The following pages will give you a sampling of the two most widely used travel and tourism textbooks: *Travel Career Development* and *Exploring the World*.

Hundreds of thousands of students have used these as a key to unlocking a career in the travel industry.
Travel Career Development

Hundreds of thousands of students have used Travel Career Development as a key to unlocking a career in the travel industry. It is widely used as a core text in survey courses, as an office reference for new employees, and as the centerpiece for various programs on specific aspects of the travel industry. The ninth edition provides a systematic, comprehensive overview of the travel and tourism industry. Its content is organized into four parts:

Part 1: Exploring the World of Travel sets the foundation for the rest of the book, introducing students to basic concepts and topics.

Part 2: The Travel Product examines the key sectors of the travel industry one by one.

Part 3: Marketing Travel provides both an overview of basic principles and a discussion of effective practices for selling travel products.

Part 4: The Travel Workplace gives a practical introduction to key aspects of working in the travel and tourism industry. It discusses the essential tasks of communicating and managing money in travel offices and the operation of home-based travel businesses. It also offers guidelines for finding employment and building a successful career.

Contents

Chapter 1: Overview of the Travel and Tourism Industry
Chapter 2: Geography and International Travel
Chapter 3: Using Technology
Chapter 4: Air Travel
Chapter 5: Ground Travel
Chapter 6: Accommodations
Chapter 7: Cruises
Chapter 8: Tours and Packages
Chapter 9: Marketing
Chapter 10: Making a Sale
Chapter 11: Specialized Sales
Chapter 12: Communications
Chapter 13: Money Matters
Chapter 14: Home-Based Agents
Chapter 15: Finding Employment
Chapter 16: Building a Career
Travel Career Development: Learning Aids

Travel Career Development includes several special elements:

**Chapter outline and questions.** Each chapter opens with a general outline of the chapter, including the key question(s) addressed by each major section of the chapter.

**Objectives.** Numbered objectives appear at the beginning of each chapter, giving students a framework and a set of goals to use as they begin their reading.

**Check-Up.** Each major section of the chapter ends with a brief review, encouraging students to check that they have mastered key points in the section before they move on.

**Chapter Wrap-Up.** Each chapter ends with a section that provides (1) a summary of the chapter’s key points organized by the numbered Objectives listed at the beginning of the chapter; (2) a list of the chapter’s key terms; and (3) questions for review and discussion.

In addition, numerous lists, tables, and figures throughout the book highlight key points, provide supplementary information, and use graphs or illustrations to help illuminate points in the text.

Travel Career Development: Special Features

To enhance interest and emphasize key themes and skills, the text also includes these special features:

**Close-Up: On the Job.** This feature provides personal accounts of what particular travel jobs are like day to day. Included are such varied positions as an intern in a travel agency and a tour escort.

**Close-Up: Careers.** This feature, which appears in Chapters 1–8, supplements the discussion of careers in Chapters 1, 15, and 16. Each Close-Up: Careers focuses on one segment of the travel industry and gives typical job descriptions and the requirements for selected positions.

**Close-Up: Selling.** Appearing in Chapters 2–8, this feature focuses on the selling and customer service skills needed when dealing with particular travel products and provides supplementary information and tips.

**On the Spot.** Realistic cases put students in the position of travel professionals, inviting them to apply the discussion in the text to situations and problems encountered by industry professionals in their daily work. Each On the Spot includes recommendations for dealing with the scenario presented.
The third edition of *Exploring the World* is designed to serve the needs of students planning careers in the travel, tourism, and hospitality industry. The book presents information about the most commonly requested destinations from the viewpoint of professionals working in the industry. The third edition helps readers find answers to the following questions:

**Where?** Where is the destination? How does the traveler get there? What forms of transportation are available? How is the destination related to others in the region? With maps and Website cues enhancing the presentation of the material, this book helps the reader explore destinations throughout the world.

**Who?** Who is the destination suited for? The vacationer? The corporate traveler? The special-interest devotee?


**When?** When is the best time to go? How is it possible to mesh the traveler’s interests with a destination’s climate and weather patterns? For example, a skiing vacation is available twelve months of the year with help from the professional who knows travel geography.

