

It's ecological

According to Steve Watkins, planning an eco-friendly vacation can be a minefield for the well-meaning traveller. However, assistance is now available.

- A. If there were trophies for overused and abused terms in the tourism industry, "ecotourism" would be the clear winner. The term initially appeared in the early 1980s, coinciding with a rise in environmental awareness and the realisation by tour operators that many tourists wished to feel their presence overseas would not have a detrimental influence. It skyrocketed to fame as the most desirable branding for a vacation.
- B. Nowadays, the term "ecotourism" refers to anything from a two-week tour living with remote Indonesian tribes to a one-hour motorboat ride through an Australian gorge. In fact, any tour that includes cultural interaction, natural beauty spots, wildlife, or a dash of soft adventure is likely to be included in the ecotourism folder. There is no doubt that the original motives for the movement were noble attempts to provide a way for those who cared to make informed choices, but a lack of regulations and a standard industry definition left many travellers lost in an ecotourism jungle.
- C. When we consider the larger context of ecotourism's contribution to the global economy, we may better grasp the reasons for the market saturation we currently experience. Ecotourism accounts for 20% of all worldwide tourism and is worth \$20 billion annually, according to the World Tourism Organization. When you include an annual growth rate of roughly 5%, it's easy to see why so many business owners in both developed and emerging nations feel pressured to join the fast-growing crowd. As there isn't a universally accepted system of accreditation, it's up to the individual customer to verify the legitimacy of a service provider. This takes time, and since most tourists just take an operator at their word, there are more and more ecotours that aren't what they claim to be.
- D. The company's dedication to reducing its environmental footprint and increasing its positive effects on the local population in tourist areas will be determined by the answers to a series of rather straightforward questions. Does the corporation, for instance, construct its hotels with recycled or sustainably sourced, regionally appropriate materials? Do they pay a living wage to their workers? Do they provide employees with training? Several city entrepreneurs are owned by city dwellers, so your money may not even make

it to the area you're meant to be seeing. Spending some extra time researching ecotourism choices not only helps direct business to reputable companies, but also usually results in a more enjoyable trip overall.

- E.** Nonetheless, the ecotourism industry could need a good shakeup and some uniformity. In the last decade or so, a number of groups have emerged with the mission of informing tourists and businesses alike of the merits of ecotourism that is conducted in a sustainable manner. The Ecotourism Society (TES) was established in 1990 with the mission of turning ecotourism into a legitimate tool for conservation and sustainable development by specialists in the tourist industry, conservation, and ecology. One of the greatest successes of the ecotourism movement has been the creation of intrinsic economic value in wilderness areas and in cultures that are in danger of extinction. When it comes to helping the ecotourism industry grow, TES organises an annual event. This year, it will launch "Your Travel Decision Makes a Difference," an awareness campaign that will inform customers of the positive and bad effects their choices might have on their trips. TES also maintains a global database of certified ecotourism businesses and provides advice on selecting an ecotour.

- F.** In 1999, Tribes won the "Award for Best Responsible Tour Operator" from Tourist Concern and Independent Traveler's World, making it the preeminent ecotourism company in the United Kingdom. Tribes owner and director Amanda Marks thinks the ecotourism business has some squaring up to do. Because there hasn't been a reliable method of ensuring that licenced businesses are following the ecotourism code of practise, no such scheme has been successful up until now. Amanda thinks the revitalised Green Globe 21 programme holds the most promise. The World Travel & Tourism Council created the Green Globe 21 award in 2002 based on the sustainable development standards established by Agenda 21 at the 1992 Earth Summit (WTTC). The WTTC continues to back the scheme, despite it now being a separate entity. Paying an annual fee was all that was required for tour firms to become affiliates and begin using the Green Globe emblem before recently. In contrast, Green Globe 21 instituted a yearly, third-party audit for all logo-using businesses in November 1999.

- G.** Current and future affiliates have one year to ensure their activities are compliant with Agenda 21 requirements, as explained by Miriam Cain of the Green Globe 21 marketing department. They are only allowed one additional application try if they do not pass the initial review. Having Green Globe status and the possible operational cost savings that complying with the requirements might offer are likely to outweigh the expense of the inspection procedure, especially for large firms. To thoroughly vet all affiliate operators, "We have collaborative ventures with organisations around the world,

including Australia and the Caribbean," explains Miriam. Destination communities can also apply for Green Globe 21 certification through the scheme.

