that qualify you for this career?
- Can you see your “career ladder” already now? How do you see it?
- How do you plan to achieve success and to make career? Do you have the “success plan”?
- What are the extra knowledge, skills, education you think you need to acquire to make a successful career?

Unit 5. Travel Agency

Lead-in

Group Discussion

Discuss the following issues:

1. What is travel agency?
2. Is prior experience in tourism necessary before starting an independent travel agency? Why?
3. What are the jobs in which the desired experience can be acquired?
4. What are the factors necessary for the success of a travel agency?
5. How are travel agents paid?
6. Is the initial cost of setting up a travel agency high or low?

Reading

A **travel agency** is a retail business, that sells travel related products and services to customers, on behalf of suppliers, such as airlines, car rentals, cruise lines, hotels, railways, sightseeing tours and package holidays that combine several products. 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.

Origins

The British company, *Cox & Kings*, is sometimes said to be the oldest travel agency in the world, but this rests upon the services that the original bank, established in 1758, supplied to its wealthy clients. The modern travel agency first appeared in the second half of the 19th century. *Thomas Cook*, in addition to developing the 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 in addition, 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 *Devonia*.

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 clientele, looking for a convenient way to book overseas beach holidays.

Operations

As the name implies, a travel agency's main function is to act as an agent, that is to say, selling travel products and services on behalf of a supplier. Consequently, 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 commission. A British travel agent would consider a 10-12% commission as a good arrangement. Most travel agencies operate on a commission-basis, meaning that the compensation from the airlines, car rentals, cruise lines, hotels, railways, sightseeing tours and tour operators, etc., is expected in form of a commission from their bookings. Most often, the commission consists of a set percentage of the sale.

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 better than if they sell a hundred trips at a higher rate. This process benefits both parties.

Other commercial operations are undertaken, especially by the larger chains. These can include the sale of in-house insurance, travel guide books and timetables, car rentals, and the services of an on-site Bureau de change, dealing in the most popular holiday currencies.

The majority of travel agents have felt the need to protect themselves and their clients against the possibilities of commercial failure, either their own or a supplier's. They will advertise the fact that they are surety bonded, meaning in the case of a failure, the customers are guaranteed either an equivalent holiday to that which they have lost or if they prefer, a refund. Many British and American agencies and tour operators are bonded with the *International Air Transport Association* (IATA), for those who issue air tickets, *Air Travel Organizers' Licensing* (ATOL) for those who order tickets in,

the *Association of British Travel Agents* (ABTA) or the *American Society of Travel Agents* (ASTA), for those who sell package holidays on behalf of a tour company.

A travel agent is supposed to offer impartial travel advice to the customer. However, this function almost disappeared with the mass-market package holiday and some agency chains seemed to develop a 'holiday supermarket' concept, in which customers choose their holiday from brochures on racks and then book it from a counter. Again, a variety of social and economic changes have now contrived to bring this aspect to the fore once more, particularly with the advent of multiple, no-frills, low-cost airlines.

Types of Agencies

There are three different types of agencies in the UK: ***Multiples***, ***Miniples*** and ***Independent Agencies***. The former comprises of a number of national chains, often owned by international conglomerates, like *Thomson Holidays*, now a subsidiary of *TUI AG*, the German multinational. It is now quite common for the large mass-market tour companies to purchase a controlling interest in a chain of travel agencies, in order to control the distribution of their product. (This is an example of vertical integration.) The smaller chains are often based in particular regions or districts.

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.

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. At present, the former is usually a larger operator like *Thomas Cook*, while the latter is often a smaller, independent operator.

Consolidators

Travel consolidators or wholesalers are high volume sales companies that specialize in selling to niche markets. They may or may not offer various types of services, at a single point of access. These can be hotel reservations, flights or car-rentals, for example. Sometimes the services are combined into vacation packages that include transfers to the location and lodging. These companies do not usually sell directly to the public, but act as wholesalers to retail travel agencies. Commonly, the sole purpose of consolidators is to sell to ethnic niches in the travel industry. Usually, no consolidator offers everything, they may only have contracted rates to specific destinations. Today, there are no domestic consolidators, with some exceptions for business class contracts.

Criticism and Controversy

Travel agencies have been accused of employing a number of restrictive practices, the chief of which is known as '*racking*'. This is the practice of displaying only the brochures of those travel companies whose holidays they wish to sell, the ones that pay them the most commission. Of course, the average customer tends to think that these are the only holidays on offer and is unaware of the possible alternatives.

Conversely, by limiting the number of companies that a travel agency represents, this can bring a better and more profitable, working relationship between the agency and its

suppliers. Travel agencies can then obtain special benefits for their customers, from a supplier, by concentrating their bookings with that supplier. Some examples of these special benefits would be room upgrades or the waiver of change and cancellation fees.

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 the commissions to 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*, *Travelocity*, *Orbitz*, *CheapTickets*, *Priceline*, *CheapOair* and *Hotwire.com*. Travel agencies also use the services of the major computer reservations systems 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 flight rates with multiple companies for free. They often allow visitors to sort 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 a member of 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 sell agreements which allow for the immediate confirmation of hotel rooms for vacation bookings.

Mainline service providers are those that actually produce the 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 meta search engine on the other hand, simply culls data from the internet on real time rates for various search queries and diverts traffic to the mainline service providers for an online booking. These websites usually do not have their own booking engine.

Vocabulary Focus

Match the words or word-combinations with their definitions.

1. Cancellation	a. to agree a booking
2. Car rental agency	b. amount deducted from the price for reasons such as quick payment or cash payment
3. Commission	c. produced for very large number of people
4. Confirm	d. protection against accidents, loss or damage
5. Conglomerate	e. a vacation organized by a company at a fixed price that includes the cost of travel, hotels, etc.
6. Discount	f. a service for renting automobiles for short periods of time
7. Insurance	g. to provide sb with smth that they need or want, especially in large quantities
8. Mass-market	h. message from a person with a booking saying he isn't coming
9. Package holiday	i. a percentage of the price of a sale that is paid to the seller
10. Supply	j. A corporation that engages in many different kinds of business, often on an international scale

Additional reading

Retail Travel Agency

Retail travel services are similar to department stores, except that they sell intangible services rather than tangible goods. The retail travel agent sells all kinds of tourist products — transportation, accommodations, sightseeing, and so on — to the general public. The term 'retail' distinguishes him from the tour operator or packager, who can be considered the manufacturer or wholesaler of the tourist industry. However some of the tour operators also operate retail outlets.

The travel agent is an intermediary between clients and principals (tour operators). He works in travel agencies, with tour operators, in the tourist offices of spas and health resorts, in communal tourist offices as well as in tourist information bureaus.

If you want to become a travel agent in one of the EU countries no special school qualifications are compulsory. The training depends on your educational level, therefore your contract of apprenticeship may be for two, two and a half or three years. During your training you will attend the vocational school in special classes for travel agents. Lessons may be given as day release or block release. The final examination of the Chamber of Industry and Commerce certifies the successful conclusion of your training.

As with many other aspects of modern tourism, the growth of the airlines led to a corresponding growth in the number of retail travel agents. The airlines offer inducements to travel agents to handle reservation for them so that the airlines do not have to set up an elaborate network of ticket offices in all the areas from which they draw passengers.

Even where the airlines do have ticket offices, many

travelers still prefer to use the services of an agent. The agent of course offers the customer one-stop convenience. The traveler can make all the arrangements for his trip without having to go to separate places for his airplane seat, his hotel reservation, his rental car, and whatever else he may want for his trip.

In return for the customers who are brought by the agencies, the airlines give special care and attention to the agents. The typical airline reservations office has one or more agents who handle nothing but travel agency business. They may set aside seats on some popular flights just for the agencies. They also give assistance to the travel agents in working out fares. Airline fares have become very complex in recent years, with a great variety of special categories — high season and low season fares, or 21-day excursions and 45-day excursions, family plans, and many others besides the customary price difference between first-class and economy. The problem becomes even more complicated when the trip has several legs — different segments of the trip on different flights, often on different airlines. The routing of particular trip also frequently makes a difference in the total fare.

Computerization caused fundamental changes in the travel agency business. The airlines and the hotel chains all over the world and all resort areas now have computerized reservation systems.

As packaged tours have assumed importance in the tourist industry, retail travel agents have become the principal channel for selling tours to the general public.

A typical travel agency has a rack of colorful brochures that illustrate the delights offered by a wide variety of tours. The cost of this kind of promotion is paid for almost entirely by the tour packagers. They prepare, print, and distribute the

brochures, and they also absorb the national, or even sometimes international, advertising cost. The retail agencies may do some local advertising, although even in this case costs may be shared with tour packages or transportation companies. The agencies also make direct mailings to lists of customers who might be interested in particular travel offerings.

The travel agency business offers many attractions to people with experience in the tourist industry. Unlike most other retail businesses, there is no need for the storage and display of large quantities of merchandise. This means that the initial cost of setting up an agency and the continuing overheads are low in comparison with other retail establishments. A good location, however, is an important factor in the success of an agency, and so office space may be expensive. Another factor in success involves establishing a steady clientele. The best customer for a travel agent may be a corporation whose executives make a large number of business trips every year. For customers who come in off the streets, satisfying their travel needs is the best way to assure repeated business.

Some of the large travel companies have already operated on a chain basis, that is, with several outlets for many years. Now the smaller agencies are also branching out. Some of them have opened offices in different parts of the same city or its suburbs, while others have opened offices throughout an entire region.

The retail travel agent is paid by means of commission — percentages of sales made through the agency. The commission varies from country to country and from time to time. However, some approximate figures would be about 7.5% for sales of tickets on the scheduled airlines, from 5 to 15% from hotels (although some resort hotels may pay even higher commission, especially in the offseason), about 10% for tours

on the scheduled airlines, and about 5% for charter tours. These figures indicate a rather small margin, since they constitute the bulk of the business for a great many agents. Some kinds of activity provide a higher rate of return, however. Travel insurance, which many agents handle, may bring in commission of 25% or more. Tour arrangements for independent travelers also bring in higher returns. The transportation and accommodation companies pay these costs directly to the agents. The retail travel business involves a great deal of contact with the public, since travel agents are selling services and not goods. Many of their customers expect them to either advise them on where they should spend their vacations, or to advise them on hotels, restaurants, health problems, and so forth in all parts of the world. Among the ways in which the agent can serve the customer is by keeping up with changing fares so that he can offer his customers the best bargain. He can also serve them by knowing where he can get reliable information and by helping them to work out complicated fares.

The agent must keep up with changing government regulations for international travel — via health regulations, customs information, airport taxes — so that he can give the traveler accurate information. The agent must even be alert for possible political problems in the tourist destination countries. One of the primary necessities for recreational travelers is personal safety.

There are of course many rewards other than the financial ones for the travel agent. They involve, for instance: an opportunity to do a great deal of travelling themselves, a possibility to deal with the public and to serve their needs and opportunities for independent operation that would not be found in a large corporation.

