TEST FOR MINDSET 1 (UNIT 3-4)

I. READING

PASSAGE 1

Here today, gone tomorrow

The Arctic and Antarctica are now within reach of the modern tourist, with many going to see these icy wildernesses before it's too late. Christian Amodeo reports on the growth of polar tourism.

Travel at the North and South Poles has become an expensive leisure activity, suitable for tourists of all ages. The poles may be inhospitable places, but they are seeing increasing numbers of visitors.

Annual figures for the Arctic, where tourism has existed since the 19th century, have increased from about a million in the early 1990s to more than 1.5 million today. This is partly because of the lengthening summer season brought about by climate change.

Most visitors arrive by ship. In 2007, 370,000 cruise passengers visited Norway, twice the number that arrived in 2000. Iceland, a country where tourism is the second-largest industry, has enjoyed an annual growth rate of nine percent since 1990. Meanwhile, Alaska received some 1,029,800 passengers, a rise of 7.3 percent from 2006. Greenland has seen the most rapid growth in marine tourism, with a sharp increase in cruise-ship arrivals of 250 percent since 2004.

The global economic downturn may have affected the annual 20.6 percent rate of increase in visitors to the Antarctic - last season saw a drop of 17 percent to 38,200 - but there has been a 760 percent rise in land-based tourism there since 1997. More people than ever are landing at fragile sites, with light aircraft, helicopters and all-terrain vehicles increasingly used for greater access, while in the past two seasons, 'fly-sail' operations have begun. These deliver tourists by air to ships, so far more groups can enjoy a cruise in a season; large cruise ships capable of carrying up to 800 passengers are not uncommon.

In addition, it seems that a high number of visitors return to the poles. 'Looking at six years' worth of data, of the people who have been to the polar regions, roughly 25 percent go for a second time,' says Louisa Richardson, a senior marketing executive at tour operator Exodus.

In the same period that tourism has exploded, the 'health' of the poles has 'deteriorated'. 'The biggest changes taking place in the Antarctic are related to climate change,' says Rod Downie, Environmental Manager with the British Antarctic Survey (BAS). Large numbers of visitors increase these problems.

Although polar tourism is widely accepted, there have been few regulations up until recently. At the meeting of the Antarctic Treaty in Baltimore, the 28 member nations adopted proposals for limits to tourist numbers. These included safety codes for tourist vessels in Antarctic waters, and improved environmental protection for the continent. They agreed to prevent ships with more than 500 passengers from landing in Antarctica, as well as limit the number of passengers going ashore to a maximum of 100 at any one time, with a minimum of one guide for every 20 tourists. 'Tourism in Antarctica is not without its risks,' says Downie. After all, Antarctica doesn't have a coastguard rescue service.'

'So far, no surveys confirm that people are going quickly to see polar regions before they change,' says Frigg Jorgensen, General Secretary of the Association of Arctic Expedition Cruise Operators (AECO). 'However,

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Hillary Clinton and many other big names have been to Svalbard in the northernmost part of Norway to see the effects of climate change. The associated media coverage could influence others to do the same.'

These days, rarely a week passes without a negative headline in the newspapers. The suffering polar bear has become a symbol of a warming world, its plight a warning that the clock is ticking. It would seem that this ticking clock is a small but growing factor for some tourists. 'There's an element of "do it now",' acknowledges Prisca Campbell, Marketing director of Quark Expeditions, which takes 7,000 People to the poles annually. Leaving the trip until later, it seems, may mean leaving it too late.

Questions 1-7

Complete the summary below.

*Choose **NO MORE THAN TWO WORDS AND/OR A NUMBER** from the passage for each answer.*

Polar tourism - the figures

Tourism in the Arctic began in the **1.** ……. and visitor numbers have risen since that time.

These days, over **2.** ……. people travel there, mostly by ship.

The country with the greatest increase in visitors is **3.** …….. .

Tourism has expanded in the Arctic because the **4.** ……. lasts longer than it used to.

Travel to the Antarctic has fallen by **5.** ……. over the past year.

However, many more people are using small planes and **6.** ……. to land on the ice.

Aircraft are also taking visitors to huge ships that hold as many as **7.** ……. tourists.

Questions 8-12

Look at the following statements and the list of people below.

*Match each statement with the correct person, **A-D.***

NB** You may use any letter **more than once.

8. ……. Some tourists believe they should not delay their trip to the poles.

9. ……. There are some dangers to travelling in Antarctica.

10. ……. Some famous people have travelled to polar regions to look at the impacts of global warming.

11. ……. Some tourists make more than one trip to the poles.

12. ……. There is no evidence that visitors are hurrying to the poles.

