



## Industry Of The Month

### Tourism

Our monthly feature "Become An Insider" focuses on the lingo for a specific industry, business sector or area of a company. Our aim is to help you become familiar with some of the standard vocabulary in various areas and put you on the path to expanding your business English.

This month our focus is on tourism, one of the world's largest industries with a global economic contribution (direct, indirect and induced) of over \$7.6 trillion (2016). According to Statista, international tourist arrivals increased from 528 million in 2005 to 1.19 billion in 2015. Figures were forecasted to exceed 1.8 billion by 2030.

Can you match the English tourism term with the German translation?

- |                  |                |
|------------------|----------------|
| 1) destination   | A) Belegung    |
| 2) accomodations | B) Buchung     |
| 3) tour guide    | C) Reisebüro   |
| 4) occupancy     | D) Unterkunft  |
| 5) booking       | E) Ausflug     |
| 6) travel agency | F) Reiseziel   |
| 7) excursion     | G) Reiseplan   |
| 8) itinerary     | H) Reiseführer |

The solutions are on page 34.

#### Most popular tourist destinations in the world

Country	International tourist arrivals
1. France	82.6 mil
2. USA	75.6 mil
3. Spain	75.6 mil
4. China	59.3 mil
5. Italy	52.4 mil
6. UK	35.8 mil
7. Germany	35.6 mil
8. Mexico	35.0 mil
9. Thailand	32.6 mil
10. Austria	28.1 mil

\* Rankings are for 2016, compiled by the United Nations World Tourism Organisation

Select the correct term from the list above to complete the sentence.

- 1) Call the \_\_\_\_\_ and cancel my flight to London please.
- 2) What is your final \_\_\_\_\_ today sir?
- 3) Tomorrow we will have an \_\_\_\_\_ to Barcelona.
- 4) You will need a credit card to confirm your \_\_\_\_\_.
- 5) The price includes flight and hotel \_\_\_\_\_.
- 6) According to our \_\_\_\_\_, we arrive in New York at 3:00 pm.
- 7) I worked as a \_\_\_\_\_ in Berlin during the summer.
- 8) The hotel does not charge extra for single \_\_\_\_\_ of a double room.



The solutions are on page 34.

## Advanced reading comprehension

Much has been written over the past few years about the demise of the travel agency, given the wealth of Internet sources for arranging travel. Is the travel agent a dying profession?

Read the following excerpt from an article published in the USA Today on this topic. We highlighted some of the more advanced vocabulary. Afterwards, go to the Exercises section on **page 33** and try out the vocabulary quiz.

### Why travelers are returning to travel agents

Sure it was fun, **empowering**, and often money-saving in the early days, when online travel agencies like Expedia and Travelocity became a presence on the Web for price-shopping, and TripAdvisor, CruiseCritic and Hotels.com became **fonts** of reviews and opinions.

Now, though, your fingers are a little worn, you have a headache, you are confused about where to go and where to stay and wonder about safety and what else you don't even know to be concerned about. You're drowning in **TMI**.

And the **life raft** for an increasing number of travelers these days is a friendly, **flesh-and-blood** travel agent.

Yes, travel agents are still around, though their **ranks have been significantly reduced** since the Internet travel-booking sites began taking away business nearly 20 years ago. The US Bureau of Labor Statistics estimates that there are about 70,000 full-time travel agents in the United States today, compared with a high of 124,000 in 2000.

Those who were able to survive during the **DIY onslaught** adapted in various ways. Many trained to become specialists in various travel products — adventure, multigenerational/group, cruise, luxury.



## Become An Insider (pages 9 -10)

### Exercise 1

- 1) F      2) D
- 3) H      4) A
- 5) B      6) C
- 7) E      8) G

### Exercise 2

- 1) travel agency      5) accommodations
- 2) destination      6) itinerary
- 3) excursion      7) tour guide
- 4) booking      8) occupancy

### Quiz

empowering = enabling

font(s) = a good source

TMI = too much information

life raft = solution

flesh-and-blood = physical, real

to reduce the ranks = decrease the quantity of

DIY = do it yourself

onslaught = attack