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. All retail travel agents also operate as tour packagers or operators.
2. If you want to become a travel agent in one of the EU countries you need special school qualifications.
3. Many travelers prefer to go to travel agents to conveniently make all their arrangements at the same place.
4. Airline fares are so easy to figure out that there is never any need for a travel agent to get expert help.
5. Advertising costs in the tourist industry are paid for entirely by local travel agents.
6. The location of a travel agency is an important factor in its success.
7. A travel agent does not have any direct contact with the public.
8. The airlines treat travel agents just like any other customers.
9. All transportation and accommodation companies now use computers to keep track of their reservations.
10. The initial cost of setting up a travel agency is very high.
11. Many travel agencies have begun to open branches within the same city or region.
12. Establishing a steady clientele is an important factor in the success of a travel agency.
13. If you want to become a travel agent in one of the EU countries you must attend the vocational school in special classes for travel agents for three years.
14. The retail travel agent is paid by means of percentages

- of sales made through the agency.
15. Travel agents should not advise their customers on anything.
 16. There is never any need for a travel agent to care about politics of the tourist destination countries.
 17. One of the rewards of being a travel agent is the opportunity to do a great deal of travelling.

Creative writing

Prepare a *business plan* of your independent enterprise:

- What documents/permissions do you need to get?
- What infrastructure do you need?
- Where do you plan to get money? How much exactly do you need?
- Who are you going to employ? Think about staff you need – how many people, with what skills and qualifications, etc.

Questions for Module Control 1

1. What is tourism?
2. What do you know about the history of tourism?
3. What are the businesses that work together to make up the entire tourism industry?
4. What are the necessary conditions for tourism development?
5. What benefits of tourism can you name?
6. What can you say about economic impact of tourism?
7. Are tourists always liked by the host community? Why?
8. Are there any negative impacts of tourism? If yes, what are they?
9. What are the advantages and disadvantages of being involved in tourism business?
10. What types of tourism do you know? Give as many examples as you can. Try to classify them into categories according to features that they have in common. Some types can belong to more than one group. What types are traditional ones? What types are brand new? What are more popular/less popular? Why?
11. Think about brand new types of tourism you named while brainstorming in last unit. What other types do you feel are about to appear or should be made up in the nearest future? Explain your answer.
12. In what way is tourism similar to most other service industries?
13. What should be the final result of efforts made by the people who work in tourism?
14. What jobs in tourism can you name?
15. Do all the jobs in tourism require special skills?
16. What are the special skills desirable in tourism?
17. What is travel agency?

18. Is prior experience in tourism necessary before starting an independent travel agency? Why?
19. What are the jobs in which the desired experience can be acquired?
20. What are the factors necessary for the success of a travel agency?
21. How are travel agents paid?
22. Is the initial cost of setting up a travel agency high or low?

Unit 6. Tours and Travelers

Lead-in

Group Discussion

Discuss the following issues:

1. What types of tour do you know?
2. What is independent travel?
3. What problems may an independent traveler encounter in trying to make the arrangements for his own trip?
4. What is packaged tour? What advantages does it have to the public?
5. How do packaged tours overcome the problems that an independent traveler may face?

Reading

Free independent travelers (FITs) or Do-It-Yourself (DIY) travelers are people over 35, often, though not necessarily, of above average income who prefer to travel in small groups or typically as couples. They eschew mass tourism and the package holiday concept promoted by travel or tour operators, in favor of a more individualistic and fluid approach to travel.

The rise of low cost airlines in the US and Europe has increased the supply of alternative and lower cost short haul destinations fueling demand for these newly available markets. *Southwest Airlines* in the US, *Ryanair* and *EasyJet* in Europe and later Spanish, German and nationally orientated airlines grew up adding destinations and creating an internationally

networked portfolio of air-routes delivering people to destinations which were not previously available at a commercial, international level. The Internet is fundamental to the rise of independent travel, offering suggestions and ideas, for example, a good meal out in Rome from a fellow FIT, across the globe, who ate there last week can be relayed and sourced instantly.

The independent travel vacation or holiday is a custom built cocktail, complied with suggestions from friends, forums, specialty providers or others, creating the idea around which a trip is built. The FITs themselves are responsible for adding components in place of the traditional package operators.

Free and independent travelers are an important and growing sector in the market. Governments, regional tourist boards and other public sectors responsible for tourism development try to attract them. Why? The basic principle is economics. FITs spread their money around. Fifteen FITs will eat, sleep, snack, take a coffee, go to theatres/art shows/opera festivals/football games/rural villages in fifteen different locations and introduce their money in hundreds of different channels. Contrast this with a tour group of another 15 people run by a tour operator based in and delivering share-holder profit to Country A. Their tour to Country B is less efficient from an economic development perspective as the tour operator controls and constrains so many of the components in the chain.

Backpacking is a term that has historically been used to denote a form of low-cost, independent international travel. Terms such as **independent travel and/or budget travel** are often used interchangeably with backpacking. The factors that traditionally differentiate backpacking from other forms of tourism include but are not limited to the following: use of

public transport as a means of travel, preference of youth hostels to traditional hotels, length of the trip vs. conventional vacations, use of a backpack, an interest in meeting the locals as well as seeing the sights.

Backpacking as a lifestyle and as a business has grown considerably in the 2000s as the commonplace of low-cost airlines, hostels or budget accommodation in many parts of the world, and digital communication and resources make planning, executing, and continuing a long-term backpacking trip easier than ever before.

While there is no definitive answer as to the precise origin of backpacking, its roots can be traced, at least partially, to the *Hippie trail* of the 1960s and 70s, which in turn followed sections of the old *Silk Road*. In fact, some backpackers today seek to re-create that journey, albeit in a more comfortable manner, while capitalizing on the current popularity of the green movement.

While travel along the old *Hippie Trail* has been rendered complicated since the early 80s due to unrest in Afghanistan, Iraq and Iran that continues today, backpacking has expanded to most regions of the world. In recent years, the increase of budget airlines and low-cost flights has contributed to this expansion. At present, new "hippie trails" are being formed towards Northern Africa in places such as Morocco and Tunisia and other destinations being reached by low-cost airlines.

Backpacking through Europe or North America is no longer a journey made only by fresh college graduates with a small amount of their parents' money. Technological changes and improvements have also contributed to changes in backpacking. Traditionally backpackers did not travel with expensive electronic equipment such as laptop computers,

digital cameras and PDAs due to concerns about theft, damage, and additional luggage weight. However, the desire to stay connected coupled with trends in lightweight electronics have given rise to the flashpacking trend, which has been in a state of continuous evolution in recent years.

Flashpacking is a neologism used to refer to affluent backpacker. Whereas backpacking is traditionally associated with budget travel and destinations that are relatively cheap, flashpacking has an association of more disposable income while traveling and has been defined simply as backpacking with a bigger budget.

A simple definition of the term “flashpacker” can be thought of a backpacking with a flash, or style. Flashpackers adhere to a modest accommodation and meal budget, while spending freely, even excessively, for activities at their chosen destination.

The flashpacker is a new breed of traveler, tech-savvy adventurer who has traded in his copy of "On the Road" for a cell phone, digital camera, iPod, wearable electronics clothes and a laptop, all snugly tucked away in his ergonomically correct, multi-function backpack.

Flashpackers are customarily men and women in their 20s and 30s with established careers, a desire for adventure and a bankroll to fund their three-month sabbatical. Unlike their backpacking predecessors, the flashpacker opts for comfort and style, worrying less about saving money and more about saving time.

21 percent of flashpackers travel with a laptop, 54 percent with an MP3 player, 83 percent with a mobile phone and an astounding 86 percent travel with a digital camera. Of all age groups, those 25-29 years old carry more of these items than anyone else.

With this trend gaining momentum, many in the hospitality industry are meeting the growing demand by providing equally tech-ready accommodations at high-end hostels that cater to the needs and wants of the flashpacker. Communal bedrooms and bathrooms have been pushed aside for eclectic accommodations, Internet access, MP3 downloads and hostel bars.

Gap-packing is a term used typically to refer to younger people, usually of European descent, who backpack to several countries in a short period of time whilst on their gap year between school and university, or between university and their first job.

A **package holiday** or **package tour** consists of transport and accommodation advertised and sold together by a vendor known as a tour operator. Other services may be provided like a rental car, activities or outings during the holiday. Transport can be via charter airline to a foreign country. Package holidays are a form of product bundling.

Package holidays are organized by a tour operator and sold to a consumer by a travel agent. Some travel agents are employees of tour operators, others are independent.

Vladimir Raitz, the co-founder of the *Horizon Holiday Group*, pioneered the first mass package holidays abroad with charter flights between *Gatwick airport* and Corsica in 1950, and organized the first package holiday to Palma in 1952, Lourdes in 1953, and the Costa Brava and Sardinia in 1954.

By the late 1950s and 1960s, these cheap package holidays — which combined flight, transfers and accommodation — provided the first chance for most people in the United Kingdom to have affordable travel abroad. One of the first charter airlines was *Euravia*, which commenced flights from *Manchester Airport* in 1961 and *Luton Airport* in 1962. Despite

opening up mass tourism to Crete and the Algarve in 1970, the package tour industry declined during the 1970s. On 15 August 1974, the industry was shaken when the second-largest tour operator, *Court Line* which operated under the brand names of *Horizon* and *Clarksons*, collapsed. Nearly 50,000 tourists were stranded overseas and a further 100,000 faced the loss of booking deposits.

Recently a growing number of consumers are avoiding package holidays and instead are travelling with budget airlines and booking their own accommodation. In the UK, the downturn in the package holiday market led to the consolidation of the tour operator market, which is now dominated by a few large tour operators. The major operators are *Thomson Holidays*, part of *TUI AG*, *Thomas Cook AG*, *MyTravel*, and *First Choice*. Under these brands there exists a whole range of different holiday operators catering to different markets, such as *Club 18-30* or *Simply Travel*. Budget airlines have also created their own package holiday divisions such as *Jet2 Holidays*.

Dynamic packaging is a method that is becoming increasingly used in package holiday bookings that enables consumers to build their own package of flights, accommodation, and a hire car instead of a pre-defined package. Dynamic packages differ from traditional package tours in that the pricing is always based on current availability, escorted group tours are rarely included, and trip-specific additions such as airport parking and show tickets are often available. Dynamic packages are similar in that often the air, hotel, and car rates are available only as part of a package or only from a specific seller. The term "dynamic packaging" is often used incorrectly to describe the less sophisticated process of interchanging various travel components within a package;

however, this practice is more accurately described as "dynamic bundling". True dynamic packaging demands the automated recombination of travel components based on the inclusion of rules that not only dictate the content of the package, but conditional pricing rules based on various conditions such as the trip characteristics, suppliers contributing components, the channel of distribution, and terms of sale. Dynamic packages are primarily sold online, but online travel agencies will also sell by phone owing to the strong margins and high sale price of the product.

The term *inclusive tour (IT)* is used to describe a commercial arrangement where a company commonly referred to as a tour operator organizes package holidays that include accommodation in addition to transportation. These arrangements are usually built around charter flights carrying a group of individuals who share seats on the same plane to travel together to their intended holiday destination as well as back to their point of origin. These flights can be organized by individuals on behalf of other individuals or by tour companies. They also include accommodation and - in some cases - other holiday arrangements such as the provision of meals as well. Everything is sold to the holidaymaker as an all-inclusive package. In contrast, firms that charter aircraft without offering any accommodation are generally referred to as "seat-only" operators.

Vocabulary Focus

Match the words or word-combinations with their definitions.