- H. It's to be expected that there would be growing pains in such a young industry as ecotourism. But there are positive indicators that things will improve. Ecotourism has the potential to become a trusted and respected label if the tourism industry, local communities, tourists, and environmental specialists all work together to make it so.

It's ecological Reading Questions

Questions 1-4

According to the information given in the reading passage, which **FOUR** of the following are true of the Ecotourism Society (TES) and Globe 21 award?

Write the appropriate letters A-I in boxes **1-4** on your answer sheet.

- A. It includes a wide range of subject matter experts.
- B. It has tracked the growth of ecotourism.
- C. It has received public acclaim for the role it plays.
- D. It organises regular ecotour promotions.
- E. It provides international information on ecotours.
- F. It consults with people working in tourist destinations
- G. The scheme is self-contained.
- H. The scheme is self-contained.
- I. Affiliation is open to both tour operators and tour sites.

Questions 5-7

Using **NO MORE THAN THREE WORDS**, answer the following questions.

Write your answers in boxes **5-7** on your answer sheet.

- 5 Which organisation compiles statistics on tourists around the world?
- 6 In rural areas, who usually benefits monetarily from tourism?
- 7 Where did the ideas for the Green Globe 21 rules come from?

Questions 8 -13

Questions 8-13

Do the following statements agree with the views of the writer in Reading Passage 2?
In boxes **8-13** on your answer sheet write

YES if the statement agrees with the writer's views
NO if the statement contradicts the writer's views
NOT GIVEN if it is impossible to say what the writer thinks about this

8. The term "ecotourism" has become a marketing ploy.
9. Those who coined the term "ecotourism" had good intentions.
10. Ecotourism is growing faster than any other type of tourism.
11. It is surprising that so many tour companies have decided to participate in ecotourism.
12. Tourists have learned to research tour operators before using them.
13. Tourists have had negative experiences on ecotour vacations.

It's ecological Reading answers with Explanation

It's ecological Reading answers with explanations can help you correct errors and identify the information needed for your answer.

(Note: The text in italics from the reading passage shows the location from where the answer is taken or inferred.)

1. A

Explanation: In the fifth, sixth, seventh and eighth lines of paragraph E, "*The Ecotourism Society (TES) was established in 1990 with the mission of turning ecotourism into a legitimate tool for conservation and sustainable development by specialists in the tourist industry, conservation, and ecology*".

2. D

Explanation: In the twelfth and thirteenth lines of paragraph E, *"This year, it will launch 'Your Travel Decision Makes a Difference,' an awareness campaign"*.

3. H

Explanation: In the eleventh line of paragraph F, *"The WTTC continues to back the scheme, despite it now being a separate entity"*.

4. I

Explanation: In the last two lines of paragraph G, *"Destination communities can also apply for Green Globe 21 certification through the scheme"*.

5. World Tourism Organisation

Explanation: In the third and fourth of paragraph C, *"Ecotourism accounts for 20% of all worldwide tourism and is worth \$20 billion annually, according to the World Tourism Organization"*.

6. City Entrepreneur

Explanation: In the sixth and seventh lines of paragraph D, *"The distinct personality of It's ecological has evolved over time. Once a form of protest among urban poor, today It's ecological is seen as art by people of all socioeconomic backgrounds. Whilst many inner-city youth remain deeply immersed in the It's ecological subculture, taggers come from all walks of life, including the uber-rich and the uber-poor. It's ecological artists defy easy categorization"*.

7. 1992 Earth Summit

Explanation: - In the tenth line of paragraph F, *“development standards established by Agenda 21 at the 1992 Earth Summit (WTTC)”*.

8. Yes

Explanation: - In the last line of paragraph A, *“It skyrocketed to fame as the most desirable branding for a vacation”*.

9. Yes

Explanation: In the fifth line of paragraph B, *“There is no doubt that the original movies for the movement”*.

10. Not Given

Explanation: —

11. No

Explanation: In the fifth, sixth and seventh lines of paragraph C, *“When you include an annual growth rate of roughly 5%, it’s easy to see why so many business owners in both developed and emerging nations feel pressured to join the fast-growing crowd”*.

12. No

Explanation: In the last two lines of paragraph C, *“This takes time, and since most tourists just take an operator at their word, there are more and more ecotours that aren’t what they claim to be”*.

13. Not Given

Explanation —