You are going to hear a talk about opportunities in niche tourism. What are the FIVE types of niche tourism the speaker mentions? Listen again and complete the descriptions.

1 _____ tourism such as pilgrimages and visits to _____ sites
2 travel to _____ festivals
3 visits to _____ fields
4 _____ tourism, where people travel abroad for health reasons
5 courses aimed at people who want to learn a _____
NICHE SECTORS

Speaking

SECTORS IN NICHE TOURISM
1 Match the names of the different types of niche tourism in the box with the photos A–F.

- culinary
- extreme
- genealogy
- slum
- space
- wildlife

Vocabulary

DESCRIBING SECTORS IN NICHE TOURISM
2 Read the descriptions. Which niche tourism sector do they describe? Write the correct name from Exercise 1.

1 Book now for the Virgin Galactic tour beyond the Earth’s atmosphere. Join five other passengers and marvel at the view of the planet from a distance of 300 km. Preparation for the flight involves training for at least three weeks at the Mojave Air and Space Port in California to get used to being weightless in space. If you can afford to pay a starting price of £125,000, this is the experience for you!

2 This once-in-a-lifetime adventure to Borneo gives you an opportunity to climb into the canopy and observe orang-utans in their natural environment. The package includes a number of nights spent in local villages. These transfers usually mean hiking through the forest and travelling by canoe from lodge to lodge.

3 Do you like experimenting with new recipes? Learn to cook Italian-style under the guidance of Gino Pieroni who has extensive knowledge both as a top class chef and a hotel manager. Gino will show you how to select the ingredients, prepare and cook them. Finally, you’ll enjoy eating what you have jointly created.

4 If you plan to travel to the Family History Library in Salt Lake City, Utah, or to a completely unfamiliar ancestral homeland where you don’t speak the language, we recommend taking a customized tour as the best way to get the most out of your vacation.

5 RealWorld Tours promises to show you what you won’t find in your guidebooks, the real India. Our guided tours of Dharavi (India’s biggest slum) take you to the heart of small-scale industry in Mumbai, with its famous recycling area. Our tours also contribute to the local economy as we undertake to support community projects and the activities of NGOs working in the area.

6 The White Sea in the Russian Polar Circle is the only sea in Europe which is covered by ice during winter. It is one of the best places in the world to enjoy diving under the ice, but we know that 100% safety in the Arctic weather conditions is indispensable and we avoid taking any risks. As a result, we have never had an accident at the centre.

Writing

DESCRIBING A NICHE TOURISM PRODUCT
3 Study the Grammar box, then underline all the examples of verb + infinitive with to and verb + -ing form in the texts on page 54.

GRAMMAR: VERB + INFINITIVE OR -ING FORM
1 When two verbs are used in the same sentence, the second verb is EITHER:
   - in the -ing form, e.g. We recommend taking a customized tour.
   - in the infinitive form (with to), e.g. We undertake to support community projects.
2 These common verbs are followed by -ing: admit (to), appreciate, avoid, be used to, consider, delay, discuss, enjoy, feel like, finish, get used to, imagine, involve, keep (on), like/dislike, look forward to, love, miss, (not) mind, postpone, practise, recommend, regret, risk, start, stop, suggest, tolerate, understand.
3 These common verbs are followed by the infinitive with to: agree, allow (sb) to, can/can’t afford, choose, decide, encourage (sb) to, expect, forget, help (sb) to, hope, learn, manage, mean, need, offer, promise, refuse, teach (sb) to, want, wish.
4 There are more verbs followed by infinitives than by the -ing form. If the verb is not found in the list in 2 above, it is probably followed by an infinitive.


Choose the correct alternative.

1 If you wish to enrol / enrolling on the gastronomy tour, please fill in the application form.
2 For top quality dental treatment abroad, we recommend to go / going to Croatia.
3 Unfortunately, some of our suppliers delay to pay / paying their bills.
4 We plan to increase / increasing the number of space tourists in the next twenty years.
5 As a responsible travel organization, we undertake to reduce / reducing our carbon footprint.
6 If you want to learn about your family history, I suggest to enrol / enrolling on this genealogy tour.
7 Imagine to sleep / sleeping out under the stars in the Sahara Desert.