1. Backpack	a. increase in size, growth
2. Current	b. to deliberately avoid or keep

3. Deposit	away from smth
4. Eschew	c. people on holiday
5. Expansion	d. to choose
	e. a small computer that can work with a battery and be easily carried
6. Fuel	f. a large bag carried on the back while travelling
7. Holidaymakers	g. supplier
8. Laptop	h. in use at the moment
9. Opt for	i. to increase, make stronger
10. Provider	j. money required to confirm a booking

Additional Reading

Tours and Travelers.

Advantages of Packaged Tours to the Public

A tourist is usually defined as a person who is visiting some place other than his usual residence for more than 24 hours. A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours, or at most a weekend.

Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Other people travel for reason of health. Some people travel to visit friends or relatives, a reason that has become more important because of increased mobility throughout the world. Others travel in order to educate themselves in accordance with the old precept that travel is broadening the mind. All of these people are generally considered tourists since the primary reason for their trips is recreation.

Most tourist statistics also include people who are travelling on business. Among them are businessmen and government officials on specific mission, as well as people attending meetings or conventions.

It is difficult to separate pure recreation travel from business travel. The recreational travelers respond to a greater degree to lower fares and other inducements in pricing and selecting the destination for their trips. In a technical phase, they make up a price elastic market. The business groups, on the other hand, make up a price inelastic market. Their trips are not scheduled according to lower fares, the destination is determined in advance, and their employers usually pay for the expense. They are looking for dependable rather than inexpensive service. **Business travelers** also make more trips to large cities or industrial centers than to resort areas, although many conventions are now held at resort hotels.

Tour operators can be considered the wholesalers of the tourist industry. Their product is the packaged tour. There are two principal kinds of packaged tours, the inclusive tour (IT), usually on the scheduled airlines, and the charter inclusive tour (CIT), usually on chartered, nonscheduled airlines. Packaged tours offer transportation, hotel accommodations, and transfer to and from the airport. The tourist pays a lower price for this package than if he were trying to make all the arrangements on his own. In addition to the basic features, the tour package may also offer meals, entertainment, sightseeing, a rental car, and many other extras.

The tour operator organizes packaged or individual tours by providing rail, plane, car rental, motor coach, ship, hotel accommodation, holiday apartments, itineraries, transfers and brochures.

The typical package that the European tour operators put to-

gether consists of the least expensive two-week holiday tour. It was primarily intended for Northern Europeans who wanted a Mediterranean vacation. As the competition among the operators brought prices down, many people who had never traveled before were encouraged to try a trip abroad. Both tourism in general and the tour operating companies themselves expanded very rapidly.

The rapid expansion has resulted in many changes in management and methods of operation for the firms in the business. A sounder financial base became necessary, since tour groups were sometimes left stranded because tour operators did not have sufficient cash to pay the price of the aircraft charter. Some of the tour operators have now been absorbed by conglomerates, the huge modern corporations that engage in many different kinds of business. Others have close ties with particular charter airlines or hotel chains. A few have become involved in resort development.

Other tours are put together by all sorts of clubs and organizations whose main purpose is not travel. They may be as diverse as cultural groups or labor unions. They are the basis for many of the affinity group charters — tours for people with similar interests and tastes. The tours that are arranged by these organizations include the normal components of the travel package. They are, in fact, direct competitors of tours put together by the companies in the travel industry.

Tours are also arranged for employees and their spouses by corporations. The corporations typically offer these vacation trips as a reward for superior sales efforts or as an incentive to improve performance. This type of tour is of course not open to the general public, but it is welcomed by the airlines and by hotel operators in the established resorts that frequently attract business of this kind.

It is possible to distinguish between two general types of tours. One is the holiday package that has a resort hotel as its destination. While local sightseeing or entertainment may be included in the package, the tours are generally without expensive extras. The major attractions usually include the sun, the sea, and activities such as golf or tennis that are offered by the resort itself.

The second type of tour is the guided tour that features sightseeing or some other special attraction. These tours are accompanied by a guide who is in charge of travel arrangements and activities. The activity offered by the tour is its principal attraction. The tour may combine travel with education. Most of these tours include several different destinations and a good deal of local travel within one region. Thus, they require careful arrangement and coordination of accommodations, local transportation, baggage handling, and all the other details that accompany any kind of travel.

The public derives many advantages from packaged tours, the most obvious being the price. When airplane seats and hotel rooms are reserved in blocks by the tour operators, considerable savings are passed on to the customers. These savings have been reflected in the last few years by the great increase in tourism. Many people would never travel at all without the price inducements offered by packaged tours.

The second advantage is the opportunity for the tourist to make all his travel arrangements in one place at one time. The independent traveler — one who does not travel as a member of a group — often has to go to considerable trouble to put the different pieces of his trip together. Airline seats may not be available when he wants them, or he may not be able to secure the hotel accommodations that he wants. Even when a travel agent makes the arrangements, these difficulties still exist, but

with the packaged tour they are eliminated for the consumer.

The third advantage is accessibility. It means that tours make it possible for people to visit many remote areas that would otherwise be too difficult for them to see on their own.

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. An excursionist is a person who is visiting some place other than his usual residence for more than 24 hours.
2. The increased mobility throughout the world has fueled traveling by reason of visiting friends or relatives.
3. The borderline between pure recreation travel and business travel is sharply evident.
4. Resort hotels are considered to be inappropriate for holding conventions.
5. People on holiday travel entirely for the purpose of recreation or pleasure.
6. All people are generally considered tourists since the primary reason for their trips is recreation.
7. Business travelers respond to a greater degree to lower fares and other inducements in pricing and selecting the destination for their trips.
8. All packaged tours are put together and also sold to the public by retail travel agents.
9. Tourists have never been left stranded as a result of financial problems encountered by tour operators.
10. Corporations sometimes reward their employees with holiday tours.
11. The holiday tour with a resort hotel as its destination

- usually doesn't offer a lot of expensive extras.
12. A tour guide is only responsible for sightseeing, never for travel arrangements such as local transportation, hotel accommodation, or baggage handling.
 13. A person who buys a packaged tour must make all necessary arrangements himself, just like an independent traveler.
 14. Most people don't care about the price inducements offered by packaged tours.
 15. Clubs or other organizations whose principal business is not travel frequently organize affinity group tours by chartered aircraft.
 16. The holiday tour with a resort hotel as its destination usually combines travel with education.
 17. One big advantage to the general public of packaged tours is the lower price for travel.
 18. The basic features of the tour package are transportation, hotel accommodations, and transfer to and from the airport.

Project

Project is a creative *method* of work on a particular subject that can be done individually, in pairs or in groups. It combines art activities with research. Students learn to organize their thoughts and to communicate in a visual way their knowledge and feelings.

Prepare a packaged tour to one of the places of Ukraine.
Decide on the following issues:

- accommodation;
- transportation;
- conductor;
- excursions (yes/no, if yes – how many what exactly), etc. *According to the chosen place!*

Pictures are desired.

Unit 7. Business Travel

Lead-in

Group Discussion

Discuss the following issues:

1. What is business travel?
2. What are the key points in organizing a conference or a training session?
3. In case you are asked to organize a conference, what should you clear up first of all?
4. What things will you have to think about, once you've found proper venue?
5. Should an agent work out a rooming list? Why?
6. What business facilities do many hotels offer?
7. Why is it advisable to get insurance in case of a trip abroad?
8. Do you benefit from selling your client a travel insurance package? How?
9. What will the client lose if he doesn't have insurance protection?

Reading

Business Trip

A **business trip** or **official trip** is a travel/journey caused by business necessities. The place of employment is left temporarily, e.g.:

- to visit customers, suppliers or a trade fair;
- to participate in congresses or seminars;
- for further education;

- for excursions for research, scientific campaigns;
- for teachers to participate in study trips, school or exploratory trips;
- for work in civil engineering, construction, geology, etc.

Business trips have to be approved by the employer, who usually meets the costs. The traveling expenses can be calculated in detail or by a lump sum, depending on the average expense of the travel country.

For activities away, the correspondent term in military is **duty travel**, in politics **facility trip**.

Business Travel

Business travel, or **travel management** as it is often referred to, is on the rise especially with foreign business markets opening up. Business travel is generally accepted as being a corporation's 3rd or 4th biggest expense after staffing, rent and rates and possibly IT and communications.

Many airlines began to concentrate on providing premium service on long haul flights especially for the first and business class business traveler with the development of more sophisticated business traveler needs over the last 15 years.

Airlines have also been working on tools that benefit the business travelers such as: improved and competitive mileage programs, quick check in and online check in, lounges with broadband connection, etc. Hotels are not far behind. They are also on the competition for the business travelers by offering flexible points programs, broadband connection in all rooms and fast check in and check out services.

While Internet booking engines have become the first destination for around 60% of leisure travelers, business travelers, especially with the need for itineraries that may include more than one destination, have still found that a

knowledgeable travel agent may be their best resource for better ticket pricing, less hassle and better air and land travel planning. For larger business travel accounts these travel agents take on a travel management role, and are referred to as *Travel Management Companies* (TMCs), providing services such as consultancy, traveler tracking, data and negotiation assistance and policy advice.

Recent trends in this market have extended to the implementation of *Self Booking Tools* (SBTs) which allow automated booking of trips within company policy, an increase in the inclusion of Duty of care practices in the booking and monitoring process and more consideration for the environmental impact of business travel.

Travel Insurance

Travel insurance is insurance that is intended to cover medical expenses and financial (such as money invested in nonrefundable pre-payments) and other losses incurred while traveling, either within one's own country, or internationally.

Temporary travel insurance can usually be arranged at the time of the booking of a trip to cover exactly the duration of that trip, or a more extensive, continuous insurance can be purchased from travel insurance companies, travel agents or directly from travel suppliers such as cruiselines or tour operators.

Travel insurance often offers coverage for a variety of travelers. Student travel, business travel, leisure travel, adventure travel, cruise travel, and international travel are all various options that can be insured.

The most common risks that are covered by travel insurance are:

- medical expenses;

- emergency evacuation/repatriation;
- overseas funeral expenses;
- accidental death, injury or disablement benefit;
- cancellation;
- curtailment (cutting short a trip);
- delayed departure;
- loss, theft or damage to personal possessions and money (including travel documents);
 - delayed baggage (and emergency replacement of essential items);
 - legal assistance;
 - personal liability and rental car damage excess.

In addition, often separate insurance can be purchased for specific costs such as:

- pre-existing medical conditions (e.g. asthma, diabetes);
- sports with an element of risk (e.g. skiing, scuba-diving);
- travel to high risk countries (e.g. due to war or natural disasters or acts of terrorism).

Typically travel insurance for the duration of a journey costs approximately 5-7% of the cost of the trip.

Travel insurance buying tips

- Shop around to find a good price and the right product rather than opting to travel without cover.
- Cheaper policies will usually have less cover – for some the price seems most important, but is it worth the initial saving?
- Consider annual multi-trip insurance if you make several trips a year – you’ll save time and money.

What should a travel insurance policy cover (the necessary minimum):

- medical and health cover for an injury or sudden illness abroad;
- 24 hour emergency service and assistance;
- personal liability cover in case you're sued for causing injury or damaging property;
- lost and stolen possessions cover;
- cancellation and curtailment cover;
- extra cover for activities that are commonly excluded from standard policies, such as jet skiing.

