

Activity Sheet 1.12

Role Card 6

Tourism International

We see Botanica as full of potential for the development of the tourist industry.

We can only support investment in a country if we are confident of making money in return.

Our customers expect high-quality leisure facilities such as golf courses and swimming-pools, and top-class hotel accommodation.

We like to provide for all sorts of tourists including the more adventurous. So in Botanica we shall be exploring excursions to interesting places such as the coral reefs off Botanica's shoreline and the rainforest and desert.

We are well known for our cultural tours, which give an opportunity to learn about the people and culture of the country.

Tourism International owns resorts in 39 countries.

Tourism International is a very successful worldwide tour operator.

In 2001 our profits came to \$408 million.