List of People

A Louisa Richardson

B Rod Downie

C Frigg Jorgensen

D Prisca Campbell

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PASSAGE 2

FOOD AGENCY TAKES ON INDUSTRY OVER JUNK LABELS

Consumers are to be presented with two rival new year advertising campaigns as the Food Standards Agency (FSA) goes public in its battle with the industry over the labelling of unhealthy foods.

The Guardian has learned that the FSA will launch a series of 10-second television adverts in January telling shoppers how to follow a red, amber and green traffic light labelling system on the front of food packs, which is designed to tackle Britain's obesity epidemic.

The campaign is a direct response to a concerted attempt by leading food manufacturers and retailers, including Kellogg's and T esco, to derail the system. The industry fears that traffic lights would demonise entire categories of foods and could seriously damage the market for those that are fatty, salty or high in sugar.

The UK market for breakfast cereals is worth £1.27bn a year and the manufacturers fear it will be severely dented if red light labels are put on packaging drawing attention to the fact that the majority are high in salt and/or sugar.

The industry is planning a major marketing campaign for a competing labelling system which avoids colour-coding in favour of information about the percentage of "guideline daily amounts" (GDAs) of fat, salt and sugar contained in their products.

The battle for the nation's diet comes as new rules on television advertising come into force in January which will bar adverts for unhealthy foods from commercial breaks during programmes aimed at children. Sources at the TV regulators are braced for a legal challenge from the industry and have described the lobbying efforts to block any new ad ban or colour-coded labelling as "the most ferocious we've ever experienced".

Ofcom's chief executive, Ed Richards, said: "We are prepared to face up to any legal action from the industry, but we very much hope it will not be necessary." The FSA said it was expecting an onslaught from the industry in January. Senior FSA officials said the manufacturers' efforts to undermine its proposals on labelling could threaten the agency's credibility.

Terrence Collis, FSA director of communications, dismissed claims that the proposals were not based on science. "We have some of the most respected scientists in Europe, both within the FSA and in our independent advisory committees. It is unjustified and nonsensical to attack the FSA's scientific reputation and to try to undermine its credibility."

The FSA is understood to have briefed its ad agency, United, before Christmas, and will aim to air ads that are "non-confrontational, humorous and factual" as a counterweight to industry's efforts about the same time. The agency, however, will have a tiny fraction of the budget available to the industry.

Gavin Neath, chairman of Unilever UK and president of the Food and Drink Federation, has said that the industry has made enormous progress but could not accept red "stop" signs on its food.

Alastair Sykes, chief executive of Nestle UK, said that under the FSA proposals all his company's confectionery and most of its cereals would score a red. "Are we saying people shouldn't eat confectionery? We're driven by consumers and what they want, and much of what we do has been to make our products healthier," he said.

Chris Wermann, director of communications at Kellogg's, said: "In principle we could never accept traffic light labelling."

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The rival labelling scheme introduced by Kellogg's, Danone, Unilever, Nestle, Kraft and Tesco and now favoured by 21 manufacturers uses an industry-devised system based on identifying GDAs of key nutrients. Tesco says it has tested both traffic lights and GDA labels in its stores, and that the latter increased sales of healthier foods.

But the FSA said it could not live with this GDA system alone because it was "not scientific" or easy for shoppers to understand at a glance.

Questions 13-18

*Answer the questions below using **NO MORE THAN THREE WORDS** from the passage for each answer.*

13. When will instructions be given on reading the colour-coded labels? =>
14. Where can customers find the red light labels? =>
15. What problem is the FSA trying to handle with the labelling system? =>
16. Which product mentioned sells well but may not be healthy? =>
17. What information do the manufacturers prefer to label on products? =>
18. What can NOT be advertised during children's programmes? =>

Questions 19-25

*Use the information in the text to match the people **(A-E)** with the opinions **(19-25)** below. Write the **appropriate letters (A-E)** for questions **19-25.***

NB** You may use any letter **more than once.

A. Ed Richards
B. Terrence Collis
C. Gavin Neath
D. Alastair Sykes
E. Chris Wermann

19. Generally we will not agree to use the new system.

20. It is unreasonable to doubt if the FSA is trustworthy.

21. We are trying to meet our customers' needs.

22. The manufacturers have been improving greatly.

23. The colour-coded labelling system is credible.

24. Our products will be labelled unhealthy by the FSA.

25. We are ready to confront the manufacturers.

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II. Listening

SECTION 1 – Campus Tour Information

Questions 1–4

*Choose the correct letter **A, B** or **C**.*

1. The tour starts at:
A. 9:00 a.m.
B. 10:00 a.m.
C. 11:00 a.m.

2. The first building on the tour is:
A. the library
B. the sports centre
C. the main hall

3. The tour guide recommends visiting:
A. the student café
B. the bookstore
C. the computer lab

4. You need your student ID card to enter:
A. the library
B. the gym
C. the dormitory

Questions 5–10

Match each student to the facility they are most interested in.
*Write the correct letter **A–F** next to questions **5–10**.*