In case of cancellation or curtailment ensure your policy:

- covers delayed departure because of bad weather;
- will refund the full cost of your holiday;
- pays out if you need to cancel or cut short a trip because you fall ill, for example;
- covers pre-paid expenses such as excursions;
- pays out in case of home emergency: fire, storm or flood, burglary, etc;
- covers extra costs incurred to get home.

In case of stolen, lost or damaged possessions

You can normally choose the limit in your policy. Limits for single items such as cameras and jewellery can vary from as little as £250 up to £1000 or more. Check these limits are adequate and realistic.

All insurance policies say that you must take care of your belongings at all times. If you don't, the policy may not pay out. So, take as much care of your property as if it were uninsured!

In case of lost baggage on flights

Do not rely on compensation from an airline if it loses your luggage.

By law, airlines only have to pay a specified minimum value per kilo of lost luggage. This is unlikely to cover the full value of your things.

Vocabulary Focus

Match the words or word-combinations with their definitions.

1. Belongings	a. long distance
2. Emergency	b. pay
3. Insurance rate	c. person or entity buying the insurance; insured
4. Long haul	d. of a sum of money that cannot be returned
5. Lump sum	e. need or be dependent; trust or have faith in sb/smith
6. Meet the cost	f. factor used to determine the amount to be charged for a certain amount of insurance coverage
7. Nonrefundable	g. possessions, property
8. Policyholder	h. make a claim against sb in a court of law about smth that they have said or done to harm you
9. Rely on	i. problem which requires immediate attention
10. Sue sb for	j. amount of money that is paid at one time and not on separate occasions

Additional Reading

Organizing a Conference

Once you have been asked to find a venue and organize a conference, there are certain key points you will need to know and decisions that will have to be taken before you can actually make the booking.

The first, most important point, is the number of delegates attending. Is it a big conference — say for fifty or 100 people — or a small board meeting for just six, because it makes a big difference to the size of room and all the arrangements. So number one is the number of delegates.

The next thing to decide is what you actually want to achieve with your conference: either it is a training session or a sales lunch. You may get all your sales people together and you show them a new product. That is very different from a training session.

So you obviously want to know what you want to achieve at the end of the day.

Then you have to decide how long your conference is to last, how many days you anticipate you're going to need and what time of the year you want to hold in. The type of activities and functions can be dependent on the weather, for instance if you intend to hold an evening garden party.

Another point is where the conference is going to take place. Before you can decide on this, you must know where the people that you are expecting to attend will be coming from. Will it need to be reasonably central — near to an airport, near to good railway connections, or easy to get to by road? Are there adequate car parking facilities?

And of course you need to know who is actually paying for the conference. Are the delegates paying for themselves or is

the company paying? Usually the company pays for the main part of the conference and the delegates pay for their drinks and telephone calls and peripherals.

Once you've decided on all that and you've found your venue, you'll have to think about the things that you'll require while you're there: things like conference room size, how you're going to want the room laid out. If it's very informal you won't need a very big room, but if you need everybody with desks you'll need a larger room. If you have a very large meeting in the ballroom you may need people sitting in rows like in a lecture theatre. You'll also have to decide whether you need syndicate rooms — that's small rooms for fifteen to twenty people, and if you're going to use syndicate rooms, how many rooms you'll need. You then come onto your conference equipment. If someone is giving a presentation, will they need overhead projectors, flip charts, slide projectors?

You also need to know what refreshments your delegates will require. If you've got your delegates sitting in a conference all morning, by the time they get to lunch time they're going to be very thirsty, so you need a break in the middle for a cup of coffee and a chance for the delegates to stretch their legs.

You need to find out the dining requirements — will they be privately dined or is it okay for them to sit at small tables in the main dining room? Perhaps you want a gala dinner on the last evening to make it more of an occasion.

Then you can get down to the menu arrangements — what are you actually going to eat? This is very much determined by how much time you've got for lunch. At lunch time delegates often have only forty-five minutes to an hour, and so they'll want a fast buffet service where they can have as much or as little as they want. In the evening you are more relaxed, so you can spend a couple of hours over the meal and have a formal

one. Another thing you can do is, if the delegates need to work through lunch, you can have a finger buffet brought in.

Another thing to consider is accommodation and how many of the delegates will be staying. If you've got a conference of twenty, perhaps only ten require accommodation. Perhaps, some of these guests are very important people, so you'll want to put them into better rooms than the ordinary delegates. So you must work out a rooming list.

And finally, if this is a residential conference, are the delegates going to have any leisure time? For instance, they're here for two days. On the first afternoon there's a free period — they haven't got any work to do in the conference. The delegates might want some activities organized. Perhaps they want to go out and see the local sights, perhaps they want an organized sporting activity. If the delegates are here for a long time they might want to go to a local pub. Will they want a disco or a casino set up, or will they want a party?

So when you have all this information you can go about booking.

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. There are certain key points a travel agent will need to know before he actually can make the booking.
2. A small board meeting usually is held for twenty people.
3. A travel agent doesn't have to decide how long a particular conference is to last.
4. The delegates usually pay for themselves and the company pays only for their drinks and telephone calls.

5. All delegates usually want to be served in the conference room.
6. At lunch time delegates often have only forty-five minutes to an hour, and so they'll want a fast buffet service where they can have as much or as little as they want.
7. The most important point for an agent is the number of delegates attending.
8. At a sales lunch an agent may get all sales people together and show them a new product.
9. The type of activities and functions can be dependent on the weather.
10. By the time the participants of the conference get to lunch time they are going to be very hungry, so there is no need to make a break in the middle of the sitting for a cup of coffee.
11. The menu arrangements aren't very much determined by the time delegates have got for lunch.
12. If some of participants are very important people they need to be placed into suites.

Speaking

Buzz groups

Buzz groups or **small study groups** are divisions of a larger group. The groups discuss assigned problems, usually for the purpose of reporting back to the larger group. The *method* of buzz groups encourages the timid members, creates a warm, friendly feeling and provides for pooling of ideas and variety.

Divide in groups of 4-5 persons. Think about personal security and health while traveling. What sensible precautions should be taken in order to avoid problems and stay out of danger? Give your advice for fresh travelers. Write as many tips as you can. Make your lists of **DOS AND DON'TS FOR TRAVELERS**, and then share with other groups. Present your pieces of advice in turn. The group that manages to give more reasonable and precious tips than others wins!

Unit 8. Regulation, Research and Development in Tourism

Lead-in

Group Discussion

Discuss the following issues:

1. What are the roles of government in tourism?
2. Why does government usually pay lots of attention to development of tourism?
3. How can governments discourage incoming tourism?
4. What kinds of research in tourism can be done? What for?
5. What perspectives of development in tourism can you see?

Reading

United Nations World Tourism Organization (UNWTO)

Website <http://www.unwto.org/>

The **United Nations World Tourism Organization (UNWTO)**, 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.

Organizational Aims

United Nations World Tourism Organization plays a role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries.

The Organization encourages the implementation of the *Global Code of Ethics for Tourism*, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.

UNWTO is committed to the *United Nations Millennium Development Goals*, geared toward reducing poverty and fostering sustainable development.

History

The origin of the United Nation World Tourism Organization stems back to 1925 when the *International Congress of Official Tourist Traffic Associations* (ICOTT) was formed at The Hague. In 1934 the ICOTT became the *International Union of Official Tourist Propaganda Organizations* (IUOTPO). Following the end of the Second World War and with international travel numbers increasing, the IUOTPO restructured itself into the *International Union of Official Travel Organizations* (IUOTO). A technical, non-governmental organization, the IUOTO was made up of a combination of national tourist organizations, industry and consumer groups. The goals and objectives of the IUOTO were to not only promote tourism in general but also to extract the best out of tourism as an international trade component and as an economic development strategy for developing nations.

Towards the end of the 1960's, the IUOTO realized the need for further transformation to enhance its role on an international level in cooperation with other international agencies, in particular the United Nations.

In 1970, the IUOTO general assembly voted in favor of forming the *World Tourism Organization* (WTO), based on statutes of the IUOTO, and the WTO came into operation on November 1, 1974. Most recently, at the fifteenth general assembly in 2003, the WTO general council and the UN agreed to establish the WTO as a specialized agency of the UN.

As of 2007, its membership included 150 countries, seven territories and some 350 affiliate members, representing the private sector, educational institutions, tourism associations and local tourism authorities. The frequent confusion between the two WTOs – World Tourism Organization and the Geneva-based *World Trade Organization* – officially ended on 1 December 2005, when the General Assembly approved to add the letters UN (for United Nations) to the start of abbreviation of the leading international tourism body in English and in Russian. UNWTO abbreviation remains OMT in French and Spanish.

Secretary-Generals of UNWTO

1975-1985 Robert Lonati (France)

1986-1989 Willibald Pahr (Austria)

1990-1996 Antonio Enriquez Savignac (Mexico)

1998-2008 Francesco Frangialli (France)

2008- Taleb Rifai S.G ad interim (Jordan)

Structure

General Assembly

The General Assembly is the supreme organ of the Organization. Its ordinary sessions, held every two years, are attended by delegates of the Full and Associate Members, as

well as representatives from the Business Council. It is the most important meeting of senior tourism officials and high-level representatives of the private sector from all over the world.

Regional Commissions

Established in 1975 as subsidiary organs of the General Assembly, the six Regional Commissions normally meet once a year. They enable member States to maintain contact with one another and with the Secretariat between sessions of the General Assembly, to which they submit their proposals and convey their concerns. Each Commission elects one Chairman and its Vice-Chairmen from among its Members for a term of two years commencing from one session to the next session of the Assembly.

Executive Council

The Executive Council's task is to take all necessary measures, in consultation with the Secretary-General, for the implementation of its own decisions and recommendations of the Assembly and report thereon to the Assembly. The Council meets at least twice a year. The Council consists of Full Members elected by the Assembly in the proportion of one Member for every five Full Members, in accordance with the Rules of Procedure laid down by the Assembly with a view to achieving fair and equitable geographical distribution. The term of office of Members elected to the Council is four years and elections for one-half of the Council membership are held every two years. Spain is a Permanent Member of the Executive Council.

Committees

- World Committee on Tourism;
- Ethics Program Committee;
- Committee on Budget and Finance;

- Committee on Market and Competitiveness;
- Committee on Statistics and the Tourism Satellite account;
- Sustainable Development of Tourism Committee;
- Committee on Poverty;
- Reduction Committee for the Review of Applications for Affiliate Membership.

Secretariat

The Secretariat is led by Secretary-General ad interim Taleb Rifai of Jordan, who supervises about 110 full-time staff at UNWTO's Madrid Headquarters. He is assisted by the Deputy Secretary-General. These officials are responsible for implementing UNWTO's program of work and serving the needs of Members. The Affiliate Members are supported by a full-time Executive Director at the Madrid Headquarters. The Secretariat also includes a regional support office for Asia-Pacific in Osaka, Japan, financed by the Japanese Government.

Research and Development

Research is defined as human activity based on intellectual application in the investigation of matter. The primary purpose for applied research is discovering, interpreting, and the development of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of our world and the universe. Research can use the scientific method, but need not do so.

Scientific research relies on the application of the scientific method, a harnessing of curiosity. This research provides scientific information and theories for the explanation of the nature and the properties of the world around us. It makes practical applications possible. Scientific research is funded by public authorities, by charitable organizations and by private

groups, including many companies. Scientific research can be subdivided into different classifications according to their academic and application disciplines.

