

**Демонстрация профессионального задания**  
**«Аудирование текста профессиональной направленности»**

**Задание:** Внимательно прослушайте аудиотексты (диалоги) на английском языке и отметить верные (True) и неверные (False) утверждения по содержанию аудиотекста.

**LISTENING**

*Listen to the conversation about different types of travellers and decide if these statements are true (T) or false (F).*

- 1 The expert is talking about Chinese inbound tourism. T / F
- 2 Generation X were born between 1970 and 1990. T / F
- 3 Generation X travellers did not have much money to spend on tourism. T / F
- 4 Generation X tourists regarded an overseas trip as a status symbol. T / F
- 5 Generation X travellers wanted to stay in boutique hotels. T / F
- 6 Generation Y tourists are typically older than Generation X when they travel. T / F
- 7 Generation Y tourists are computer-literate. T / F
- 8 China's distribution of wealth is now the reverse of the situation in the past. T / F
- 9 Generation X wanted to buy luxury branded goods. T / F
- 10 The market is moving towards special interest groups. T / F

**Audio script**

H = Hannah, E = Expert, D = Dan

- H As I explained on the phone, we're looking for some professional advice on how to attract Chinese tourists. So, could you tell us something about the profile of a typical outbound Chinese tourist and what their motivations are?
- E Well, for the first ten years, when China opened up, tourists were mostly people travelling abroad for the very first time. They were the Generation X, people born, let's say, between 1960 and 1980. And the main question for the operator was how to put a package together at a price people could afford and that meant basically rock-bottom prices. For Generation X travellers, the opportunity to travel abroad was a status symbol, a once-in-a-lifetime thing and there wasn't much concern for quality because of the price factor. Well, there is still that market – basically, older people who want to visit as many countries as possible in ten days and are happy to stay in budget hotels. But I think we're now entering a second phase: there's a new profile of people who have a lot of

money, are very active, go to expensive restaurants and so on – what we call Generation Y.

H In what other ways are they different from Generation X?

E Generation Y are in their mid-20s and they're the highly-educated 'connected' generation that's always been dominated by technology: they spend a lot of time on the internet and they've already abandoned the computer for the smartphone. They've probably already been to Europe a couple of times, maybe on business trips. So they want to do something more independent, more tailor-made to coincide with their leisure interests.

D OK, so whereabouts in China do these types of tourists come from? Can we make any generalizations?

E Actually, there's been a change in the pattern. In the past, 80 percent of Chinese wealth was in Shanghai and Beijing, and the other 20 percent in secondary cities with a population of less than ten million. So, most outbound Generation X tourists came from those two major cities. But now it's the opposite: 20 percent of the wealth is in Shanghai and Beijing and 80 percent in other places.

D That's important to know. So, how could you define the profile of this 80 percent?

E Well, they're the newly rich. Unlike the older generation, who just wanted to go to the most famous places and see the typical sights, the younger generation is interested in showing that they've got money. They want to stay in luxury hotels with big lobbies and buy luxury branded goods and so on. They speak English and now they want more specialized products, a more authentic experience – they don't just want to follow the tour leader's flag.

H What kind of authentic experience do you have in mind?

E There's a whole new market for special interest groups, niche tourism – adventure vacations, golf vacations, nature tours, sports, ecotourism, things like that.

H OK, thanks, that's good to know.