

Components of the Travel Industry

1. The individual traveller is concerned about where to go, how to get there, where to stay, where to eat, and what to see. The travel industry is organised to meet these concerns in a variety of ways: travel agents and tour companies, transport companies, hotel reservation systems, ground transport companies, restaurant reservation systems and local or national tourism boards.



2. The first interest in the mind of the prospective traveller is where to go and what to see. The mass of information available to satisfy the traveller's curiosity is almost unlimited. Nearly every nation has a national tourism board. Business activities in tourism have been fully liberalised. The Government is keen to encourage tourism and state policy is directed to support development of the various regions. The Czech Tourist Authority (CTA) is responsible for promoting the Czech Republic and raising its profile both at home and abroad. CTA branches were set up in Amsterdam, Berlin, Brussels, London, Milan, Moscow, New York, Paris, Rome, Tokyo, Toronto, Vienna and Madrid. Visitors to Prague may use CTA services on the Old Town Square.

The structure of the services, which satisfy the needs of participants in tourism, is heterogeneous. This structure enables the services to be classified into two main groups (according to the importance of the consumers' demands) - **basic services and complementary services.** Basic services include transportation, accommodation and catering, while complementary services incorporate spa-services, congress services, services in rural tourism, guided tours, socio-cultural services (galleries, theatres, museums), sport-recreation services, money-changing services, insurance services and many others.

Comprehension check

After reading the article "Components of the Travel Industry" choose the most suitable heading from the list A-D for each part 1-3 of the article. There is one extra heading which you don't need to use.

- A Tourism board and its responsibility
- B Special-purpose destinations
- C The classification of tourism services
- D Meeting individual traveller's concerns

Supplementary reading B

Tourism in the Czech Republic

The Czech Republic is easily accessible, particularly for visitors from European countries. Other tourists coming from more distant continents can use the services of the Prague airport. Other development plans for airports in Brno, Ostrava and Karlovy Vary have been proposed.

Most foreign tourists come to the Czech Republic by roadway. The existing motorway network is being expanded. Visitors are offered services of well-known car-rental companies.

The Czech government has decided to build special rail corridors which will enable high quality linkage with the European railway network.

The Czech Republic offers its visitors a wide selection of tourist attractions. There are over 2000 castles and chateaux alone. Ten percent of those are open to the public. Many Czech towns and cities are proud of their historical centres. Prague, Český Krumlov, Telč and Kutná Hora appear on the UNESCO World

Nature lovers will appreciate the possibility to enjoy both summer and winter sports. The National Parks Křtovoš, Šumava, Podyjí and České Švýcarsko were established to protect rare and valuable plant and animal life. Wildlife regions offer many opportunities for sport and tourism, game hunting, angling or fishing. The country is dotted with over 20,000 lakes and more than forty water basins. Hilly regions are particularly suitable for tourists wishing to spend their holiday at family farms. In fact, agro-tourism is becoming an important part of the Czech tourism industry. Some visitors may be attracted by the country's numerous spas and spa towns. Many of them have been internationally known for a long time. Major events promoting tourism, held in the Czech Republic, include international fairs and exhibitions. The second largest city, Brno, hosts an international tourism fair "GO", presenting a wide range of tourism services by domestic and foreign agencies and tour operators. "Regiontour", the exhibition of regional tourism, has become a part of the fair.

Every year Prague hosts "Holiday World", the Central European Tourism Fair, together with an exhibition featuring individual Czech regions known as "Region World".

Comprehension check

For questions 1-3, choose the answer (A, B or C) which you think fits best according to the text.

1. Most foreign tourists come to the Czech Republic
 - A by plane (the Prague airport is being enlarged in order to provide passengers with greater comfort)
 - B by train (new corridors are being built)
 - C by car or coach (existing motorway network is being expanded)
2. Nature lovers will appreciate
 - A 2000 castles and chateaux
 - B the renowned spa town of Karlovy Vary
 - C the National parks where valuable plant and animal life is protected
3. "Regiontour" is
 - A the exhibition of foreign agencies in Prague
 - B the exhibition of regional tourism held in Brno
 - C the exhibition of domestic tourism held in Prague

Vocabulary feedback

EXERCISE 1

Read the sentences and decide which word or phrase (A, B or C) best fits each space.

- 1) The Czech Republic is easily _____ particularly for visitors from European countries.
 - A) accessible
 - B) gained
 - C) obtained
- 2) The Government is keen to encourage _____.
 - A) hiking
 - B) tourism
 - C) hitchhiking
- 3) Nearly every nation has a national tourism _____.
 - A) head office
 - B) board
 - C) headquarters
- 4) CTA _____ were set up in many countries.
 - A) tributary
 - B) subsidiary
 - C) branches
- 5) _____ services include for example congress services and money changing.
 - A) Complementary
 - B) Subsidiary
 - C) Accessory
- 6) _____ is becoming an important part of the Czech tourism industry.
 - A) Agro-tourism
 - B) Eco-tourism