

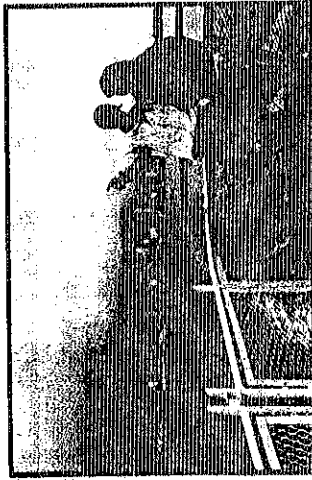
TRAVEL AGENT, TOUR COMPANIES AND INTERNATIONAL TOURISM ORGANISATIONS

Company Information

A travel agency can arrange the simplest reservation or the most complicated itinerary, and save money. For example, when you call an airline, hotel or other travel vendor, you get only one price for that trip. When you use a travel consultant who views all travel vendors simultaneously, you get the lowest possible price for that itinerary.

The travel agency is paid a commission from the vendors for selling their travel products and therefore you are not charged anything additional by using its services. A full service travel company can satisfy all of your business and personal travel needs such as last minute tickets for the most complicated itinerary.

A travel agency is usually staffed by highly trained travel consultants experienced in all areas of travel. A technologically advanced travel company is capable of searching numerous resources at the same time enabling the travel agent to find the lowest possible price for your vacation that best suits your budget, tastes and requirements.



Leisure travel – many travel agencies tend to specialise in one segment of the travel industry. They are committed to helping meet the ~~arrange~~ of your travel requirements. They work to put world's finest travel suppliers enabling ~~them~~ to put a complete vacation experience together ~~for~~ you.

Airline tickets – a travel agency is equipped with the most advanced automated reservation system in the world which ensures you ~~see~~ the benefit of fast, accurate information on ~~the~~ and schedules.

Cruises – the hottest new trend in the travel industry is cruising. It is the most exciting vacation available today! Accommodations, entertainment and transportation are all rolled into one package. But ~~each~~ cruise line has its own personality and travel agents are experienced in matching a cruise to your ~~personal~~ interests.

Corporate travel – can provide you and your company with a complete travel management, consulting and corporate services package. A travel company can handle all your business travel needs including tickets, hotel, car reservations, travel expense reports and more. All of your travel preferences such as your preferred hotel or limousine company as well as your frequent flier or preferred client status will be accessed each time a reservation is made for you and your company.

Incentive travel – incentives are the best tool to achieve your company's goals and sales, productivity and profit. And the reward of travel has always been one that motivates employees to make that extra effort.

Insurance – a travel agency works with the travel industry's most respected insurance companies. It can customise an insurance package that will meet your requirements and budget. Every travel agency always recommends purchasing travel insurance for your protection.

Comprehension Check

For questions 1–10 tick whether the statements are true or false.

- Travel agency is an agency that makes travel arrangements for tourists or other travellers as transportation, hotels, itineraries, etc. **T F**
- Travel agency can satisfy all of your business and personal travel needs if it is paid high commission. **T F**
- Travel agency is paid a commission from clients. **T F**
- Many travel agencies tend to provide tourists with all segments of travel industry. **T F**
- Advanced reservation systems ensure that the agents are able to search fares and travel information at rapid speed. **T F**
- The hottest new trend in the travel industry is leisure travel. **T F**
- Travel company can handle all business travel needs including tickets, hotel, car reservations, etc. **T F**
- Incentive travel stimulates employees to work harder. **T F**
- Travel agency recommends purchasing travel insurance for your pleasure. **T F**
- Travel consultant is a highly trained expert who gives the client professional advice. **T F**

PROMOTING BRITAIN

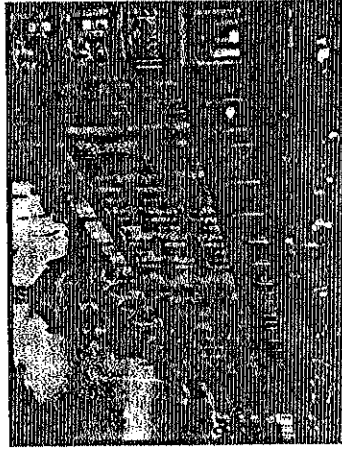
The tourist boards promote Britain to 1. _____ and 2. _____ customers.

A new campaign "Britain for Walkers" encourages visitors to discover 3. _____.

TICs are operated by 4. _____.

The functions of regional and area tourist boards include producing 5. _____ and attending 6. _____.

After listening to the conversation, try to summarise all the information given.



Vocabulary Exercise

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

travel agency [travɪ ɛdʒənsɪ] cestovní agentura
 retailer [rɪteɪlə] prodejce
 intermediary [ɪntə'mɪdiəri] prostředník
 prospective traveller [prɒ'spektɪv trævələ] budoucí cestovatelka
 component [kəm'pəʊnnt] složka
 obtain [əb'teɪn] obdržet
 commission [kəmɪ'sɪʃn] provize
 wares [pʰaʊə] [weəz] zboží
 deal in sth [di:l ɪn] obchodovat s čím
 deal with sb [di:l wɪð] jednat s kým
 vendor [ven'dɔ] pouliční/stánkový prodejce
 simultaneous [sɪm'teɪniəs] současně, zároveň
 travel product [travɪ prɒdʌkt] produkt cest. ruchu
 to be charged [tə be tʃɑ:dʒ] účtovat (poplatek)
 last minute [lɑ:st mɪnɪt] [tɪkɪt] [tɪkɪt] na poslední chvíli
 to be staffed [stɑ:fɪd] být obsazen
 experienced [ɪk'spɪəriənsɪd] zkušený
 capable [keɪpəbəl] schopný
 search [sɜ:tʃ] zkoumat
 resource [rɪ'zɔ:s] zdroj
 to be committed to [tə be kəmɪ'tɪd] zavázaný, rozhodnutý

benefit [benɪfɪt] výhoda
 corporate travel [kɔ:pə'reɪt trævɪ] firemní/služební cestování
 insurance company [ɪn'sʊərəns kəm'pənɪ] pojistovna
 customise [kʌstəmaɪz] přizpůsobit
 purchase [pɜ:tʃəs] koupě
 agreement [ə'grɪmənt] smlouva, dohoda
 negotiate [nɪ'gəʊʃeɪt] sjednat
 bulk [bʌk] většina
 credit card [kredɪt kɑ:d] úvěrová karta
 corporation [kɔ:pə'reɪʃn] společnost
 travel reservation system [trævɪ rɪ'zɜ:vəʃn sɪstəm] rezervací turistický systém
 travel information service [trævɪ ɪn'fɔ:mɪʃn se:vɪs] turistický informační systém
 international credit organisation [ɪntə'næʃənl kredɪt ɔ:gənə'zɪʃn] mezinárodní úvěrová organizace
 world tourism organisation [wɜ:ld tuə'ɪzəm] světová turistická organizace
 tourism publicity [tuə'ɪzəm pʌb'lɪsɪtɪ] propagace cest. ruchu
 convention [kən'venʃən] kongres
 to access [ə'kses] dosáhnout, získat
 to handle [hændl] řešit, vypořádat se s
 additional services [ə'dɪʃənl se:vɪs] doplňkové služby