Choose a niche tourism product and write a description of it (80–100 words) for a promotional website. Use the models in Exercise 2 to help you.

NICHETOURISM OPPORTUNITIES IN YOUR AREA
What potential is there for niche tourism in your local area? Make some suggestions for unexploited possibilities and present them to the class.
Reading

MEDICAL TOURISM

1 What do you understand by the terms 'medical tourism' and 'wellness tourism'? Do they mean different things? Discuss your ideas with a partner.

2 Read the report on medical and wellness tourism and check your answers to Exercise 1.

The rise of medical and wellness tourism

1 Introduction
The rise of medical and wellness tourism in Western societies is caused by socio-economic factors including rising health costs, a growing distrust of orthodox medicine and an increasing desire for alternative, more holistic therapies. Media pressure to conform to images of physical beauty and eternal youth is also a significant factor.

1.1 The terms used to describe this form of tourism – medical, wellness, health and holistic – vary and are sometimes used interchangeably. In fact, they describe different tourism products. 'Medical' tourists travel to have surgery or some other kind of medical treatment, whereas 'wellness' tourists go on holiday to improve their physical fitness and/or their psychological and spiritual well-being.

2 Essential vs Voluntary medical tourism
Essential medical tourism involves major surgery, such as organ transplants, or non-surgical procedures, such as cancer treatment. Voluntary medical tourism is concerned with preventative medicine, dental treatment and aesthetic improvements, like plastic surgery and botox injections.

3 Read the report again and answer the questions.

1 What are the reasons for the growth in medical and wellness tourism?

2 In which sectors of medical tourism would you put the following?
   a a hip replacement holiday in Thailand
   b a dental holiday in Costa Rica (for teeth veneers)
   c a yoga and meditation retreat in the Himalayas

3 Find TWO synonyms for in line 3 of the report.

4 Find TWO adjectives that collocate (are used with) the noun well-being.

5 Complete the word-building table with words from the report.

<table>
<thead>
<tr>
<th>Noun (activity)</th>
<th>Noun (person)</th>
<th>Verb</th>
<th>Adjective</th>
</tr>
</thead>
<tbody>
<tr>
<td>surgery</td>
<td>surgeon</td>
<td>relax</td>
<td>relaxing</td>
</tr>
<tr>
<td>prevention</td>
<td>prevent</td>
<td></td>
<td>fit (unfit)</td>
</tr>
</tbody>
</table>

3.1 Beauty tourism
This typically involves a visit to a spa for water-based treatments such as saunas, hammam or steam baths accompanied by special massages and beauty treatments. Two examples of this are thalassotherapy which uses beauty products made from seaweed and mud, and vinotherapy which uses grape-based products.

3.2 Lifestyle tourism
This involves activities and seminars related to fitness, healthy eating, weight loss and relaxation techniques. In contrast to beauty spa visitors, lifestyle visitors are actively involved in the courses.

3.3 Spiritual retreat
Spiritual retreats may be religious or non-religious but usually include techniques of meditation. Many retreats are based on specific teachings or philosophy and focus on an activity, such as yoga or T’ai Chi.

Speaking

DEALING WITH FIGURES AND STATISTICS

1 When we use a decimal, we say point. Each figure is said separately:
   8.5% = eight point five percent
   4.25% = four point two five percent

2 The letter m after a number indicates million. The abbreviation bn represents billion:
   £6m = 6 million pounds
   $4.8bn = four point eight billion dollars

3 When speaking about money, write the currency unit before the figure and say it after:
   £34 = thirty-four euros
   ¥23,000 = twenty-three thousand yen

4 Pronounce fractions using ordinal numbers:
   ⅓ = one third
   ⅔ = two thirds
   ¾ = three-quarters
   ⅕ = four-fifths

5 It is possible to express a fraction as a ratio:
   one out of three
   four out of five

6 Pronounce a hyphen between two figures as to:
   the 65–75 age range
   the sixty-five to seventy-five age range

7 Use these words to refer to approximate amounts:
   around 1.6 million
   somewhere in the region of
   US $100 billion
   about 40%

4 Study the Professional skills box. Work with a partner and take turns to practise saying the figures below. Listen and check.