**What?** What attractions/detractions will the traveler find? How does the destination’s history affect its present? What can the traveler do at the destination? What about personal safety and security issues? Will there be suitable accommodations?

**The aims of this edition are**

- To stimulate students’ imaginations and build on their spirit of adventure and love of travel while developing geographic literacy.
- To give information about the world’s most-visited destinations plus an overview of less popular locations.
- To help students match travelers and destinations and develop informed selling skills.
- To give students hands-on practice in using traditional print and contemporary electronic resources.
- To increase students’ familiarity with using maps to locate destinations and to help them understand the unique geographic information that can define a particular area.
Exploring the World Contents

Chapter 1: Destination Geography
Chapter 2: The Eastern United States
Chapter 3: The Midwest
Chapter 4: The Western States, Alaska, and Hawaii
Chapter 5: Canada
Chapter 6: Bermuda and the West Indies
Chapter 7: Mexico and Central America
Chapter 8: South America and Antarctica
Chapter 9: The British Isles
Chapter 10: Northern Europe
Chapter 11: Eastern Europe
Chapter 12: Southern Europe
Chapter 13: Africa and the Middle East
Chapter 14: Asia
Chapter 15: The Pacific

Coverage and Organization

Exploring the World is divided into fifteen chapters. Chapter 1 reviews the fundamentals of geography, both physical and cultural. Chapters 2–4 are devoted to the United States; Chapters 5–8 examine Canada, Bermuda, the Bahamas, the Caribbean islands, Mexico, Central America, and South America. Chapters 9–12 explore Europe, and Chapters 13–15 look at destinations in Africa, the Middle East, Asia, and the Pacific.

To facilitate learning, Chapters 2–15 follow a similar path. Each chapter

• Begins by giving the reader an overview (“The Environment and Its People”) of the region’s physical environment and historical background.

• Includes sections that describe specific destinations and their attractions, emphasizing what travelers are likely to want to see and do.

• Examines issues in the “Planning the Trip” section that arise during preparation for travel. It emphasizes the need for current documentation information, the best time to travel, information travelers need to know for their safety and security, and choices for transportation and accommodations.

• Concludes with a section that briefly discusses countries that are less popular destinations.
Today’s Travel/Tourism Industry and Its Segments

Millions of people now have the time, money, motivation, and means to travel, whether for pleasure or business. A complex industry has evolved to promote travel and to serve the needs of travelers. There are many segments of the industry; however, the main segments fall into three major categories: suppliers, distributors, and supporting organizations (see Figure 1.2).

- **Suppliers** own the goods and services that travelers use, including transportation, food, shelter, entertainment, and attractions. Airline and railroad companies, car rental companies, hotels, and cruise lines—all are major suppliers. Restaurants, nightclubs, museums, theaters, and others also may be considered suppliers, though on a smaller scale.

- **Distributors** act as intermediaries between suppliers and travelers, helping travelers obtain the goods and services owned by suppliers and helping suppliers promote their products in the marketplace where travelers can find them. Examples of distributors include tour operators/packagers and travel agencies.

- **Supporting businesses and organizations** either provide travel-related services, such as maps and travel insurance, or aid or regulate the travel industry. For example, the American Society of Travel Agents (ASTA) is a trade association that lobbies governments, presents educational programs, and speaks to the public on behalf of its members. The Travel Industry Association of America (TIA) represents more than 2,100 U.S. travel-related organizations and works to promote travel within the United States. It is also known as the U.S. Travel Association. National tourist offices (NTOs) are government agencies that promote travel to their countries; for example, the German National Tourist Office with offices in New York and Los Angeles promotes travel to Germany from the United States.
Starting Out

It is not too soon to begin thinking about your own career path. On the one hand, you may have a fixed idea as to what segment of the industry you’d like to work in. On the other hand, you may not have any idea as to where you’d fit in best. Throughout this course, you will learn about new possibilities and may change your mind several times. We suggest you look at Table 1.1 for the broad view of some of the diverse career possibilities throughout the many industry sectors.

