

The GEM Group, Ltd. Announces 'How to Start a Tour Guiding Business,' Workshop and Book by Gerry Mitchell

ATLANTA, GA – August 22 (SEND2PRESS NEWSWIRE) – The GEM Group, Ltd. (www.Tour-Guiding.com), offering workshops and seminars on travel and tourism careers and opportunities, today announced the publication of "Tour Guiding: How to Start a Tour Guiding Business," by Gerry Mitchell, an all-inclusive manual for tourism professionals and anyone who aspires to joint the wonderful world of travel tourism. The book will also be used as a companion volume in Mr. Mitchell's acclaimed workshop to be held November 6th – November 12th in Charleston, South Carolina.

Written by G. E. Mitchell, President of The GEM Group, LTD., "Tour Guiding: How to Start a Tour Guiding Business," (Booksurge, 2005, ISBN 1419610147, \$59.95) contains valuable information for the hospitality and travel industry. Included are discussions about:

- * *Tourism in the 21st century*
- * *Tourist concerns*
- * *How to guide successful tours*
- * *Starting your tour guide business*
- * *Sample tour programs*
- * *Marketing your tours*

"Employment opportunities are growing at an impressive rate," said Mitchell. "In 2005, an additional 130 million new tourism jobs are being created around the world with over 400 different types of employment. The travel-tourism profession currently employs one in ten people worldwide and career opportunities in the exciting, booming industry of travel tourism are always expanding. These statistics are encouraging to those who have the right stuff to work in the hospitality industry."

"Tour Guiding: How to Start a Tour Guiding Business," offers the travel professional an exciting, challenging and rewarding potential career path with considerable growth opportunities, well as a chance to see the world. This useful and instructional manual provides tourism and hospitality professionals and industry hopefuls alike with the up-to-date and all-inclusive information they need to achieve success.

For more information, or to sign up for a workshop or purchase a book, please visit www.Tour-Guiding.com. Books are also available for sale at Booksurge.com, Amazon.com, Alibris.com and Abebooks.com.

With over 25 years in travel tourism, G. E. Mitchell possesses a wealth of knowledge and expertise in all aspects of hospitality management and other travel related industries, including global operations.

Mr. Mitchell has taught over 2500 students in Jordan, Serbia, Russia, Jamaica, the Bahamas, St. Lucia, Antigua, Trinidad, Central America, South America, Granada, Barbados, the Caribbean, Canada and a number of US universities about the exciting world of travel. He has developed programs for natural and cultural traditions and presented numerous workshops on the role of tourism.

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