

1: Choosing a Career in Tourism – Languages Open Doors

Tourism is one of the fastest-growing service industries in the world, and it already provides work for more than 300 million people. It offers many different careers. A **travel agent** designs package holidays, a **receptionist** welcomes guests at the hotel front desk, a **tour guide** tells stories about local monuments, an **event organiser** plans conferences, and a **social-media manager** answers questions online. Because the list is long, choosing the right path can feel confusing.

Start with three questions. **First**, what do you enjoy doing every day? If you love talking, guiding city tours might suit you. If you prefer numbers and screens, booking tickets in an office could be better. **Second**, which jobs are in **demand** in your region? Airports and big hotels usually need multilingual staff all year. **Third**, what lifestyle do you want? Cruise-ship workers can see the world, but they live away from home for months and work night **shifts**.

Foreign languages are a huge **advantage** in every tourism job. English is the global language for reservation systems, airline tickets and e-mails. A second language such as Spanish, Chinese or German can double your chance of being hired and raise your **salary** by 15–20 percent. Imagine a receptionist greeting a Brazilian family in Portuguese or a guide telling Japanese tourists the history of a cathedral in their own language. The guests feel welcomed, leave better **reviews**, and the company earns more money.

Employers still look for more than words. They also want **communication** skills, **cultural awareness**, and the ability to stay **calm** when plans change. Modern tools help: **translation apps** show new words in seconds, video courses let workers practise dialogues at home, and virtual-reality hotel tours train staff without real guests. Yet no app can replace a genuine smile, friendly eye contact and empathy. **Languages open doors, but human warmth keeps them open.**

Vocabulary (15 words)

1. **Career** – long-term job path / карьера, профессия
2. **Receptionist** – front-desk clerk in a hotel / администратор стойки регистрации
3. **Demand** – need or market desire for something / спрос, востребованность
4. **Salary** – fixed regular payment for work / зарплата
5. **Shift** – scheduled working period / рабочая смена
6. **Booking system** – software for reservations / система бронирования
7. **Guest** – visiting customer / гость
8. **Misunderstanding** – failure to understand correctly / недоразумение
9. **Cultural awareness** – understanding of other cultures / культурная осведомлённость
10. **Advantage** – benefit or good position / преимущество
11. **Employer** – person or company that hires / работодатель
12. **Communication** – exchange of information / общение
13. **Translation app** – software that converts languages / приложение-переводчик
14. **Calm** – peaceful; not nervous / спокойствие; спокойный
15. **Review** – written feedback about service / отзыв

Discussion Questions

1. Which tourism job interests you most, and why?
2. How can a second foreign language improve your career prospects?
3. What qualities, besides languages, are important for tourism work?
4. Can technology fully replace human language skills? Give reasons.
5. Is salary the most important factor when choosing a profession? Explain.



Choose one of the statements below

1. Knowing foreign languages is the main key to success in tourism.
2. Soft skills are more important than technology in guest service.
3. Modern tourism workers should speak at least two foreign languages.
4. Salary is less important than job satisfaction when choosing a career.

Give a 1.5-minute talk on one of these statements.

You can use the following plan:

- state the problem;
- express your personal opinion and give reasons for it;
- express an opposing opinion and give reasons for it;
- say why you do not agree with the opposing opinion;
- make a conclusion restating your position.