1 US$252 2 €3.5m 3 ¥72,525 4 ½ 5 /¼ 6 12.5% 7 ⅔ m 8 6.2bn

Listening

MEDICAL TOURISM STATISTICS

5 Listen to a talk about medical tourism in Asia. Identify THREE reasons for the growth of medical tourism over the last decade.

6 Listen again and complete the table with the figures.

<table>
<thead>
<tr>
<th>Value of the global market for medical tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of a heart bypass operation in Thailand compared to the USA</td>
</tr>
<tr>
<td>Over 55s as a percentage of total wellness tourists</td>
</tr>
<tr>
<td>Size of the medical tourism market in Asia</td>
</tr>
<tr>
<td>Percentage of the American market Singapore would like to have</td>
</tr>
</tbody>
</table>

Research

MEDICAL TOURISM STATISTICS
Choose a country that is known for its health tourism (e.g. Costa Rica, India). Do some research into the treatments and services available and compile some statistics relating to the number of patients treated, etc. Present your findings to the class.
The township experience

Dikeledi Sisulu runs a small-scale tour operation in Steenland, a township in the Western Cape region of South Africa. Read the extract from her website and the article on page 59. Answer the questions.

1. What does the Township Experience offer for tourists?
2. Why did the Ashburns go to Steenland?
3. What is Amaswazi’s Place and why did they want to go there?
4. Do you think Steenland is too dangerous for tourists?

The Township Experience is a unique occasion for those who desire to get to know the ‘real’ South Africa in complete safety. You can meet the locals, experience a warm welcome in our hosts’ homes and experience the community life.

- Eat at Amaswazi’s Place – a local barbecue hotspot
- Sample a ‘smiley’ – a boiled sheep’s head – and a glass of the local drink
- Visit a community radio station and educational projects
- Check out the local craft stalls for souvenirs
- Take a local taxi around other townships – Gugulethu, Khayelitsha and Crossroads

For those with an interest in life under apartheid, a trip to Robben Island where Nelson Mandela was sent to prison is a must, as are tours where protest action took place. These tours are led by former Umkhonto we Sizwe (Spear of the Nation) freedom fighters.

All trips can be customized to suit your interests and requirements. Contact us on our website.

Couple robbed

British tourists Saffi (29) and Rodney (34) Ashburn had their holiday ruined when they were robbed during a visit to the Western Cape township of Steenland. The couple, who were enjoying a ‘once-in-a-lifetime’ trip to the country, were staying in a luxury Waterfront Hotel but allegedly wanted to experience the ‘real South Africa’. Fellow tourists say that they complained of finding the area around their hotel boring and sanitized and ‘too much like being at home’. On Saturday night, against advice from the staff at their hotel, they hired a car and driver to take them to visit a township where they could try the local food. Their car was stopped at traffic lights by three men, who forced the driver out of the vehicle before robbing its passengers. Rodney Ashburn was slightly injured in the attack and his wife suffered from shock. The attack has worried the community but local Community Safety Officer Jan Van Der Stel hastened to reassure reporters that police have made it ‘a priority’ to find the robbers and bring them to justice.

Work in pairs. Brainstorm all the ways in which Dikeledi can improve security for her customers.

1. Write a section for the Township Experience website on safety and security. Try to reassure potential visitors by highlighting the positive aspects of a visit to Steenland (100–150 words). Provide a list of ‘do’ and ‘don’t’ safety tips for visitors to the township.
2. Write an email to Bronwyn Jones to try to persuade her not to cancel her tour.