MOCK TEST FOR IELTS

(UNIT 4 – UNIT 6)

I. READING

❖ PASSAGE 1 (question 1-7)

Case Study: Tourism New Zealand website

New Zealand is a small country of four million inhabitants, a long-haul flight from all the major tourist-generating markets of the world. Tourism currently makes up 9% of the country's gross domestic product, and is the country's largest export sector. Unlike other export sectors, which make products and then sell them overseas, tourism brings its customers to New Zealand. The product is the country itself – the people, the places and the experiences. In 1999, Tourism New Zealand launched a campaign to communicate a new brand position to the world. The campaign focused on New Zealand's scenic beauty, exhilarating outdoor activities and authentic Maori culture, and it made New Zealand one of the strongest national brands in the world.

A key feature of the campaign was the website www.newzealand.com, which provided potential visitors to New Zealand with a single gateway to everything the destination had to offer. The heart of the website was a database of tourism services operators, both those based in New Zealand and those based abroad which offered tourism service to the country. Any tourism-related business could be listed by filling in a simple form. This meant that even the smallest bed and breakfast address or specialist activity provider could gain a web presence with access to an audience of long-haul visitors. In addition, because participating businesses were able to update the details they gave on a regular basis, the information provided remained accurate. And to maintain and improve standards, Tourism New Zealand organised a scheme whereby organisations appearing on the website underwent an independent evaluation against a set of agreed national standards of quality. As part of this, the effect of each business on the environment was considered.

To communicate the New Zealand experience, the site also carried features relating to famous people and places. One of the most popular was an interview with former New Zealand All Blacks rugby captain Tana Umaga. Another feature that attracted a lot of attention was an interactive journey through a number of the locations chosen for blockbuster films which had made use of New Zealand's stunning scenery as a backdrop. As the site developed, additional features were added to help independent travelers devise their own customised itineraries. To make it easier to plan motoring holidays, the site catalogued the most popular driving routes in the country, highlighting different routes according to the season and indicating distances and times.

Later, a Travel Planner feature was added, which allowed visitors to click and 'bookmark' places or attractions they were interested in, and then view the results on a map. The Travel Planner offered suggested routes and public transport options between the chosen locations. There were also links to accommodation in the area. By registering with the website, users could save their Travel Plan and return to it later, or print it out to take on the visit. The website also had a 'Your Words' section where anyone could submit a blog of their New Zealand travels for possible inclusion on the website.

The Tourism New Zealand website won two Webby awards for online achievement and innovation. More importantly perhaps, the growth of tourism to New Zealand was impressive. Overall tourism expenditure increased by an average of 6.9% per year between 1999 and 2004. From Britain, visits to New Zealand grew at an average annual rate of 13% between 2002 and 2006, compared to a rate of 4% overall for British visits abroad.

The website was set up to allow both individuals and travel organisations to create itineraries and travel packages to suit their own needs and interests. On the website, visitors can search for activities not solely

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by geographical location, but also by the particular nature of the activity. This is important as research shows that activities are the key driver of visitor satisfaction, contributing 74% to visitor satisfaction, while transport and accommodation account for the remaining 26%. The more activities that visitors undertake, the more satisfied they will be. It has also been found that visitors enjoy cultural activities most when they are interactive, such as visiting a marae (meeting ground) to learn about traditional Maori life. Many long-haul travelers enjoy such learning experiences, which provide them with stories to take home to their friends and family. In addition, it appears that visitors to New Zealand don't want to be 'one of the crowd' and find activities that involve only a few people more special and meaningful.
It could be argued that New Zealand is not a typical destination. New Zealand is a small country with a visitor economy composed mainly of small businesses. It is generally perceived as a safe English-speaking country with a reliable transport infrastructure. Because of the long-haul flight, most visitors stay for longer (average 20 days) and want to see as much of the country as possible on what is often seen as a once-in-a-lifetime visit. However, the underlying lessons apply anywhere – the effectiveness of a strong brand, a strategy based on unique experiences and a comprehensive and user-friendly website.