Etymology

The word *research* derives from the French *rechercher* that means 'to investigate thoroughly'. The term *research* is also used to describe an entire collection of information about a particular subject.

Basic Research

Basic research (also called *fundamental* or *pure* research) has as its primary objective the advancement of knowledge and the theoretical understanding of the relations among variables. It is *exploratory* and often driven by the researcher's curiosity, interest, and intuition. Therefore, it is sometimes conducted without any practical end in mind, although it may have confounding variables (unexpected results) pointing to practical applications. The terms "basic" or "fundamental" indicate that, through theory generation, basic research provides the foundation for further, sometimes applied research. As there is no guarantee of short-term practical gain, researchers may find it difficult to obtain funding for basic research.

Research Methods

The goal of the research process is to produce new knowledge, which takes three main forms (although the boundaries between them may be fuzzy):

- exploratory research, which structures and identifies new problems;
- constructive research, which develops solutions to a problem;
- empirical research, which tests the feasibility of a solution using empirical evidence.

Research can also fall into two distinct types:

- primary research,
- secondary research.

Research is often conducted using the hourglass model Structure of Research. The hourglass model starts with a broad spectrum for research, focusing in on the required information through the methodology of the project (like the neck of the hourglass), then expands the research in the form of discussion and results.

Research Processes

Generally, research is understood to follow a certain structural process. Though step order may vary depending on the subject matter and researcher, the following steps are usually part of most formal research, both basic and applied:

- formation of the topic;
- hypothesis;
- conceptual definitions;
- operational definitions;
- gathering of data;
- analysis of data;
- test, revising of hypothesis;
- conclusion, iteration if necessary.

Research Funding

Most funding for scientific research comes from two major sources, corporations (through research and development departments) and government (primarily through universities and in some cases through military contractors). Many senior researchers (such as group leaders) spend more than a trivial amount of their time applying for grants for research funds. These grants are necessary not only for researchers to carry out their research, but also as a source of merit.

Research and development (also **R and D** or, more often, **R&D**) is a creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this stock of knowledge to devise new applications.

New product design and development is more often than not a crucial factor in the survival of a company. In an industry that is fast changing, firms must continually revise their design and range of products. This is necessary due to continuous technology change and development as well as other competitors and the changing preference of customers. A system driven by marketing is one that puts the customer needs first, and only produces goods that are known to sell. Market research is carried out, which establishes what is needed. If the development is technology driven then it is a matter of selling what it is possible to make. The product range is developed so that production processes are as efficient as possible and the products are technically superior, hence possessing a natural advantage in the market place.

R&D has a special economic significance apart from its conventional association with scientific and technological development. R&D investment generally reflects a government's or organization's willingness to forgo current operations or profit to improve future performance or returns, and its abilities to conduct research and development.

In 2008, the world's four largest spenders of R&D were the United States (US\$343 billion), the EU (US\$231 billion), China (US\$136 billion), and Japan (US\$130 billion). In terms of percentage of GDP, the order of these spenders for 2008 was China (US\$115 billion of US\$2,668 billion GDP), Japan, United States, EU with approximate percentages of 4.3, 3.2, 2.6, and 1.8 respectively. The top spenders in terms of

percentage of GDP were China, Sweden, Finland, Japan, South Korea, Switzerland, Iceland, United States, followed by 9 other countries, and then the EU.

In general, R&D activities are conducted by specialized units or centers belonging to companies, universities and state agencies. In the context of commerce, "research and development" normally refers to future-oriented, longer-term activities in science or technology, using similar techniques to scientific research without predetermined outcomes and with broad forecasts of commercial yield.

Statistics on organizations devoted to "R&D" may express the state of an industry, the degree of competition or the lure of progress. Some common measures include: budgets, numbers of patents or on rates of peer-reviewed publications. Research has shown that firms with a persistent R&D strategy outperform those with an irregular or no R&D investment program.

Research and development is nowadays of great importance in business as the level of competition, production processes and methods are rapidly increasing. It is of special importance in the field of marketing where companies keep an eagle eye on competitors and customers in order to keep pace with modern trends and analyze the needs, demands and desires of their customers.

Vocabulary Focus

Match the words or word-combinations with their definitions.

1. Collation	a. encourage smth to develop
2. Discovering	b. explaining the meaning
3. Foster	c. be in charge of smth and make

4. Implementation	d. watch carefully
5. Interpreting	e. collecting information together from different sources in order to examine and compare it
6. Investigation	f. importance
7. Keep an eagle eye	g. achieve better results than sb
8. Outperform	h. process of finding smth, or learning about smth that was not known about before
9. Significance	i. making smth that has been officially decided start to happen or be used; carrying out
10. Supervise	j. examination of the facts of a subject or problem

Additional Reading

Vital Roles of Government in Tourism

The roles of government are vital to tourism. First, governments generally set the policy of their country, state, or locality toward tourism. They also regulate the different components of the industry on the day-to-day basis. Second, they perform research and analysis that result in statistics on the tourism industry. Third, they are often involved in the development of tourism in their areas. This is especially true in the developing countries, but it occurs in industrialized areas as well. Fourth, governments are actively engaged in promoting a flow of tourists to their regions with advertising or public relations techniques.

In many countries, tourism is so important that its interests

are represented at the ministerial level of government. Even in countries where the tourist industry has less economic importance, there is usually a tourist bureau with official or semi-official status. In the United States there is a *Travel Bureau* in the *Department of Commerce*.

One of the ways in which countries or regions can promote 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. In some cases, this may work to prevent the country's nationals from travelling outward. Any country can discourage incoming tourism simply by not providing accommodation and catering services, setting visa and entrance requirements that severely restrict entry, or by restricting the length of time a traveler can stay in that country.

Governments at all levels are also involved in day-to-day regulation of the tourist facilities within their jurisdictions. The regulation generally begins with the construction of facilities when the builders have met the provisions of the local building code. It extends to various kinds of licensing requirements once the business is in operation. Catering establishments must be inspected periodically in most localities to ensure that they maintain standards of cleanliness.

One of the principal purposes for the existence of either official or semi-official tourist bureaus is to gather travel statistics. The arrival cards that are a customary feature of international travel are the basis for many of the statistics. Departure cards are also required in several countries in order to get more accurate figures on the length of the tourist's stay. These forms are also known as embarkation and

disembarkation cards.

Research in tourism involves: checking on tourist expenditures, finding out the purpose of the trip or the tourist's reaction to his vacation, determination of the social impact of tourism on the area.

Many countries have become involved in the development of tourism through direct financial investment. In some cases, builders and operators are allowed to run their facilities for as long as ten years without paying taxes. In other cases, taxes can be reduced or payment can be postponed until the operation is returning a profit. Of course, governments are not acting merely out of generosity in giving out such benefits, since their own revenues increase in the long run as a result of the money brought in by tourism. Even where government investment 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 — roads, sewers, electricity, telephone service, airports, and water supply. Another way in which government encourages tourism is through training programs for service personnel. Many governments institute such programs in order to have people available to fill the jobs generated by tourism.

Before a government undertakes tourist development, it usually attempts to determine the market potential — the number or percentage of travelers it can hope to attract. This is followed by studies of the social impact and very often of the environmental impact — what tourism will do to the natural surroundings. The research is followed by the actual planning and development that include improvement of the infrastructure, financial arrangements, and construction of the superstructure.

Reading comprehension

Say what statements are true and what once are false. Comment on the true statements and correct the false ones. Prove with the text.

1. Government plays only a minor role in tourism.
2. Governments don't promote tourism; they only perform research and analysis that result in statistics on the tourist industry.
3. Governments never attempt any kind of day-to-day regulation to any part of the tourism industry.
4. A system of cross-checking arrival and departure cards gives a more accurate count of tourist-days spent in a country.
5. Many governments have made direct financial investments in the development of tourist facilities.
6. Hotels, golf courses, swimming pools, restaurants, and parking lots are all part of the infrastructure.
7. Tourism interests are represented at the ministerial level of government in all countries.
8. Red tape such as visas and complicated entry formalities make it easy to travel from one country to another.
9. Arrival and departure cards serve as a primary source of tourist statistics.
10. No research is ever done concerning the reasons why people travel or their reactions to their vacations.
11. The infrastructure can be quickly developed without any planning or assistance from government.
12. Governments never participate in programs to train personnel for tourist-connected jobs.

Speaking

Formal discussion

Formal or prepared discussion is a systematic *method* of problem solving. It involves stating the problem, getting facts and considering possible solutions. It also requires a great deal of preliminary preparation and study on part of all members. Formal discussion encourages logical thinking, thorough analysis, high degree of concentration by group members, and develops skill in identifying problems.

Learn about *tourism regulation in Ukraine*. Pay special attention to the issues mentioned in the list of questions for discussion. Study the corresponding material and make sure you are able to answer the questions and prove your point of view with the facts or documents.

Discuss the following issues:

- Is the participation of the Ukrainian government in tourism adequate?
- Does the Ukrainian government encourage tourism?
How?
- How is tourism regulated in Ukraine?
- What are the visa and entry regulations in Ukraine?

Unit 9. Tourism Promotion

Lead-in

Group Discussion

Discuss the following issues:

1. What is promotion?
2. Does promotion really fuel the success of an enterprise? Why?
3. What kinds of promotion can you name?
4. What are the media?
5. What are the printed media? What are the broadcast media?
6. What is word of mouth? What role does it play in tourism promotion?

Reading

Promotion

Promotion involves distributing information about a product, product line, brand, or company.

Promotion is generally sub-divided into two parts:

- above the line promotion: promotion in the media (e.g. TV, radio, newspapers, Internet and mobile phones) in which the advertiser pays an advertising agency to place the ad;
- below the line promotion: all other promotion. Much of this is intended to be subtle enough for the consumer to be unaware that promotion is taking place. E.g. sponsorship, product placement, endorsements, sales promotion, merchandising, direct mail, personal selling, public relations, trade shows.

Promotion Methods

Promoters bring crowds through a variety of methods. The most direct are guerrilla marketing techniques such as plastering posters on outdoor walls, flyposting, and distributing handbills on windows of cars parked in entertainment districts. Promoters also keep mailing lists, emails, SMS and MMS messages.

Publicity

Publicity is the deliberate attempt to manage the public's perception of a subject. The subjects of publicity include people (for example, politicians and performing artists), goods and services, organizations of all kinds, and works of art or entertainment.

Publicity methods include:

- contest;
- event sponsorship;
- analysis or prediction;
- poll or survey;
- invention and presentation of an award.

The advantages of publicity are low cost, and credibility (particularly if the publicity is aired in between news stories like on evening TV news casts). New technologies such as weblogs, web cameras, web affiliates, and convergence (phone-camera posting of pictures and videos to websites) are changing the cost-structure.

Advertising

Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries.

Many advertisements are designed to generate increased consumption of products and services through the creation and reinvention of the "brand image". For these purposes, advertisements sometimes embed their persuasive message with factual information. Every major medium is used to deliver these messages, including television, radio, cinema, magazines, newspapers, video games, the Internet, carrier bags and billboards. Advertising is often placed by an advertising agency on behalf of a company or other organization.

Money spent on advertising has increased dramatically in recent years. In 2007, spending on advertising has been estimated at over \$150 billion in the United States and \$385 billion worldwide.

