

BE AWARE OF TOURISM

Доп. – Mapexa I.C., E-42

Tourism has its own history. It started with Romans' holiday villas in the Bay of Naples. In the 19th century, the education of the rich and privileged few was not complete without a Grand Tour of Europe's cultural sites. Things started to change for ordinary people in 1845 when Thomas Cook, of Leicester, England, organized the first package tour. By 1939, an estimated one million people were traveling abroad for holidays each year.

It is in the last three decades of the 20th century that tourism has really taken off. Tourism has been industrialized: landscapes, cultures, cuisines, and religions are consumer goods displayed in travel brochures.

More than 600 million tourists a year now travel the globe. The tourist industry will soon be the largest industry in the world. The effects of tourism since the 1960s have been incredible. To take just a few examples.

The Mediterranean shores have a resident population of 130 million, but this swells to 230 million each summer because of the tourists. The United Nations projects that visitors to the region could number 760 million by the year 2025. In Spain, Italy, and most of Greece, there is no undeveloped coastline left, and the Mediterranean is the dirtiest sea in the whole world.

In the Alps, the cable cars have climbed ever higher. More and more peaks have been conquered. It is now an old Swiss joke that the government will have to build new mountains because they have wired up all the old ones. There are 15,000 cable car systems and 40,000 kilometers of ski-runs.

American National parks have been operating permit systems for years. But even this is not enough for the most popular sites. By 1981, there was an eight-year waiting list to go rafting down the Grand Canyon's Colorado River, so there was a lottery once a year to select the lucky travelers.

In Notre Dame in Paris, 108 visitors enter each minute during opening hours. Thirty-five buses, having put down their passengers,

wait outside, their fumes eating away at the stonework at the cathedral.

Poor Venice with its unique, exquisite beauty. On one historic day in 1987, the crowds were so great that the city had to be closed to all visitors.

In Barbados and Hawaii, each tourist uses ten times as much water and electricity as a local inhabitant. Whilst feeling that this is unfair, the locals acknowledge the importance of tourism to their economy overall.

The prehistoric cave paintings at Lascaux in France were being slowly ruined by the breath and bacteria from 200,000 visitors a year. The caves have now been closed to the public and a replica has been built.

Many of great cities of Europe, such as Prague, Rome, and Warsaw, are finding that their historic centers are fast becoming theme parks – tourist ghettos, filled with clicking cameras and whirring camcorders.

Many places that once were remote are now part of package tours. Now many believe that tourism ruins everything that it touches.

VIRTUAL MARKETING

Доп. – Боронезец Д.

Today, you can work with a consultant, a financial planner, or a business coach across the country as easily as someone across town. In the Internet age, prospects often find you (instead of the other way around).

This is the age of the virtual customer. The only way to be truly successful in business is by establishing a good reputation. And understanding the way business has shifted in the Internet age can help you bring the potential of marketing your business into the virtual world.

The Virtual First Impression. Many of us now form "first impressions" of people and companies via our Internet browsers.