You may wish to think through some basic life decisions around these possibilities. Do you live in an area where all these possibilities exist? Or are you willing to relocate? For example, the majority of employment opportunities with cruise lines are in Florida where most cruise companies have their headquarters, although a few lines have offices elsewhere. If you can’t relocate to Florida, you might consider becoming a cruise specialist within a retail travel agency in your town. Can you work full-time or only part-time? If so, you might prefer to become a tour guide and work as an independent contractor only at certain times. Can you be away from home to take advantage of some of the many familiarization trip possibilities that will be there to help you enhance your learning? Or would it be difficult to leave home and family for a five-day fam trip to Paris?

In addition, you may want to analyze your strengths and weaknesses. Do you have the following attributes, or can you work on developing them in preparation for your new career?

- Interpersonal relationships. Successful travel professionals must be empathetic. In other words, you must be able to understand your clients’ needs and to communicate that understanding. In addition, enthusiasm, patience, and a positive outlook on life will smooth your way through many tough situations.

- Language. The ability to speak and write clearly with correct spelling, grammar, and pronunciation is very important. Knowledge of a second language may be a requirement for a few positions (particularly in receptive tourism or companies that deal in the ethnic market) but is not mandatory for most others.

- Math. Computers handle much of the basic math requirements today. Nevertheless, many positions still require enough fluency with basic math to understand and, in some cases, to calculate fares, rates, and commissions; to convert currencies and measurement units; and to handle money. In addition, it’s important to understand financial terms, including net, gross, and markup.

- Technology. Most businesses use technology throughout; many promote, sell, and work with clients through the Internet and e-mail, and many have their own Web sites.

- Ability to learn. In any position in any company, there will be routines and procedures to learn, as well as changing facts and changing skills to master. Flexibility will be expected of employees as the industry continues to change daily. The ability to research will prove important.

All of these are considerations. You may find that once you begin your career, you will move from one sector of the industry to another as your life changes. Many have and have grown in the process. But at the outset, your primary concern is to find entry level employment in the industry and to know what skills you need to bring to the job.
Planning a Trip

Why do travelers choose one destination rather than another? The Close-Up on the previous page discusses factors to keep in mind when you are promoting international travel.

If travelers go abroad, they must meet the regulations of foreign governments regarding border crossings. Often they must consider political conditions and health concerns. These regulations and concerns change constantly, and we do not describe them for each country. Instead, the Workbook has suggestions about where to find up-to-date information and practice exercises using the sources.

Three key elements in planning a trip are discussed in each chapter: what things a traveler might see and do at the destination, options for transportation, and choices for accommodations. The more you know about each of these elements, the better you can meet the needs of travelers.

What Things to See and Do There has been a huge increase in special-interest travel, trips focused on a particular activity or subject. Interests range from physical adventures such as hiking or water and winter sports to gambling, wine tasting, cooking, shopping, and theater. Look for the Profiles in each chapter that discuss shopping opportunities and cuisine.

Transportation Travelers can choose to go by plane, ship, train, automobile, or motorcoach. Long-distance sea travel today is rarely an option, although ferries continue to provide plenty of water transportation and riverboat tourism has increased mightily. When people travel by large cruise ship, they usually do so for the sake of the cruise itself. The ship, in a sense, has become the destination. Cruise lines have introduced itineraries and ship features that appeal to all tastes and pocketbooks.

### TABLE 1.4 Evaluating Tour Packages

Here are some guidelines for evaluating tour packages.