Types of advertising

Media

Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television adverts, web banners, mobile telephone screens, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logojets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, etc. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

Mobile billboard advertising

Mobile billboards are truck- or blimp-mounted billboards or digital screens. These can be dedicated vehicles built solely for carrying advertisements along routes preselected by clients, or they can be specially-equipped cargo trucks. The billboards are often lighted; some being backlit, and others employing

spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements.

Covert advertising (product placement) occurs when a product or brand is embedded in entertainment and media. For example, in a film, the main character can travel by an airplane of a definite company.

The TV commercial is generally considered the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The majority of television commercials feature a song or jingle that listeners soon relate to the product.

Infomercials

There are two types of infomercials, described as long form and short form. Long form infomercials have a time length of 30 minutes. Short form infomercials are 30 seconds to 2 minutes long. Infomercials are also known as direct response television (DRTV) commercials or direct response marketing.

The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from consumers and industry professionals.

Celebrities

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores, products, or companies.

Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space are

dependent on the "relevance" of the surrounding web content and the traffic that the website receives.

E-mail advertising is another recent phenomenon. Unsolicited bulk E-mail advertising is known as "spam".

Mobile phone advertising

As the mobile phone became a new mass media in 1998 when the first paid downloadable content appeared on mobile phones in Finland, it was only a matter of time until mobile advertising followed, also first launched in Finland in 2000. By 2007 the value of mobile advertising had reached \$2.2 billion and providers such as *Admob* delivered billions of mobile ads.

Vocabulary Focus

Match the words or word-combinations with their definitions.

1. Advertisement	a. giving or delivering smth to a number of people
2. Brand	b. financial support
3. Destination advertising	c. advertising intended to keep the name of a corporation – such as an airline – in the public eye rather than to give much information about specific services
4. Direct mailing	d. notice of object or service for sale
5. Distribution	e. usually a one-page advertisement that can be widely distributed by mail or by hand
6. Institutional advertising	f. survey, scientific enquiry

7. Media	g. type of product made by a particular company
8. Poll	h. form of promotion that involves mailing brochures or throwaways to a selected list of people
9. Sponsorship	i. means of spreading information
10. Throwaway	j. advertising that stresses a resort area or some other tourist destination

Additional Reading

Various Kinds of Tourism Promotion

There are three aims of most tourism promotion. The first is to retain the established market of people for whom travel is a normal form of recreation. Generally they are likely to be between thirty and fifty years of age, well educated, residents of urban centers, and prosperous, with income of \$25,000 a year or more.

The second purpose of tourism promotion is to increase the size of the market. In order for tourism to grow, it is necessary to attract people who would not have traveled much until the last years. These include not only office workers, but also industrial workers with much larger disposable incomes than ever before. It is significant for tourism that labor unions, having achieved high wage levels for workers in the industrialized countries, now fight for fringe benefits such as longer paid vacations and shorter workweeks.

The third goal of tourism promotion has been to overcome what might best be called its seasonal bias. In many countries, summer was the traditional vacation season. In the United

States, for example, people went off to a resort in the mountains or at the seashore during the hot months. In France, the summer vacation has extended even to the shutting down of many stores and small businesses. Hundreds of thousands of Frenchmen leave Paris in August for the south of France or for destinations outside the country.

Winter vacations have been heavily promoted to spread tourism more evenly throughout the year. There has been a big increase in facilities for winter sports. The biggest attraction of all, especially to people who must endure a cold and gloomy northern winter, is a vacation in sun. Some areas have been able to combine both attractions. The winter sunshine of Marrakech in Morocco, for example, has long made it an attractive resort, and now ski facilities have been developed in the nearby Atlas Mountains for winter sports enthusiasts.

Many different organizations are involved in tourism promotion. They include official and semi-official tourist bureaus, the transportation companies, tour operators, retail travel agents, and individual hotels or hotel chains. Through their tourist offices, governments do a great deal of travel promotion, both in the form of advertising and publicity.

There are two major kinds of promotion — publicity and advertising. Publicity might well be termed free advertising. It consists of stories placed in newspapers and magazines about travel, accommodation, restaurants, and other parts of the whole tourism industry. Many newspapers and magazines carry such stories regularly as features. Indeed, professional travel writers journey from resort area to resort area to report on the facilities and amenities that are available.

Another kind of tourism-connected public relations comes under the heading of familiarization. People in the industry, especially those involved in sales — notably travel agents —

are frequently provided with free trips to tourist destinations. At best, they may be so impressed by what they see that they will push that area or resort. And at least, they will be able to answer questions from their own experience. Familiarization trips are often extended to other people in the tourism industry, especially tour operators and employees of the transportation companies and government bureaus.

Tourism advertising is a large business in itself. Most of the advertising is directed toward the large tourist-generating regions — the United States and Canada, Western Europe and Japan. Within those regions, advertising is concentrated in particular areas. In Canada and the United States, the cities of the northeast and of the Pacific coast produce more travelers than other areas, so they receive a great deal more advertising. In Japan and Europe travel and tour advertising is concentrated in urban conglomerations Tokyo, Osaka, London and Paris.

Media is a term that is used for the different means of spreading information in the form of news and advertising. Newspapers and magazines — the print media — and radio and television - the broadcast media — are usually included in the term. Once the market area has been pinpointed, the advertiser tries to select the particular medium that will reach those people who are likely to purchase the services that he is promoting.

Television reaches the largest market, one that generally cuts across different social and income groups. TV time is also very expensive, so it is used principally by transportation companies and government tourist agencies for institutional advertising, keeping the name of the company or the region in the public view without giving many specific details about services. Radio serves a more limited audience. Radio, however, is unique in that it can reach people driving their

automobiles.

Of the print media newspapers reach the broadest group of people. Many papers in big tourist markets have a weekly travel section. In addition to feature stories, the travel section carries many ads for particular tours and particular resorts. A person who has been intrigued by a general destination because of the colorful pictures on TV or travel posters could then find in the newspaper specific details about accommodation, tours, and prices.

Most magazines nowadays are directed to special interest groups. Some institutional advertising appears in magazines, but for the most part they carry advertising directed to the groups who read the magazines.

Another form of advertising is the brochure. It can be an elaborate pamphlet on glossy paper with beautiful color photographs, or a simple throwaway with a page of details for a tour. Tour operators distribute brochures and throwaways in large numbers to travel agents in the market area they are trying to reach.

A great deal of tourism advertising, especially of the institutional variety, stresses the destination, and in fact this is known as destination advertising. It is now generally accepted that the public does not really differentiate between one airline and another, no matter how pretty the stewardesses, how elaborate the meal service, or how brightly painted the aircraft. What the public is buying is essentially a destination, and that is what most of the airlines are emphasizing in their current campaigns.

Perhaps the most effective kind of tourism promotion is the one that cannot be manipulated by the industry. This is word of mouth, what one person says to another about his vacation. And this is indeed a major topic of conversation among people who travel. Like news stories, the results of word of mouth can

be good or bad. A recommendation of a resort or hotel by one family to another can significantly influence the choice people are likely to make. On the other hand, a bad report spread around by disgruntled tourists may sharply cut tourism. Word of mouth guarantees that the tourism industry will provide more or less what it promises. One might say that it is a powerful force in keeping the industry honest.

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. Fringe benefits such as paid vacations and longer weekends are an important factor in the growth of tourism.
2. There has been a great deal of efforts by the tourism industry to spread recreational travel more evenly throughout the year.
3. The only group within the tourism industry that carried on promotion is made up of the transportation companies.
4. Magazines and newspapers never carry stories or articles about tourism or travel.
5. Travel agents, airline employees, and other tourism industry personnel often receive free trips to resort areas so that they can get to know different tourist places.
6. Tourism promotion is equally spread throughout the world since all places generate a large volume of tourist traffic.
7. The different information media reach different groups of people.
8. Television time is cheap; thus, it is frequently used to advertise the details of specific tours.
9. Magazines are used to reach special interest groups with

both institutional advertising and information about particular tours.

10. All current airline advertising emphasizes in-flight services since it had been determined that this is what makes people want to fly.
11. Word of mouth has no influence on decisions that other people make about where to go on their vacations.
12. Word of mouth is helpful to the tourist because it helps to make the industry live up to its own advertising claims.

Creative task

Advertise your enterprise. Create a flyer/handbill/business card of your travel agency. Make sure it is colorful, unique and impressive. Tempt people to visit you and use your services!

For indefatigable students: advertise your enterprise in different ways – create a billboard, web-banner, TV commercial, etc.

Unit 10. Dealing with Customers

Lead-in

Group Discussion

Discuss the following issues:

1. What person will the customer remember?
2. Is the customer always right?
3. How to deal with complaints?
4. Do you agree that providing a high level of customer service, which can be referred to as “customer love”, is the only way to grow your business in these times? Why?
5. How can a travel agent determine the client’s needs?
6. What information is necessary to be collected in order to recommend a suitable destination?
7. In what way can the travel agent create a desire in the customer to buy the product?
8. How can a travel agency persuade the general public to have confidence in it?
9. Why is it important that all staff are well-groomed?
10. What is body language? What role does it play in dealing with clients?

Reading

Customer Relationship Management

Customer relationship management (CRM) consists of the processes a company uses to track and organize its contacts with its current and prospective customers. CRM software is used to support these processes; information about customers

and customer interactions can be entered, stored and accessed by employees in different company departments. Typical CRM goals are to improve services provided to customers, and to use customer contact information for targeted marketing.

From the outside, customers interacting with a company perceive the business as a single entity, despite often interacting with a number of employees in different roles and departments. CRM is a combination of policies, processes, and strategies implemented by an organization to unify its customer interactions and provide a means to track customer information. It involves the use of technology in attracting new and profitable customers, while forming tighter bonds with existing ones.

CRM includes many aspects which relate directly to one another:

- Front office operations — direct interaction with customers, e.g. face to face meetings, phone calls, e-mail, online services etc.
- Back office operations — operations that ultimately affect the activities of the front office (e.g., billing, maintenance, planning, marketing, advertising, finance, manufacturing, etc.).
- Business relationships — interaction with other companies and partners, such as suppliers/vendors and retail outlets/distributors, industry networks (lobbying groups, trade associations). This external network supports front and back office activities.
- Analysis — key CRM data can be analyzed in order to plan target-marketing campaigns, conceive business strategies, and judge the success of CRM activities (e.g., market share, number and types of customers, revenue, profitability).

Collaborative CRM

Collaborative CRM covers aspects of a company's dealings with customers that are handled by various departments within a company, such as sales, technical support and marketing. Staff members from different departments can share information collected when interacting with customers. For example, feedback received by customer support agents can provide other staff members with information on the services and features requested by customers. Collaborative CRM's ultimate goal is to use information collected by all departments to improve the quality of services provided by the company.

Customer Service

Customer service is the provision of service to customers before, during and after a purchase.

Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation.

Its importance varies by product, industry and customer; defective or broken merchandise can be exchanged, often only with a receipt and within a specified time frame. Retail stores will often have a desk or counter devoted to dealing with returns, exchanges and complaints, or will perform related functions at the point of sale.

Customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement.

