

How to Start a Tour Guiding Business[©]

A “How-To” manual for the thousands of people who want to
discover the world of travel as a career

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Preface

What is a Tourist?

Although many of us have been “tourists” at some point or another in our lives, we seem to struggle for the words when asked to define tourism. Here’s the dictionary definition:

Tourism (tüe(r)izim): n. The temporary movement of people to places other than work or home. The activities undertaken during their stay and the facilities created to meet their needs.

Important Facts You Should Know About the Tourism Industry

- Travel-Tourism is the world’s fastest growing job profession in creating new jobs.
- Because the industry has been experiencing a boom time, we are in desperate need of qualified tourism professionals.
- Tourism is one of the few industries that can offer exciting, challenging, and varied careers—plus fast promotions.
- Employment opportunities are growing at an impressive rate. In 2005, an additional 130 million new tourism jobs are being created around the world with over 400 different types of employment.
- The travel-tourism profession currently employs one in ten people worldwide.
- Tourism creates jobs and also boosts the local economy. The visitor supports the economy by spending money in shops, local transport, hotels, and restaurants.
- Tourism is a key source of civic pride. Old building sights and museums are rejuvenated and this aids in local conservation and environmental improvements.

Special Note: It is interesting to realize that by 2007, more than 100 million people worldwide will be employed in this renewal of tourism sights. Because of the growth of the industry, travel-tourism is now seen to be of importance to most countries of the world.

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