| Itineraries           | How many times will the travelers have to pack and unpack?  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>How many days will be spent in each destination?</td>
</tr>
<tr>
<td></td>
<td>Will the travelers be able to see the destination in depth, or will they have time for only a quick overview?</td>
</tr>
<tr>
<td>Hotels and Locations</td>
<td>Most tour companies categorize their hotels as tourist, first class, or deluxe. Does the tour company’s category mesh with industry ratings?</td>
</tr>
<tr>
<td></td>
<td>Where is the hotel in relation to the city center?</td>
</tr>
<tr>
<td></td>
<td>What amenities are offered?</td>
</tr>
<tr>
<td>Meals</td>
<td>Are they included? If so, how many?</td>
</tr>
<tr>
<td></td>
<td>Are menus set, or can travelers order à la carte?</td>
</tr>
<tr>
<td>Sightseeing</td>
<td>Is sightseeing included or “optional” (at extra cost)? Do excursions “view” (just drive by) or “visit” (stop and enter) an advertised attraction?</td>
</tr>
<tr>
<td>Transportation</td>
<td>Are the motorcoaches small vans or large coaches? Do they have bathrooms? Will the guide rotate seats?</td>
</tr>
<tr>
<td>Travel Time per Day</td>
<td>Is the traveler OK with the amount of movement? Few people enjoy traveling more than 8 hours a day.</td>
</tr>
<tr>
<td>Terms and Conditions</td>
<td>What does the brochure say about cancellation penalties, final payment requirements, and tour inclusions and exclusions?</td>
</tr>
</tbody>
</table>
Travelers come to Nova Scotia for its beauty, picturesque villages, and ethnic festivals. The peninsula features a series of interconnecting routes, each with a different view of a celebrated shore.

**Halifax** The largest city in the four Atlantic provinces is Halifax, Nova Scotia’s capital and the commercial and maritime center of Atlantic Canada. It has a waterfront casino and the second-largest natural harbor in the world after Sydney, Australia. Cruise ships visit on their way to the St. Lawrence River.

Highlights of Halifax include its waterfront shops and restaurants and the Citadel, a star-shaped stone fortress built in 1828. The Maritime Museum of the Atlantic has relics from the *Titanic*. Many of those who died when the famous ship sank are buried nearby.

**Peggy’s Cove** Peggy’s Cove faces the Atlantic at the mouth of a bay, a 45-minute drive along a winding coastal highway from Halifax. The hamlet’s brightly colored houses huddle around a gap in massive granite boulders. With its lighthouse, Peggy’s Cove is probably the most photographed village in Canada.

**Cape Breton Island and the Cabot Trail** Nova Scotia’s most scenic attraction is Cape Breton Highlands National Park. Cape Breton Island is actually two islands surrounding an inland sea connected to Nova Scotia by the Canso Causeway. Of the two islands, the western one is the more scenic.

The best-known scenic route is the Cabot Trail, named after the Italian explorer who landed in the area in 1497. The trail begins and ends in Baddeck, which is also the site of the Alexander Graham Bell National Historic Park. Bell (1847–1922), the inventor of the telephone, spent many years in Baddeck.

The 187-mile (301 km) trail circles the northern part of Cape Breton Island. It is a drive with cliff views, charming villages, and sudden sights of sea and mountain. Most people drive it in a clockwise direction to cling to the inside of the road. Although tourists can drive the trail in a day, they shouldn’t. Three or four days is a better allotment of time to try a lobster burger at one of the clam shacks, to breathe some fresh sea air, or just to sit on the porch of one of the modest resorts and relax.

**New Brunswick**

West of Nova Scotia, on the border of Maine, is New Brunswick. The province is known for its beauty, for the traditions of the English Loyalists and French Acadian settlers, and for the tides of the *Bay of Fundy*. The upper part of the bay has the world’s highest tides. The tides rise and fall in a range that is sometimes greater than 50 feet (15 m). (Their height is caused by the bay’s funnel shape.) The tides flow into rivers along the coast twice a day in a wall of water called a *bore*.

**Moncton** From the Bay of Fundy, the bore flows inland along a river to Moncton. Here the traveler can see both the final effects of the tidal bore (commonly just a ripple) and the optical illusion of Magnetic Hill, where the road seems to be going uphill when it actually goes downhill.

**Fredericton and Saint John** New Brunswick’s capital is the small inland city of Fredericton. The province’s largest city, Saint John, is near the mouth of the Saint John River. Saint John’s major attraction is Reversing Falls Rapids, where tidal effects create rapids that change direction depending on the tide.