Facilities:
A. Sports centre
B. Library
C. Lecture theatre
D. Art studio
E. Student café
F. Bookshop

5. Michael ___

6. Sophie ___

7. Ryan ___

8. Emma ___

9. Olivia ___

10. Daniel ___

Questions 11–20

*Complete the form below. Write **ONE WORD AND/OR A NUMBER.***

HOTEL COMPLAINT FORM

11. Guest name: _____

12. Room number: _____

13. Date of stay: _____

14. Problem with: _____

15. Noise came from: _____

16. Time the noise started: _____

17. Staff response: _____

18. Requested item: _____

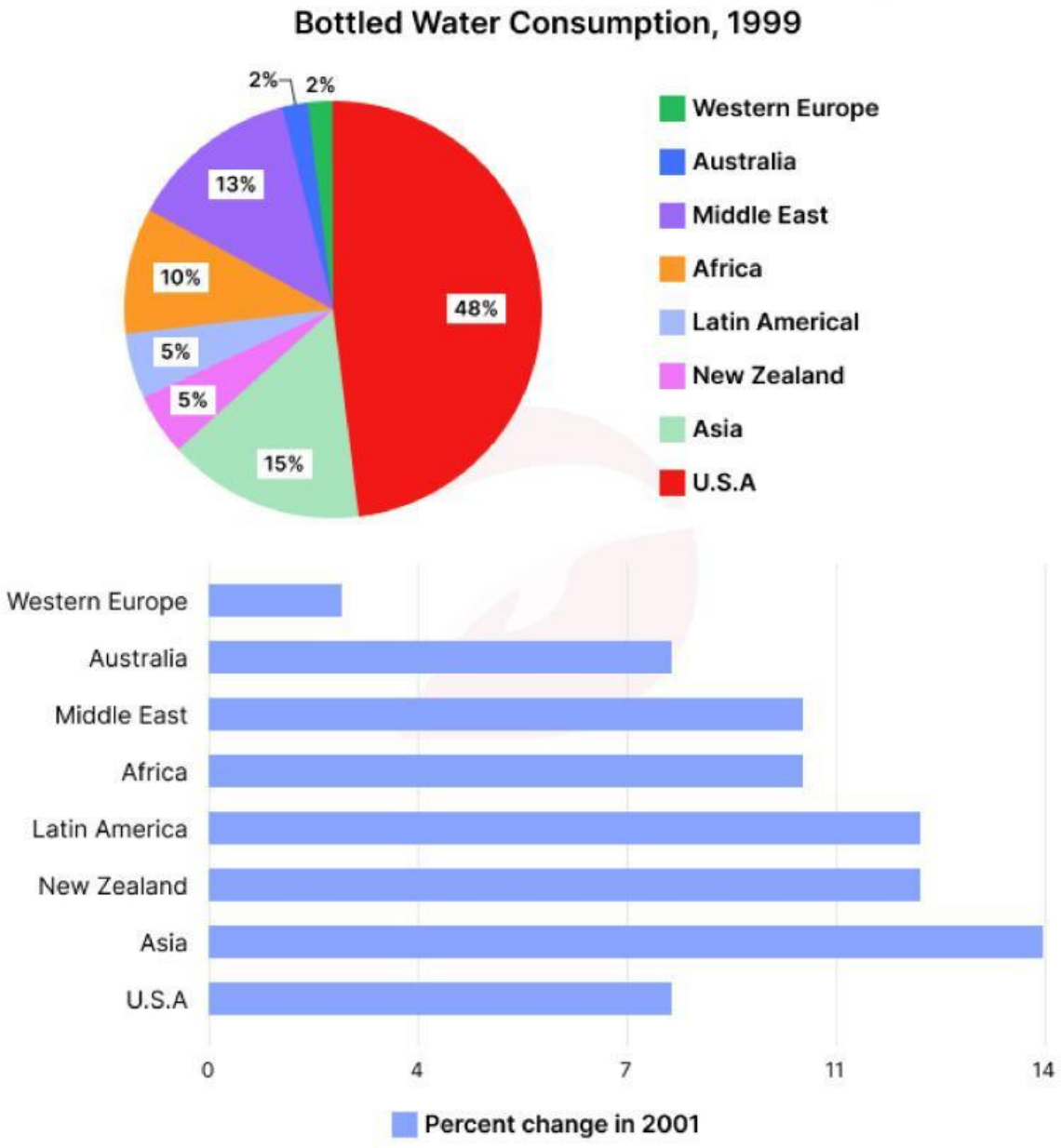
19. Item never: _____

20. Guest contact number: _____

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III. Writing

The pie graph below shows bottled water consumption in various regions as a percent of global consumption and the bar-chart shows the growth of bottled water consumption in 2001. Summarise the information by selecting and reporting the main features, and make comparisons where relevant.



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