Instant Feedback

Recently, many organizations have implemented feedback loops that allow them to capture feedback at the point of experience. For example, *National Express*, one of the UK's leading travel companies invites passengers to send text

messages whilst riding the bus. This has been shown to be useful as it allows companies to improve their customer service before the customer defects, thus making it far more likely that the customer will return next time.

Body Language

Body language is a form of non-verbal communication involving the use of stylized gestures, postures, and physiologic signs which act as cues to other people. Humans, unconsciously, send and receive non-verbal signals all the time. The technique of 'reading' people is used frequently. For example, the idea of mirroring body language to put people at ease is commonly used during interviews and deals. Mirroring the body language of someone else indicates that they are understood.

Examples list

- *Put your hands on your knees*: indicates readiness.
- *Put your hands on your hips*: indicates impatience.
- *Lock your hands behind your back*: indicates self-control.
- *Lock your hands behind your head*: states confidence.
- *Sitting putting a leg over the arm of the chair*: suggests indifference.
- *Legs and feet pointed to a particular direction*: the direction where more interest is felt.
- *Crossed arms*: indicates submissiveness.

Body Language Gestures and Sales

- **Negative evaluation**: touching the nose or scratching it is called “the negative evaluation gesture”; when someone takes it that means that he didn’t like what he just heard. If for example, you told your customer that a trip costs 1000 USD

and at the same moment he took this gesture, be sure that he didn't like the price. Talking further about the price will definitely result in losing the sale, so instead talk about the excellent time and rest he will get. Whenever you see this gesture while talking change the point you are talking about and shift to another one.

- **Positive evaluation:** positive evaluation is the opposite of negative evaluation, it happens when the person likes what he is hearing. The gesture can take many forms like rubbing his eye brows, scratching them, scratching the part of the forehead just above the eyebrows or pushing his glasses back in place. If you told your customer that a trip is worth 1000 USD then he took the positive evaluation gesture, make sure that he liked the price. Before leaving, tell him that he won't find such a price anywhere and this will really impress him because this is already his opinion.

- **The defensive position:** this is the most famous body language gesture; it is recognized by folding the arms and is sometimes accompanied by crossing the legs. The defensive position is taken when the person becomes offended and when he is not comfortable (you should use common sense to differentiate between both cases). Whenever someone takes the defensive position while talking try to be more flexible.

- **Tilted head:** a tilted head means that the person is interested in what he is listening to. If your customer was tilting his head while listening to you then keep talking because he is already interested.

- **Confidence:** clasping hands behind the back or in front of the body reflects confidence. If the customer took any of these confidence positions while talking to him, know that he knows a lot about what you are talking about so the debate may

not be on your side, change the topic or the point you are talking about until he releases his hands again.

- **Orientation:** if you found that the customer is not facing you directly (his shoulders are not parallel to yours) then he may want to leave or he may be in a hurry.

- **Evaluation:** if he started, touching his chin then he is evaluating what are you saying, keep talking, you are about to convince him.

- **Hands on mouth:** if he hides his mouth with his hands that means that he either wants to comment on what you are saying or either not convinced by what you are saying.

Personal Space

Generally, if you are closer than arm's reach, then you are in someone's personal space. To create more space in crowded areas such as elevators and bars, people often tense up and use their arms as protection. They will hold them close to their body – often crossed – and will also avoid eye contact. People guard their intimate space passionately, wherever it is, and do not appreciate others invading it. Respecting people's intimate space involves not invading it with objects like bags or jackets, or with body parts, unless they are welcomed. Intimate space is closer than 50 centimeters (1½ feet), social is from 50 cm to 1.5 meters (1½ to 5 feet), and casual (for strangers) is from 1½ to 3 meters (5 to 10 feet). These distances differ from culture to culture; in China for example, they are smaller.

Eye Contact

Eye contact shows interest and respect, and when talking about eye contact we mean positive eye contact which is usually 70 to 80% of the time and not all of the time.

Rapport Establishment

Establishing rapport is making the other person feel that there is something common between you and him or to make him feel that he knows you for a long period.

But how can you establish rapport in a short meeting that takes less than 15 minutes? This is very easy given that we will establish rapport on the unconscious level rather than the conscious level, you just need to convince the subconscious mind of that person that there is something common between you, and guess what, this something could be the body language and voice tone you use. When you mimic the body language of the other person he will unconsciously start to feel the same feelings of associated rapport establishment.

Of course you are not going to randomly mimic him, because he may consciously notice it, just follow the next steps:

- Try to notice his posture then make a move to be as close to it as possible.
- Few seconds later complete the move and take the same position as him.
- There is a great possibility that the person will take a new move, just wait a few seconds and repeat the previous steps.
- In addition to mimicking gestures you need to mimic his voice tone, tempo and even the stops he makes while talking.
- After a few gestures try to take a different position yourself and see if he unconsciously mimics you. If he did then the rapport establishment process was successful!

Vocabulary Focus

Match the words or word-combinations with their definitions.

1. Enhance	a. satisfy
2. Feedback	b. process of communication through sending and receiving wordless messages
3. Interaction	c. increase or further improve the good quality, value or status of sb/smith
4. Meet the expectation	d. that makes or is likely to make money
5. Mimic	e. make sb feel relaxed and confident, not nervous or embarrassed
6. Non-verbal communication	f. potential
7. Profitable	g. communication
8. Prospective	h. money that an organization receives from its business
9. Put at ease	i. advice, criticism or information about how good or useful smth or sb's work is
10. Revenue	j. copy the way sb speaks, moves, behaves; imitate

Additional Reading

Sales Conversation

All sales are made through the sales conversations.

A sales conversation is different from an ordinary conversation because it has an objective, an aim, which is to sell the product, and so must follow a set pattern which always includes the four elements in this order. These are rapport, questioning, presentation and commitment.

Rapport is the relationship which is built up with the customers. They must feel at ease in the sales environment and confident that the enquiry will be dealt with properly and in an appropriate manner. Of course, rapport must be maintained throughout your dealing with the customers, right through the sale and into any subsequent dealings. However it must be established before questioning can take place.

Why do we need to question the client? We need to establish the client's needs. We cannot sell a holiday if we do not know what type of holiday he wants. Sometimes clients will volunteer this information themselves, especially when they have already made their choice, have chosen the product they wish to purchase. But in a real sale your first task is to find out exactly what they are looking for and the best way to do this is to question effectively.

There are two types of questions: open and closed questions. The closed question is the one that invites a 'no' or 'yes' response. An open question is one that cannot be answered with 'no' or 'yes'. For instance: 'Do you prefer to travel first class?' is a closed question, whereas 'What kind of travel do you prefer?' is an open question. There are times when you will need to use closed questions, especially when you are checking information, but in the beginning you will find open questions

much more effective. They force respondents to give more information, to explain more fully what they require. In this way you are able to elicit what they really want to buy. An open question always begins with one of the seven W-words — so-called because they all contain the letter W: when, where, who, how, which, what and why.

To be able to sell your product you need to be able to establish what their material and human needs are. You'll discover the material needs by asking such questions as 'Who will be travelling?', 'How long for?', 'When do you want to go?' Human needs are catered for with 'what' questions: 'What sort of holiday do you want?', 'What are your hobbies?' Human needs as well as material needs must be part of your investigation before you suggest a holiday. Otherwise you will not have the whole picture and will not be able to make a sensible suggestion.

You must also establish the client's priorities. Everyone considers one part of their travel requirement to be the most important. These fall into four main types: people and their requirements, the place, the price and the period.

Concerning price: of course it is often difficult to talk about money. But everyone tries to keep within a budget and wants to feel that they are getting good value for their money. It's unwise to guess from a person's appearance his financial standing. That's why it is advisable to use questions such as 'What type of accommodation are you looking for?' and 'What price range do you have in mind?'

You will not need to ask the question 'why' unless you feel that it is necessary to persuade the clients to change their views as to the suitability of a resort or holiday. Before beginning the presentation stage you should always check the information and summarize the facts, then present the holiday you wish to

sell. Remember that when presenting the product, the particular holiday that the client is not buying the hotel bedroom but what it do for him. For instance, the client who buys a two-week holiday in a hotel in Sochi is not buying the hotel bedroom so he can admire the wallpaper but because it is near the beach, it has the facilities he needs to help him relax for two weeks.

So match the client's needs with the holiday on offer, and concentrate on the features of the facilities which the client requires. You may choose to show the client a hotel which has a whole host of facilities but do not draw his attention to all of them. It will only confuse. Instead, concentrate on those that will appeal to the client, those that you know he wants or would like. In order to make product sound attractive and appealing, ideally suited to his needs, be selective. If you include unnecessary information he may feel that this holiday is not suitable for him after all. So present the features in the brochure as benefits. A feature of a hotel is that it is only 200 meters from the beach, while a benefit to the client is the fact that he can get to the beach easily as it is only 200 meters away. By personalizing the product in this way you create a desire in the client to buy the product. It is not sufficient just to read out the facilities that the client requires out of the brochure. However it should be referred to. But do not read it out to the client; rather talk about the benefits to them as you point to photos of the hotel, the price chart, the temperature grids. Use it as an aid.

Then once the client shows signs of commitment, or desiring to buy, you should stop selling and close the sale. Remember that once the client agrees to the sale he is showing commitment.

There are some of the ways that travel agency can persuade the general public to have confidence in it and to use its

services.

Let's look first at staff appearance. It is important that all staff are well groomed; that their hair is neat and tidy, shoes cleaned and well polished, their uniform pressed. If a travel agent looks pleasant and professional, people will be more willing to approach him and ask for help. Many customers decide to come in on the off-chance because they have looked in the window and are impressed by what they have seen inside the shop.

Once they do approach the travel agent the way he reacts is also very important. It is not necessary what he says but how he looks, it's what is called body language. Our facial expression, the way we use our hands, our body to convey what we really feel. So a travel agent has to try to maintain good eye contact with his client. This shows that he is listening. If he looks away clients will think the travel agent is no longer paying attention to them. So he needs to lean forward a little as this also shows he is concentrating on what is being said. He doesn't have to lean back as this shows he is uninterested. And he has to try not to fidget, as it can be very irritating.

However, when a customer first walks into the agency he has to be given some personal space. Then the travel agent has to give the client his full attention.

Imagine you are a travel agent. Then you should remember the following. In order for the customer to feel that you and the firm are efficient and reliable, listen carefully, and if possible take notes so you can refer back to them later. Maintain a professional manner throughout: that is, remember that everything that client tells you is in confidence. Never talk about one client in front of others. He also expects you to be loyal to your company. So never blame anyone else for an

error, always give accurate information. If you are not sure of any of your facts, check them! Don't be afraid to admit if you don't know something but show that you are able to find out what is required. If you promise to find information, give it to the client at a later date, having told him when you intend to do so. And above all, remember that a client will remember the person, or the company, that not only does a good job, but who does something more than expected.

When you are dealing with complaints, you should listen carefully; be polite; and, except when it is absolutely necessary, don't comment until the customer has finished. Then, make a short, clear apology. After that you should repeat the complaint. This is to make sure that you have fully understood the problem and that there are no misunderstandings. When possible, you should also note down what the customer has said. Next, you should decide who will deal with the complaint. If it is not a serious one, you can deal with it yourself. You should explain to the customer the action you plan to take and tell him when it will be done. If you decide that a manager should handle the complaint, you should first inform him and then arrange a meeting between him and the customer.

