

Mr Mori is the managing director of the „AEMME VIAGGI“ travel agency, based in Predazzo (Fiemme Valley). At the beginning of the interview he explains that there are niches in almost all economic sectors, therefore also in tourism. In this case we use the expression “niche tourism” which is also called special interest tourism.

The core activity of the agency is the selling of goods and services relating to tourism; they carry out reservations (bookings), sell flight tickets and provide customers with all information they need.

Mr Mori says that the agency is a business and as such it has its own rules. Of course it is important to concentrate on tourism products but it is also necessary to constantly check the balance sheet and make sure that revenues are higher than expenses.

When you set up a business you need to invest in communication, advertising and marketing because people must know that you exist.

As far as the concept of “niche” is concerned, Mr Mori says that it is not easy at all to identify the right niche; sometimes one may think that he has found it but eventually he realizes that the sector is not profitable from the economic point of view.

In business, therefore, one must always be cautious.