

EXERCISE 2

Complete each sentence with a word from the list.

tourist facilities boards promoting tourism industry
tourist destination (used 2x) tourism British Tourist Authority (BTA)

1. With something to offer everyone, it's hardly surprising that Britain is one of the world's leading _____.
2. Britain's _____ is big business. 53 billion pounds each year and it is growing all the time.
3. _____ has accounted for one in six of all new jobs created in the last 10 years.
4. The Government-supported _____ and separate tourist _____ for England, Scotland, Wales and Northern Ireland are responsible for _____ Britain as a _____.
5. The tourist board for Scotland, Wales and Northern Ireland encourage the development of _____ in Britain.

EXERCISE 3

Match the words with their definitions.

tourism Official group of persons overseeing tourist organisation
traveller The industry dealing with tourists
internal tourism Tourism intended for one person
individual tourism A person who travels
tourism board Services offered to customers in addition to basic services
complementary service Tourism within a country

Listening

You will hear part of a travel programme, in which a reporter talks about the Scottish Tourist Board. For questions 1-5, fill in the missing information.

- Alice is introducing:
1. _____
 2. _____ and 4. _____
 3. _____
 5. _____
 6. _____ is also promoted.

Vocabulary reference

This section comprises vocabulary related to the main topic in this unit.

tourism [tuərizm] cestovní ruch
international domestic tourism [ɪntə'næʃnəl, dɒ'mestɪk tuə'ɪzəm] mezinárodní / domácí CR
traveller [trævelə] cestující, cestovatel
international tourism [ɪntə'næʃnəl tuə'ɪzəm] mezinárodní turismus
service [sɜ:vɪs] služba
package [pækɪdʒ] balík služeb

passenger insurance [pæʃənədʒə 'ɪnʃʊərəns] cestovní pojištění
organised tourism [ɔ:gənə'raɪzd tuə'ɪzəm] organizovaný cest. ruch
unorganised tourism [ʌn'ɔ:gənə'raɪzd tuə'ɪzəm] neorganizovaný CR
individual tourism [ɪn'dɪvɪdʒuəl tuə'ɪzəm] individuální CR
group tourism [gru:p tuə'ɪzəm] skupinový turismus
recreational tourism [rɪk'reɪʃnəl tuə'ɪzəm] rekreační turismus

congress tourism [kɒŋ'ɡres tuə'ɪzəm] kongresový turismus
health tourism [helθ tuə'ɪzəm] léčebný turismus
cycle-touring [saɪkl tuə'ɪzəm] cykloturistika
destination [des'tɪnəʃn] cílové stanice
complementary service [kɒm'plɪ'mentəri se:vɪs] doplňková služba
guide [gaɪd] průvodce
tour manager [tuə mænɪdʒəl haʊnt] průvodce
recreative tourism [rɪk'reɪtɪv tuə'ɪzəm] rekreační turismus
itinerary [ɪ'tɪnərɪtəri] itinerář, úseň, výlet, plán cesty
client [klaɪnt] zákazník
MTA-Mountain Tourist Organization [maʊntən tuə'ɪst ɔ:gənə'zɪʃn] Národní organizace CR
visitor [vɪzɪtəl] návštěvník
basic services [beɪsɪk se:vɪs] hlavní služba
tourism publicity [tuə'ɪzəm pʌb'lɪsɪtɪ] propagace CR
tourist centre [tuə'ɪst sentə] středisko CR
special interest tourism [speʃl ɪntəs tuə'ɪzəm] tematický CR
tour-operator/tourorganiser [tuə'ɔ:pə'reɪtə, tuə'ɔ:gənə'zɪs] touroperační / organizátor
touroperator

at-inclusive [ɔ:t ɪn'klu:sɪv] komponenta soubor služeb
guide-manager [gaɪd mænɪdʒəl] průvodce, skupinový
hiking [haɪkɪŋ] pěší turistika
inclusive tour [ɪn'klu:sɪv tuə] zájezd s komponentní
službami
information centre [ɪnfə'meɪʃn sentə] informační středisko
low cost travel [ləʊ kɒst trævəl] sociální CR
to be interested in [ɪn'teresɪd] zájmem se o
to be organised [ɔ:gənə'raɪzd] být organizovaný
to be available [ə'veɪləbəl] být k dispozici
to satisfy [sætɪsfaɪ] uspokojit
to set [set] stanovit
to develop [dɪ'veləp] rozvinout
to be responsible for [rɪ'spɒnsəbəl fɔ:] být odpovědný za
to encourage [ɪn'kʌrɪdʒ] podporovat
to present [prɪ'zent] představit, předvést
to be accessible [ək'sesəbəl] být přístupný
to expand [ɪk'spænd] rozšířit se
to be offered [ɔ:fəd] nabízet
to establish [ɪ'stæbəlɪʃ] zřídit
to promote [prə'məʊt] propagovat
ecogourism [ekəʊ'tuə'ɪzəm] ekoturistika
ecotourism [ekəʊ'tuə'ɪzəm] ekoturistika
high season [haɪ si:zn] hlavní sezona
low season / off season [ləʊ si:zn, ɔ:f si:zn] mimosezona

OUTBOUND STAYING ONE DOMESTIC INBOUND

LEISURE NEAR BUSINESS

The World Tourism Organisation's Classification of Tourism

- Tourism comprises the activities of persons travelling to and (a) in places outside their (b)
 (a) consecutive (d) for (e) , (f) and other purposes.
 (g) involves residents of a given country travelling only within their own country.
 (h) involves residents of one country travelling to another country.
 (i) involves residents of one country travelling to another country.