Most businesses take complaints very seriously; but some complaints are more serious than others and some customers complain more than others. It is often the responsibility of an individual member of staff to deal with the problem. Sometimes, of course, it is necessary for the staff member to refer an unhappy customer to someone else, such as a manager.

Reading comprehension

Say what statements are true and what ones are false.

*Comment on the true statements and correct the false ones.
Prove with the text.*

1. A sales conversation is different from an ordinary conversation.
2. An open question is the one that invites a 'no' or 'yes' response.
3. It is always very easy to talk with clients about money.
4. The travel agent should match the client's needs with the holiday on offer, and concentrate on the features of the facilities, which the client requires.
5. The aim of a sales conversation is to sell the product.
6. The travel agent needs to find out the client's needs.
7. You will need to use open questions when you are checking information.
8. The travel agent must also establish the client's priorities.
9. It's wise to guess from a person's appearance his financial standing.
10. In order to make product sound attractive and appealing a travel agent has to be selective.
11. Rapport can be established after questioning customers. There is no need to establish it immediately at the very beginning of sales conversation.
12. Closed questions force respondents to give more information, to explain more fully what they require.
13. There are three parts of customer's travel requirement.
14. After the presentation of the holiday you wish to sell you should always check the information and summarize the facts.
15. Once the client agrees to the sale he is showing commitment.
16. A client expects a travel agent to be loyal to his company.

17. When you are dealing with complaints, you should listen carefully and comment while the customer is talking.
18. All complaints are equally serious and important.
19. Very few businesses take complaints very seriously.
20. Staff appearance plays no role in tourism business.
21. Maintaining eye contact with a client is considered to be a bad manner. A travel agent should look away in order not to embarrass the client.
22. The travel agent has to rush up to a customer the moment he walks in.
23. Never admit if you don't know something.
24. Always deal with complaints yourself.
25. Our facial expressions, the way we use our hands don't convey what we really feel.
26. Always talk about one client in front of others.
27. A client won't remember the person who does something more than expected.

Speaking

Role playing

Role playing is the dramatic enactment of a human conflict situation by two or more persons for the purpose of analysis by the group. Role playing is a good *method* when involvement of emotions aids in presenting the problem, in order to help members “experience” the other person’s point of view, identify themselves with a problem, or when trying to change attitudes. Role playing gains immediate interest, increases self-confidence of participants, helps members analyze situations, and creates the stage for problem solving.

Role play a sales conversation. You are a travel agent. A customer is trying to decide on a trip. Determine his needs and offer him a suitable tour/holiday. If you don't have the exact tour your client wishes, try to persuade him to buy the one you suggest. Make it real! Pay attention to every detail. Get into your role!

! Watch and listen carefully to other performances in order to be able to take part in the following discussion.

Discussion

After all performances discuss the each one:

1. Did you like the play? Was it real?
2. Was the sales conversation made successfully?
3. What professional skills of the travel agent have you noticed?
4. Has the travel agent fulfilled the requirements of sales conversation?
5. Was the customer sure of his wishes?
6. Has the travel agent determined the client's needs before advising on a suitable destination?
7. Have any of the client's desires been changed after the conversation with the agent? Why?
8. Were any body language techniques applied? What exactly?
9. If you were an owner of a travel agency, would you employ such travel agent? Why?
10. If you were a customer, would you return to such travel agent to buy another holiday? Why?

Questions for Module Control 2

1. What types of tour do you know?
2. What is independent travel?
3. What problems may an independent traveler encounter in trying to make the arrangements for his own trip?
4. What is packaged tour? What advantages does it have to the public? How do packaged tours overcome the problems that an independent traveler may face?
5. What is business travel?
6. What are the key points in organizing a conference or a training session?
7. In case you are asked to organize a conference, what should you clear up first of all?
8. What things will you have to think about, once you've found proper venue?
9. Should an agent work out a rooming list? Why?
10. What business facilities do many hotels offer?
11. Why is it advisable to get insurance in case of a trip abroad?
12. Do you benefit from selling your client a travel insurance package? How?
13. What will the client lose if he doesn't have insurance protection?
14. What are the roles of government in tourism?
15. Why does government usually pay lots of attention to development of tourism?
16. How can governments discourage incoming tourism?
17. What kinds of research in tourism can be done? What for?
18. What perspectives of development in tourism can you see?

19. What is promotion?
20. Does promotion really fuel the success of an enterprise?
Why?
21. What kinds of promotion can you name?
22. What are the media?
23. What are the printed media? What are the broadcast media?
24. What is word of mouth? What role does it play in tourism promotion?
25. What person will the customer remember?
26. Is the customer always right?
27. How to deal with complaints?
28. Do you agree that providing a high level of customer service, which can be referred to as “customer love”, is the only way to grow your business in these times? Why?
29. How can a travel agent determine the client’s needs?
30. What information is necessary to be collected in order to recommend a suitable destination?
31. In what way can the travel agent create a desire in the customer to buy the product?
32. How can a travel agency persuade the general public to have confidence in it?
33. Why is it important that all staff are well-groomed?
34. What is body language? What role does it play in dealing with clients?

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Appendix

World Tourism Statistics and Rankings

Most Visited Countries

The *World Tourism Organization* reports the following ten countries as the most visited in 2007 by number of international travelers. When compared to 2006, Ukraine entered the top ten list, surpassing Russia, Austria and Mexico. Most of the top visited countries continue to be on the European continent.

Rank	Country	UNWTO Regional Market	International tourist arrivals (2007)	International tourist arrivals (2006)
1	 France	Europe	81.9 million	79.1 million
2	 Spain	Europe	59.2 million	58.5 million
3	 United States	North America	56.0 million	51.1 million
4	 China	Asia	54.7 million	49.6 million

5	 Italy	Europe	43.7 million	41.1 million
6	 United Kingdom	Europe	30.7 million	30.7 million
7	 Germany	Europe	24.4 million	23.6 million
8	 Ukraine	Europe	23.1 million	18.9 million
9	 Turkey	Europe	22.2 million	18.9 million
10	 Mexico	North America	21.4 million	21.4 million

Most Visited Cities

Euromonitor released a ranking of the world's 150 most visited cities by international tourists in 2007. The following are the leading 15 cities, according to *Euromonitor's* ranking:




Most visited cities by international tourists in 2007 Top 15 ranking cities			
Ranking	City	Country	Number of intl. visitors (millions)
1	London	 United Kingdom	15.34
2	Hong Kong	 China	12.05
3	Bangkok	 Thailand	10.84
4	Singapore	 Singapore	10.28
5	Paris	 France	8.76

6	New York City	 United States	7.65
7	Toronto	 Canada	6.63
8	Dubai	 United Arab Emirates	6.54
9	Istanbul	 Turkey	6.45
10	Rome	 Italy	6.12
11	Barcelona	 Spain	5.04
12	Seoul	 South Korea	4.99
13	Shanghai	 China	4.80
14	Dublin	 Ireland	4.63

15	Kuala Lumpur	 Malaysia	4.40
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International Tourism Receipts

International tourist receipts were USD 96.7 billion in 2007, up from USD 85.7 billion in 2006. When the export value of international passenger travel receipts is accounted for, total receipts in 2007 reached a record of USD 1.02 trillion or 3 billion a day. The *World Tourism Organization* reports the following countries as the top ten tourism earners for the year 2007. It is noticeable that most of them are on the European continent, but the United States continues to be the top earner.

Rank	Country	UNWTO Regional Market	International Tourism Receipts (2007)	International Tourism Receipts (2006)
1	 United States	North America	\$96.7 billion	\$85.7 billion
2	 Spain	Europe	\$57.8 billion	\$51.1 billion
3	 France	Europe	\$54.2 billion	\$46.3 billion

4	 Italy	Europe	\$42.7 billion	\$38.1 billion
5	 China	Asia	\$41.9 billion	\$33,9 billion
6	 United Kingdom	Europe	\$37.6 billion	\$33.7 billion
7	 Germany	Europe	\$36.0 billion	\$32.8 billion
8	 Australia	Oceania	\$22.2 billion	\$17.8 billion
9	 Austria	Europe	\$18.9 billion	\$16.6 billion
10	 Turkey	Asia	\$18.5 billion	\$16.9 billion

International Tourism Top Spenders



The *World Tourism Organization* reports the following countries as the top ten biggest spenders on international tourism for the year 2007. For the fifth year in a row, German tourists continue as the top spenders.








Rank	Country	UNWTO Regional Market	International Tourism Expenditures (2007)	International Tourism Expenditures (2006)
1	 Germany	Europe	\$82.9 billion	\$73.9 billion
2	 United States	North America	\$76.2 billion	\$72.1 billion
3	 United Kingdom	Europe	\$72.3 billion	\$63.1 billion
4	 France	Europe	\$36.7 billion	\$31.2 billion
5	 China	Asia	\$29.8 billion	\$24.3 billion

6	 Italy	Europe	\$27.3 billion	\$23.1 billion
7	 Japan	Asia	\$26.5 billion	\$26.9 billion
8	 Canada	North America	\$24.8 billion	\$20.5 billion
9	 Russia	Europe	\$22.3 billion	\$18.2 billion
10	 South Korea	Asia	\$20.9 billion	\$18.9 billion





Most Visited Attractions

Forbes Traveler released a ranking of the world's 50 most visited tourist attractions in 2007, including both international and domestic tourists. The following are the Top 10 attractions, followed by some other famous sites included within the list of the 50 most visited: It is noticeable that four out of the top five are in North America.

Most visited attractions by domestic and international tourists in 2007				
Top 10 ranking tourist attractions				
World's ranking	Tourist attraction	Location	Country	Number of visitors (millions)
1	Times Square	New York City	 United States	35
2	National Mall and Memorial Parks	Washington, D.C.	 United States	25
3	Magic	Lake Buena	 United	16.6

	Kingdom	Vista, Orlando	States	
4	Trafalgar Square	London	 United Kingdom	15
5	Disneyland	Anaheim, California	 United States	14.7
6	Niagara Falls	Ontario & New York	 Canada &  United States	14
7	Fisherman's Wharf & Golden Gate	San Francisco, California	 United States	13
8	Tokyo Disneyland & Tokyo DisneySea	Urayasu	 Japan	12.9
9	Notre Dame de Paris	Paris	 France	12

10	Disneyland Paris	Paris	 France	10.6
Other selected famous destinations				
11	Great Wall of China	Badaling	 China	10
15	Louvre	Paris	 France	7.5
18	Eiffel Tower	Paris	 France	6.7
24	Hong Kong Disneyland	Hong Kong	 China	5.2
28	Universal Studios	Los Angeles	 United States	4.7
31	Grand Canyon	Arizona	 United States	4.4
36	Statue of	New York	 United	4.24

	Liberty	City	States	
37	Vatican City	Vatican City	 Vatican City	4.2
38	Sydney Opera House	Sydney	 Australia	4
39	The Colosseum	Rome	 Italy	4
42	Empire State Building	New York City	 United States	4
44	London Eye	London	 United Kingdom	3.5
47	Giza Pyramids	Cairo	 Egypt	3
50	Taj Mahal	Agra	 India	2.4

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**Видавництво Державного закладу
«Луганський національний університет
імені Тараса Шевченка»**
вул. Оборонна, 2, м. Луганськ, 91011. Тел./факс: (0642) 58-03-20