

# REVOLUTION IN TRAVEL

Read the text and write in the appropriate word for each gap.

Less than a decade (0) ago, mainstream travel agencies reigned supreme over a booming holiday industry. Only they had the technology which (1) \_\_\_\_\_ search the reservations systems of airlines, hotels and package-holiday firms. Many were (2) \_\_\_\_\_ more than order-takers but enjoyed a 10 per cent commission (3) \_\_\_\_\_ package tours. But (4) \_\_\_\_\_ days have gone. Travel and the Internet are made (5) \_\_\_\_\_ one another, connecting a global inventory of seats, beds and rental cars with millions of travellers, all with individual needs and all now with the power to book for themselves. Even the traditional package tour operators, (6) \_\_\_\_\_ their own chains of retailers, are now offering online discounts (7) \_\_\_\_\_ undercut their travel agencies. (8) \_\_\_\_\_ if agents were willing to take a cut in commission, it would do them little good. Hundreds of agencies are still going to close (9) \_\_\_\_\_ a result of the recent consolidation of the big tour UK holiday firms into the big two. The future for mainstream travel agents looks bleak, (10) \_\_\_\_\_ they can add value by offering real expertise. It is this sort of knowledge that companies (11) \_\_\_\_\_ as *Travel Counsellors* use to market themselves. (12) \_\_\_\_\_ recruiting experience agents and equipping them with the technology necessary for telephone sales, they (13) \_\_\_\_\_ offer customers a professional service (14) \_\_\_\_\_ the comfort of their own home. Catering for a new market of people that have not been near a travel agency (15) \_\_\_\_\_ they first acquired a broadband connection may be the only way to survive for tour operators.