Section of website	Comments
Database of tourism services	• easy for tourism-related businesses to get on the list • allowed businesses to 1 ..... information regularly • provided a country-wide evaluation of businesses, including their impact on the 2 .....
Special features on local topics	• e.g. an interview with a former sports 3 ..... , and an interactive tour of various locations used in 4 .....
Information on driving routes	• varied depending on the 5 .....
Travel Planner	• included a map showing selected places, details of public transport and local 6 .....
'Your Words'	• travellers could send a link to their 7 .....

❖ **PASSAGE 2**

Tourism

A. Tourism, holidaymaking and travel are these days more significant social phenomena than most commentators have considered. On the face of it, there could not be a more trivial subject for a book. And indeed since social scientists have had considerable difficulty explaining weightier topics, such as work or politics, it might be thought that they would have great difficulties in accounting for more trivial phenomena such as holidaymaking. However, there are interesting parallels with the study of deviance.

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This involves the investigation of bizarre and idiosyncratic social practices which happen to be defined as deviant in some societies but not necessarily in others. The assumption is that the investigation of deviance can reveal interesting and significant aspects of normal societies. It could be said that a similar analysis can be applied to tourism.

B. Tourism is a leisure activity which presupposes its opposite, namely regulated and organised work. It is one manifestation of how work and leisure are organised as separate and regulated spheres of social practice in modern societies. Indeed acting as a tourist is one of the defining characteristics of being 'modern' and the popular concept of tourism is that it is organised within particular places and occurs for regularised periods of time. Tourist relationships arise from a movement of people to, and their stay in, various destinations. This necessarily involves some movement, that is the journey, and a period of stay in a new place or places. 'The journey and the stay' are by definition outside the normal places of residence and work and are of a short term and temporary nature and there is a clear intention to return 'home' within a relatively short period of time.

C. A substantial proportion of the population of modern societies engages in such tourist practices new socialised forms of provision have developed in order to cope with the mass character of the gazes of tourists as opposed to the individual character of travel. Places are chosen to be visited and be gazed upon because there is an anticipation especially through daydreaming and fantasy of intense pleasures, either on a different scale or involving different senses from those customarily encountered. Such anticipation is constructed and sustained through a variety of non-tourist practices such as films, TV literature, magazines records and videos which construct and reinforce this daydreaming.

D. Tourists tend to visit features of landscape and townscape which separate them off from everyday experience. Such aspects are viewed because they are taken to be in some sense out of the ordinary. The viewing of these tourist sights often involves different forms of social patterning with a much greater sensitivity to visual elements of landscape or townscape than is normally found in everyday life. People linger over these sights in a way that they would not normally do in their home environment and the vision is objectified or captured through photographs postcards films and so on which enable the memory to be endlessly reproduced and recaptured.

E. One of the earliest dissertations on the subject of tourism is Boorstins analysis of the pseudo event (1964) where he argues that contemporary. Americans cannot experience reality directly but thrive on pseudo events. Isolated from the host environment and the local people the mass tourist travels in guided groups and finds pleasure in inauthentic contrived attractions gullibly enjoying the pseudo events and disregarding the real world outside. Over time the images generated of different tourist sights come to constitute a closed self-perpetuating system of illusions which provide the tourist with the basis for selecting and evaluating potential places to visit. Such visits are made says Boorstin, within the environmental bubble of the familiar American style hotel which insulates the tourist from the strangeness of the host environment.

F. To service the burgeoning tourist industry, an array of professionals has developed who attempt to reproduce ever-new objects for the tourist to look at. These objects or places are located in a complex and changing hierarchy. This depends upon the interplay between, on the one hand, competition between interests involved in the provision of such objects and, on the other hand changing class, gender, and generational distinctions of taste within the potential population of visitors. It has been said that to be a tourist is one of the characteristics of the modern experience. Not to go away is like not possessing a car or a nice house. Travel is a marker of status in modern societies and is also thought to be necessary for good health. The role of the professional, therefore, is to cater for the needs and tastes of the tourists in accordance with their class and overall expectations.

