T1 – 3rd Term
Listening Test

Name & surname: _____

Listen and complete the gaps with the missing information.

The idea of niche tourism has become more and more popular, partly as a reaction to mass tourism. We're all familiar with mass tourism products such as cheap _____ tours, _____ tourist resorts, international hotel chains and built attractions like Disneyland. They have been very successful in creating economies of scale through the sale of standardized _____ packages to a mass clientele.

Niche tourism takes the _____ approach. It says 'small is beautiful' and caters for small groups of people – perhaps no more than a dozen – who have a _____ special interest, for example photography, steam engines, bird-watching or gastronomy. And it's precisely because niche tourism is, by its very _____, small-scale, that it offers such a good opportunity for people who want to set up small independent businesses. A lot of small firms have been able to exploit areas of business that the _____ tour operators aren't able to. Only the small business model can offer one-to-one service and high levels of product knowledge.

If you look at the list of Independent Tour Operators in Britain, you can see the range of niche products on offer, for example religious tourism such as pilgrimages and visits to sacred sites, travel to music festivals, visits to battlefields, medical tourism, where people travel _____ for health reasons, and the very big niche market in courses aimed at people who want to learn a _____ language.

Another interesting aspect of niche tourism is that it tends to attract high spenders, or at least people who see themselves as different from your ordinary tourist. This means that instead of the low margins in the competitive mass tourism business, niche tourism has the potential for quite high _____ margins.