

Overbooked: The Exploding Business of Travel and Tourism

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The largest global business in the world today is tourism. Employing one out of twelve people in the world and producing \$6.5 trillion of the world's economy, it is the main source of income for many countries. Elizabeth Becker describes the dimensions of this industry and its huge effect on the world economy, the environment, and our culture.

Tourism, fast becoming the largest global business, employs one out of twelve persons and produces \$6.5 trillion of the world's economy. In a groundbreaking book, Elizabeth Becker uncovers how what was once a hobby has become a colossal enterprise with profound impact on countries, the environment, and cultural heritage.

This invisible industry exploded at the end of the Cold War. In 2012 the number of tourists traveling the world reached one billion. Now everything can be packaged as a tour: with the high cost of medical care in the U.S., Americans are booking a vacation and an operation in countries like Turkey for a fraction of the cost at home.

Becker travels the world to take the measure of the business: France invented the travel business and is still its leader; Venice is expiring of over-tourism. In Cambodia, tourists crawl over the temples of Angkor, jeopardizing precious cultural sites. Costa Rica rejected raising cattle for American fast-food restaurants to protect their wilderness for the more lucrative field of eco-tourism.

Dubai has transformed a patch of desert in the Arabian Gulf into a mammoth shopping mall. Africa's safaris are thriving, even as its wildlife is threatened by foreign poachers. Large cruise ships are spoiling the oceans and ruining city ports as their American-based companies reap handsome profits through tax loopholes. China, the giant, is at last inviting tourists and sending its own out in droves. The United States, which invented some of the best of tourism, has lost its edge due to political battles. Becker reveals travel as product. Seeing the tourism industry from the inside out, through her eyes and ears, we experience a dizzying range of travel options though very few quiet getaways. Her investigation is a first examination of one of the largest and potentially most destructive enterprises in the world.

An Amazon Best Book of the Month, April 2013

: Tourism is on track to become the world's biggest business. In *Overbooked*, Elizabeth Becker, senior foreign editor at NPR and a former New York Times correspondent, uses tourism as a lens through which to explore the current geopolitical landscape. As much as *Overbooked* travels across countries, it also travels through time: Becker looks at tourism's past (popularized by the French in the '50s!), where it is today (the prevalence of resort and cultural travel), and its future (China's rise as both a destination and a source of tourists). As much economic development as tourism brings, Becker consistently sees a dark side to the industry's rapid growth. She writes, "Tourism is one of those double-edged swords that may look like an easy way to earn desperately needed money but can ravage wilderness areas and undermine native cultures to fit into package tours." --Kevin Nguyen
Elizabeth Becker is an award-winning author and former correspondent for The New York Times who reported from Europe, Asia, and South America. As the Senior Foreign Editor at National Public Radio, she oversaw all the network's foreign bureaus and their reporting. She has won awards from the Robert Kennedy Book Awards, Overseas

Press Club, and DuPont-Columbia and was part of the New York Times staff that won the 2002 Pulitzer Prize for public service.

Other Books

Innovative Perspectives on Tourism Discourse, The application of linguistic optimization methods in the tourism, travel, and hospitality industry has improved customer service and business strategies within the field. It provides an opportunity for tourists to explore another culture, building tolerance and overall exposure to different ways of life. Innovative Perspectives on Tourism Discourse is a pivotal reference source for the latest research findings on the role of language and linguistics in the travel industry. Featuring extensive coverage on relevant areas such as intercultural communication, adventure travel, and tourism marketing, this publication is an ideal resource for linguists, managers, researchers, economists, and professionals interested in emerging developments in tourism and travel.

2 . Analysis of ST textbooks. When asked about the existence of printed manuals specific for Spanish for travelling, ... In those cases only the relevant level was considered: Bienvenidos (A1-A2), and Cinco Estrellas, ¡ Buen viaje ! and ..."