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Questions 8-12

Do the following statements agree with the views of the writer in Reading Passage? In boxes 8-12, write :

YES if the statement agrees with the writer

NO if the statement contradicts the writer

NOT GIVEN if it is impossible to say what the writer thinks about this

8. Tourism is a trivial subject.

9. An analysis of deviance can act as a model for the analysis of tourism.

10. Tourists usually choose to travel overseas.

11. Tourists focus more on places they visit than those at home.

12. Tour operators try to cheat tourists.

II. LISTENING:

❖ **Part 1: Questions 1-10**

Complete the notes below.

Write ONE WORD AND/OR A NUMBER for each answer.

Example

Problem with: the brochure sample

Company name: 1. _____ Hotel Chains

Letters of 2. _____ should be bigger.

The 3. _____ should be removed

Change the description under the top photo to 4. _____.

Use the picture with the 5. _____ of the hotel.

The 6. _____ should be in red print.

Translate into 7. _____

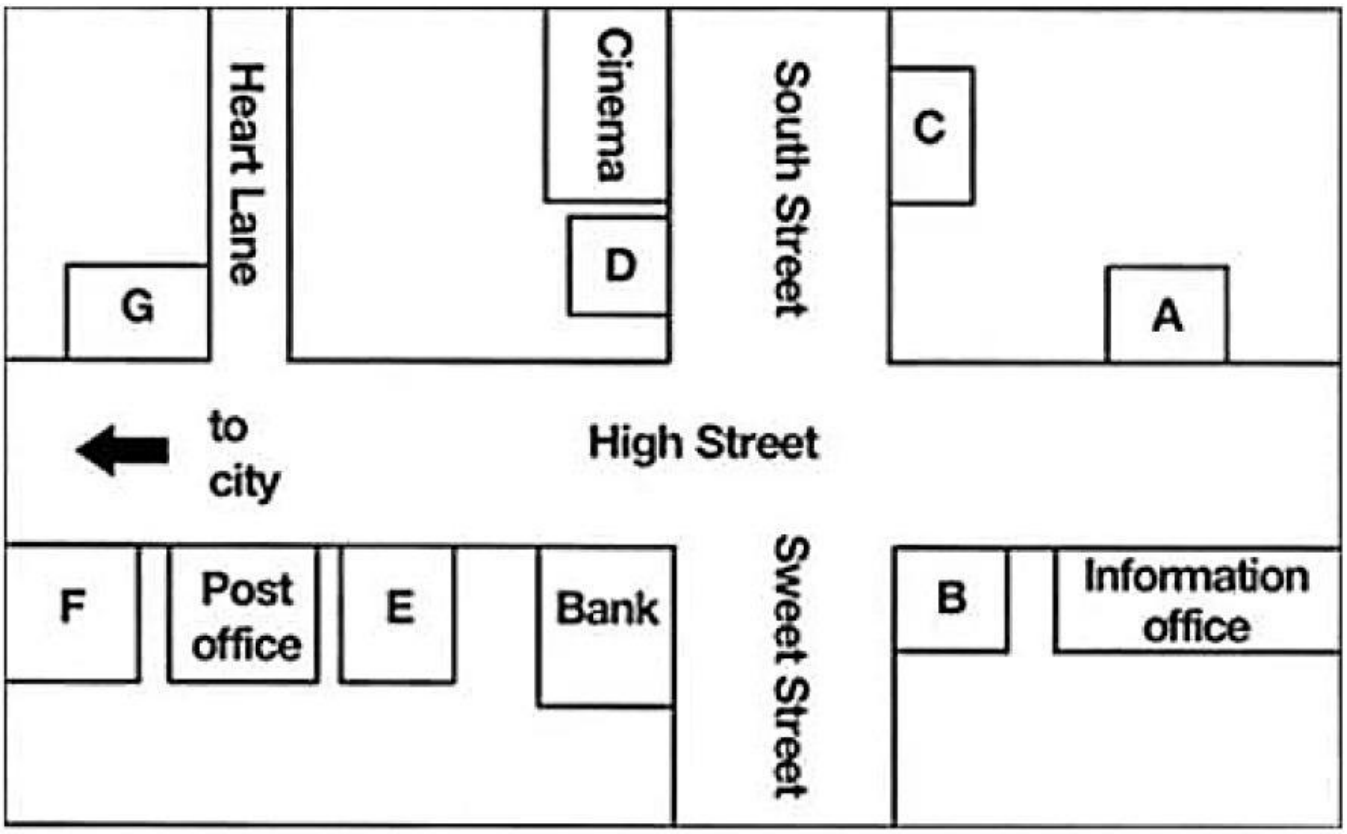
Deadline: by the end of 8. _____

Address: No. 9 Green Drive, 9. _____, NY21300

Telephone number: 10. _____

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❖ **Part 2: Question 11 -15**



11._____bus stop
12._____ train station
13._____ tube entrance
14._____ transport ticket office
15._____ taxi rank

III. WRITING

❖ **Part 1. Vocabulary and grammar (Question 1- 20)**

1. The train journey was _____ longer than we had anticipated, causing us to miss our connection.

A. much B. many C. a lot of D. too much

2. She's currently working on _____ extremely important project, so she can't be disturbed.

A. a B. an C. the D. no article

3. How _____ baggage are you allowed to bring on board for an international flight?

A. many B. much C. a few D. some

4. Before they built the new highway, locals _____ a much longer route to reach the city.

A. took B. take C. are taking D. have taken

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5. The restaurant is always fully booked on weekends, _____ you need to reserve a table well in advance.

A. because B. so C. but D. although

6. Sustainable _____ solutions are becoming increasingly vital for urban planning.

