

## Reading – The World’s No. 1 Industry

Tourism is the largest industry in the world. It gives employment to millions of people and is important for a country’s economy.

*What is the largest industry in the world?  
How many people does it give employment too?*

Globally tourism employs 200 million people; 8% of jobs around the world. It makes \$3.6 trillion every year and is the number one export in 60 countries.

*On a global level how many people are employed in tourism?  
What percentage of jobs around the world is it?  
How much income does tourism generate?  
How many countries is it the number one exporter?*

Tourism grew because of better transportation – rail travel in the 1840s, sea travel in the 1900s, and air travel in the 1950s.

*Why did tourism grow?  
In what form of transportation and when did this start?  
What are the other forms of transportation that increased tourism?*

The introduction of package holidays in the 1960s offered people an easy, inexpensive way to travel abroad.

*When were package holidays introduced?  
What did this type of holiday do?*

Another reason was the development of the media. From the 1900s travel companies used newspapers to advertise holidays. In the 1960s television showed holiday programmes and gave people travel advice. Now Tourists get travel information and book their flights and accommodation on the Internet.

*What was the other reason that tourism grew?  
When did travel companies start advertising their holidays?  
In the 1960s where could people watch holiday programmes and get travel advice?  
Where do people get travel information and make reservations now?*