

What is the WTO?

The World Trade Organisation (WTO) is the only global international organisation dealing with the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments. The goal is to help producers of goods and services, exporters, and importers conduct their business.

The WTO, which was established on January 1, 1995, is located in Geneva, Switzerland. It has 141 members (countries), 500 secretarial staff and the head of the organisation is director-general. (Mike Moore).

International tourism organisations:

IATA - International Air Transport Association (Mezinárodní sdružení leteckých dopravců)

WTO - World Tourism Organisation (Světová organizace cestovního ruchu)

International travel agencies / organisations:

WATA - World Association of Travel Agencies (Světové sdružení cestovních kanceláří)

UFTAA - Universal Federation of Travel Agents Associations (Všeobecná federace sdružení cestovních kanceláří)

ASTA - American Society of Travel Agencies (Americká společnost cestovních kanceláří)

International Credit Organisations - Credit Cards

There are a number of what might be called all-purpose cards. Among these are the bank cards and the travel and entertainment cards. Visa Card and Master Card are the best known bank cards. Travel and entertainment cards are issued by the corporations that own them. The most prominent are American Express, Carte Blanche, and Diners Club. Originally intended for charging travel expenses and restaurant meals, they can now be used for many other kinds of purchases.

Travel cards demand full payment within a month of purchase except for the charging of airline tickets, cruises, and a few other types of purchases.

Comprehension check

After reading text B briefly answer (up to 10 words) questions 1-3.

- 1. What two organisations does the abbreviation WTO stand for?
2. What can travel and entertainment cards be used for?
3. What is the main objective of the World Trade Organisation?

Vocabulary feedback

EXERCISE 1

Read the sentences below and choose the correct word to go in the gap in each one.

- 1. Many salesmen work on a) appropriation b) commission c) wage

- 2. We are doing a survey of business a) transfers b) translators c) travellers

- 3. He paid by a) credit card b) bank account c) money

- 4. There is a lot of a) publishing b) publicity c) public

- 5. Our firm will be able to supply all your a) resolutions b) reservations c) requirements

- 6. The best agents have access to the world's most advanced a) travel reservation system b) travel information system c) travel research system

EXERCISE 2

Match the words in the left column with their definitions in the right column.

- retailer: advertising or information about tourism in the newspaper, on TV, etc.
intermediary: something that is needed or ordered
prospective traveller: a small plastic card that allows you to buy something and pay for it later
commission: a company that sells goods or services
vendor: a person who is expected to travel in the future
travel agency: something good to receive, an advantage
benefit: someone who works with two people (or a group) to help them agree on something important
credit card: money given to someone when they sell something
tourism publicity requirement: a person who sells products to the public
a company that makes travel arrangements for people

EXERCISE 3

Read the sentences 1-6 and fill in the gaps with the words below.

- 1. The agents can find the most current and accurate information on the Net.
2. The staff receive 5% commission on everything that they sell.
3. I spent a year travelling around Asia.
4. You have the benefit of fast accurate information on fares and schedules.
5. Travel agency is paid commission by those whose travel information they sell.
6. some travel agencies or information centres.

Listening

You will hear the interviewer talking with a representative of the BTA (British Tourist Authority) about promoting tourism in Great Britain. For questions 1-10, fill in the missing information.