A. travel B. transport C. journey D. trip

7. He _____ his culinary skills by watching numerous cooking shows and experimenting in the kitchen.

A. improves B. is improving C. improved D. has improved

8. Despite extensive research, there was still _____ evidence to support their radical theory.

A. a few B. very few C. little D. many

9. My sister _____ a gap year to travel through Southeast Asia after she finishes university next month.

A. takes B. is taking C. took D. has taken

10. The flight was delayed for several hours, _____ passengers became increasingly frustrated.

A. because B. so C. but D. while

11. This newly opened eatery offers _____ more diverse menu than any other in the area.

A. a B. an C. the D. no article

12. They are considering _____ vegan food as a healthier and more ethical option.

A. eating B. eat C. ate D. to eat

13. Even though she lives abroad, she still _____ her family regularly through video calls.

A. visits B. is visiting C. visited D. has visited

14. During peak season, _____ trains to the coast are often packed to capacity.

A. a B. an C. the D. no article

15. I couldn't attend the meeting yesterday _____ I had a prior engagement.

A. so B. because C. but D. therefore

16. The local market boasts _____ incredible array of fresh produce and regional delicacies.

A. a B. an C. the D. no article

17. While waiting for their connecting flight, they _____ some local snacks from a small cafe at the airport.

A. buy B. are buying C. bought D. have bought

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18. He finds exploring new cultures and trying unfamiliar cuisines to be _____ most rewarding aspect of travel.

A. a B. an C. the D. no article

19. The traffic was _____ heavy than usual this morning, causing significant delays.

A. more B. most C. many D. much

20. She has been on _____ strict diet for weeks, _____ she's looking much healthier now.

A. a, so B. an, because C. the, but D. a, because

❖ **Part 2: Write about your favorite meal. Describe its taste, smell, and why it's special to you. Include any memories or stories related to this meal. (250 words)**

THE END

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