

Reading

Tourism: the biggest business in the world

1 Discuss these statements with a partner. Write T (true) or F (false).

- 1 One in fifty of all workers are employed in tourism related industries.
- 2 The number of international tourism arrivals will more than double between 2004 and 2020.
- 3 Tourists often worry about international security.
- 4 Tourism has only had a good influence on the modern world.

2 Read the article to check your answers.

Five Days' Trip to the West of England

COOK, Thomas Agnes, Leicester, has returned safely from the Excursion to announce a

HARMING EXCURSION

CHELTEHAM, GLOUCESTER,
BRISTOL,
EXETER & PLYMOUTH.

WEDNESDAY, JUNE 18, 1850,
SPECIAL TRAINS

THESE SPECIAL TRAINS AND LOUGHBOROUGH AND STATION, which may well be called and attached to a Table from Manchester, and proceed via Birmingham, to Bristol.

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TOURISM TODAY

Facts and challenges

Tourism is one of the biggest businesses in the world. There are nearly 800 million international tourist arrivals every year. It employs, directly or indirectly, one in fifteen of all workers worldwide, from A to Z, from airport cleaners to zookeepers, and includes bar staff, flight attendants, tour guides, and resort reps. It is a huge part of the economy of many countries – in countries such as the Bahamas, over 60% of the economy is based on tourism.

Tourism is a fast-growing business. When Thomas Cook organized his first excursion from Leicester to Loughborough in 1841, he probably didn't know what he was starting. Key developments in the last 150 years or so have led to the rise of mass tourism. There have been technological developments in transport, in particular the appearance of air travel and charter flights. There have been changes in working practices, with workers getting paid holiday time and working shorter and more flexible hours.

In recent years we have seen the growth of the Internet and globalization, making the world seem a smaller but very fascinating place. The tourism industry grows faster and faster each year. In 1950, there were 25 million international tourist arrivals. In 2004, the figure was 760 million, and by 2020 it is predicted to be 1.6 billion.

But what are the **challenges** today? The tourism industry is affected by many different things: international events, economic change, changes in fashion. New concerns and worries appear every year, for example as people become more worried about **security** and international terrorism, or as the value of their **currency** changes. But new destinations and new sources of tourists also seem to emerge every year.

Tourism survives. It is a powerful and sometimes dangerous force in the modern world. Tourism creates many good jobs and careers, but it also produces many poor and badly paid jobs. Tourism can help to protect environments and animal life, but it can also damage them. Tourism can save cultures and the local way of life, but it can also destroy them. Tourism can change countries – and people – for the better, but it can also change them for the worse.

Tourism is one of the biggest industries in the world. It is perhaps also the most important.



3 In pairs, answer and discuss these questions.

- 1 What do these numbers in paragraphs 2 and 3 refer to?
 - a 1841
 - b 25 million
 - c 760 million
 - d 1.6 billion
- 2 What are the four positive and four negative effects of tourism mentioned in the article?
- 3 How many jobs in tourism can you think of?

EXAMPLES

A is for airline check-in clerk.

B is for baggage handler.

C is for...

- 4 Which of the key developments in tourism do you think were the most important?
- 5 Can you think of some recent international events that have affected the tourism industry?
- 6 Do you think tourism is a positive or a negative influence in the world?

2. Extra-reading activity: 15 Jobs in the Tourism Industry

Tourism and related fields like hotels, personal services, and food services offer many great job opportunities for those who enjoy this kind of work. Working in tourism has lots of positives. For instance, you'll likely meet new people, help them, and make them happy during their holidays. If you like to help people with their travel plans, a job in tourism could be perfect for you.

In this article, we talk about jobs in tourism and list 15 jobs to help you find your ideal career.

What are tourism jobs? They are jobs in the travel industry. They range from planning trips to transportation and the services given once you arrive. These jobs often involve working with customers, managing details, and making sure people have fun.

Some of these jobs are all year round, while others may be just for a few months or weeks. There are also management jobs in tourism, which involve supporting travelers in different ways, often from an office.

Here are some examples of tourism jobs to consider:

Hotel Night Auditor – They work at night at hotel front desks, helping guests with check-in, answering questions, and more.

Chef's Assistant – They help the head chef in a kitchen with preparing food and keeping the kitchen clean.

Tour Guide – They take tourists to places like historic sites and museums, sharing detailed information.



Valet – They park guests' cars at places like hotels and make sure the cars are taken care of.

Hotel Housekeeper – They clean the hotel, including the rooms and common areas, to make sure guests have a nice stay.

