

Pre-reading task



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



GUESS THE MEANING OF THE WORDS

generate, v.
merchandising, n.

unskilled, adj.

recreation attendant

employee, n

front-desk employee

tour conductor

guide, n.
social director

caterer, n.

goodwill, n.

track record

freelancer, n.

hire, v.

assignment, n

be in charge of
rep, n.

office junior

high school diploma

bachelor's degree

background, n.

be engaged in
expertize, v.

be designated as

be responsible for

settle up, ph. v.

allocation, n.
foodstuffs, n.
locality, n.

part-time job
points of interest
setting, n.
supervise, v.

ASPECT 1

«...»

ASPECT 2

«...»

ASPECT 3

«...»

JOBS IN TOURISM

ASPECT 4

«...»

ASPECT 5

«...»

ASPECT 6

«...»



ASPECT 1
«CANDIDATES»

ASPECT 2
«EDUCATION»

ASPECT 3
«QUALITIES»

JOBS IN TOURISM

ASPECT 4
«PURPOSE»

ASPECT 5
«FREELANCE»

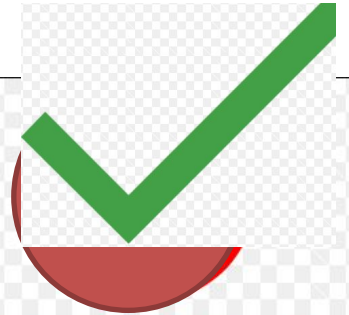
ASPECT 6
«MOST
PRESTIGIOUS»

GUESS WHAT THE TEXT WILL BE ABOUT BY LOOKING AT THE GRAPHS

THEN READ THE TEXT AND COMPLETE THE MISSING PARTS

JOBS IN T

ASPECT 1 «...»



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

1)



2)



3)



JOBS IN T

ASPECT 2 «»

Tourism *generates* an enormous number of various jobs that are not sometimes considered to be within the industry itself, like jobs in *merchandising*, catering or in construction. Lots of jobs in this field can be referred to *unskilled* that do not require more than a high-school degree: dish washers, janitors or cleaners. Other positions may call for vocational training, so-called semi-skilled, like a waiter, a bartender or a *recreation attendant*. And finally, the tourism sector needs different skilled *employees*, viz. travel agents (consultants) or tour operators that call for a special college degree. Generally speaking, the more education you have, the better post you'll be able to move up within a company or start a business of your own. People who hold jobs of this kind include travel agency employees, ticket and reservation agents, airline flights personnel, *front-desk employees* in hotels, *tour conductors* or *guides*, *social directors*, *caterers*, waiters, and so forth.





JOBS IN T

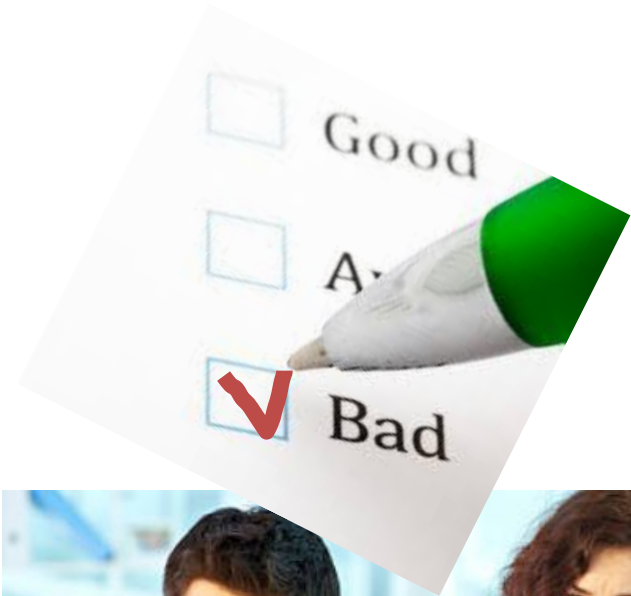
ASPECT 3 «»



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

JOBS IN T

ASPECT 4 «»



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

JOBS IN T

ASPECT 5 «»





Touching upon the careers in the tourism business one cannot help mentioning travel writers who fill an important place in publicizing industry. Many of them are *freelancers*: self-

employed people who are not employed continuously but *hired* to do specific *assignments*. Usually they sell their articles to any publication that is interested in them. There is also a small industry involved in writing and publishing travel guidebooks.

JOBS IN T

ASPECT 6 «»





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

TASK

IMAGINE YOU ARE ...

TELL ABOUT YOUR JOB.

GET THE INFORMATION FROM THE TEXT ONLY.