

BEC高级阅读模拟题指导训练(四) PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/285/2021\\_2022\\_BEC\\_E9\\_AB\\_98\\_E7\\_BA\\_A7\\_E9\\_c85\\_285139.htm](https://www.100test.com/kao_ti2020/285/2021_2022_BEC_E9_AB_98_E7_BA_A7_E9_c85_285139.htm) Exercise Four Set Yourself Up In The Travel Business Is there any place in the world ' s biggest and fastest-growing industry for someone starting up in business on their own? The answer, it seems, is a definite ' yes ' . \_\_H\_\_. As the holiday and tourist business is growing by at least 10 percent a year, the prospects for small independent travel agents with flexible markets and low overheads have never been so bright. No wonder next year will see a record number of independent start-ups at least 10,000, according to one estimate. \_\_9\_\_. They will benefit from computer technology, which means they no longer need retail shops in order to operate as travel agents. At least 50 per cent of independent operators are already home-based, linked by computer to booking centers, ticket wholesalers and database services, which can cut prices by half, compared to the main travel agent chains. \_\_10\_\_. If they do, these dynamic independents become like mini tour operators, creating their own packages from other people ' s holidays, rather than just selling a standard holiday out of a brochure for only 10 per cent commission. The biggest problem with running your own travel company can be to generate enough income to make it possible to apply for a license to sell air tickets direct. \_\_11\_\_. However, many independents are quite happy with this system. The brokers are fully bonded and therefore your customers are well protected. At the same time, you can still get good rates of

commission. Even part-time agents securing around ten bookings a month can earn around \$1,000 a month. \_\_12\_\_. An even greater income than that is possible with the right kind of specialization. Business and sports travel are particularly lucrative. \_\_13\_\_. One way to get this kind of deal can be to approach companies in your area direct and offer to cater for their corporate and leisure travel needs. You may be able to improve on their existing deals, especially if they are currently dealing with one of the larger travel companies. \_\_14\_\_. In fact, your only problem may well turn out to be that you become so successful selling holidays you never have time to take one yourself! A Such big companies may have 75 per cent of the travel business, but there ' s plenty left for the smaller operator, particularly if they specialize. B This could be five times as much if you make it your only job. C Their low overheads should mean they are able to undercut their competitors. D These will range from part-timers to full-time freelance travel brokers. E Otherwise you have to work through brokers and computerized distributors who all take their cut of the profit. F Even so, you need to ensure the staff have the right training. G For example, there are agents offering exotic conference locations or parachuting in the desert. H In fact, there ' s never been a better time to try your luck in the travel trade.

使用返指方法一 : 9 , 11 , 14。 使用返指方法二 : 13。 使用返指方法三 : 12。 使用返指方法四 : 10。 重要词汇和表达 : Overheads. start-up. wholesaler. dynamic. brochure. broker. bonded. secure. specialization. undercut. distributor. exotic. parachuting. 小资料 : 10 Reasons Why You Should Have a Prestige Home Travel

Business? 1.Easy to Get Started - Work Actively or Just Refer Clients  
2.Great Way to get Extra Cash or a Full Time Income 3.Fun and  
Lifelong Activity 4.Ideal Post Retirement Business to Stretch Your  
Dollar 5.Travel Agent Only Discounts 6.Ideal Internet Business 7.Get  
Paid Everytime You Travel 8.Incredible Tax Benefits and Deductions  
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