Flight Attendant – They ensure passengers have a good and safe flight by helping them with their needs.

Concierge – They assist hotel guests by arranging transportation, activities, and other services.

Spa Manager – They manage the daily operations of a spa and help clients with their service choices.

Event Coordinator – They plan and organize special events like weddings or business functions.

Sommelier – They know everything about wine and help restaurant guests choose the perfect one.

Hotel General Manager – They oversee the whole hotel operation, making sure guests have a great stay.

Travel Agent – They arrange all parts of a trip for their clients, including transportation and places to stay.

Resort Manager – They manage resort facilities and work to provide a memorable experience for guests.

Hotel Sales Coordinator – They help guests book their stay and work on strategies to keep guests coming back.

Executive Chef – They lead a restaurant's kitchen team and are in charge of everything, from the staff to the food quality.

In conclusion, the tourism industry is a vibrant field brimming with diverse opportunities for those with a passion for service, travel, and cultural exchange. Whether your interest lies in the meticulous care of hotel management, the culinary arts of a chef, the informative role of a tour guide, or the dynamic environment of an event coordinator, there is a place for you. Each role is crucial in creating memorable experiences for travelers and contributing to the industry's success. As you consider these 15 tourism jobs, think about where your skills and interests align best. The right tourism career can offer not just a job, but a journey to new experiences and personal growth. So, take the leap, and you may just find the rewarding career you've been dreaming of in the vast and welcoming world of tourism.

1. Choose the best answer to the following questions:

1. What are tourism jobs?

A. Jobs in the travel industry that involve working with customers and managing details.

B. Jobs that require traveling to different places.

C. Jobs that only last for a few months or weeks.

D. Jobs that involve managing hotel operations.

2. *What is the role of a Hotel Night Auditor?*
- Assisting guests with check-in, answering questions, and more.
 - Helping the head chef in a kitchen with preparing food.
 - Taking tourists to historic sites and museums.
 - Parking guests' cars at hotels and taking care of them.
3. *What does a Flight Attendant do?*
- Helps guests book their stay and works on strategies to keep guests coming back.
 - Oversees the whole hotel operation, ensuring guests have a great stay.
 - Ensures passengers have a good and safe flight by assisting them with their needs.
 - Manages the daily operations of a spa and helps clients with their service choices.
4. *What does an Event Coordinator do?*
- Plans and organizes special events like weddings or business functions.
 - Knows everything about wine and helps restaurant guests choose the perfect one.
 - Manages resort facilities and works to provide a memorable experience for guests.
 - Helps guests with check-in, answering questions, and more.
5. *What is the role of a Hotel Sales Coordinator?*
- Assisting hotel guests by arranging transportation, activities, and other services.
 - Helps guests book their stay and works on strategies to keep guests coming back.
 - Oversees the whole hotel operation, ensuring guests have a great stay.
 - Takes tourists to historic sites and museums, sharing detailed information.
6. *What does an Executive Chef do?*
- Assists the head chef in a kitchen with preparing food.
 - Helps guests with check-in, answering questions, and more.
 - Leads a restaurant's kitchen team and is in charge of everything, from the staff to the food quality.
 - Manages resort facilities and works to provide a memorable experience for guests.
7. *What is the purpose of the conclusion in the text?*
- To provide a summary of the different tourism jobs mentioned.
 - To encourage readers to pursue a career in the tourism industry.
 - To explain the importance of cultural exchange in the tourism industry.
 - To list the skills and interests required for each tourism job.

2. *Mark sentences as true or false:*

1. Tourism jobs are limited to just hotels and travel agencies.
2. Working in tourism often involves meeting new people and helping them have a pleasant holiday.
3. Tourism jobs only involve working in an office environment.
4. A Hotel Night Auditor works during the day and assists guests with their inquiries.
5. Chef's Assistants are responsible for helping in food preparation and maintaining kitchen cleanliness.
6. Tour Guides usually work in outdoor settings like parks and natural reserves.
7. Valets are responsible for parking guests' cars and ensuring their safety.
8. Hotel Housekeepers are mainly responsible for the hotel's financial management.
9. Flight Attendants help ensure passengers' safety and comfort during flights.
10. A Concierge's job includes arranging transportation and activities for hotel guests.
11. Spa Managers typically work in gyms and fitness centers.
12. Event Coordinators specialize in planning tours and excursions.
13. Sommeliers are experts in wine and assist guests in selecting the best wine for their meals.
14. Hotel General Managers oversee the entire hotel operation.
15. Travel Agents mainly work in airport operations.