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. 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.

Questions 28-32

Reading Passage 35 has 6 paragraphs (A-F).

Choose the most suitable heading for each paragraph from the list of headings below. Write the appropriate numbers (i-ix) in boxes 28-32 on your answer sheet. Paragraph D has been done for you as an example.

NB. There are more headings than paragraphs so you will not use all of them. You may use any heading more than once.

List of Headings

i. The politics of tourism
ii. The cost of tourism
iii. Justifying the study of tourism
iv. Tourism contrasted with travel
v. The essence of modern tourism
vi. Tourism versus leisure
vii. The artificiality of modern tourism
viii. The role of modern tour guides
ix. Creating an alternative to the everyday experience

28. Paragraph A
29. Paragraph B
30. Paragraph C

Example Answer
Paragraph D ix
31. Paragraph E
32. Paragraph F

Questions 33-37
Do the following statements agree with the views of the writer in Reading Passage 35? In boxes 33-37, 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

33. Tourism is a trivial subject.
34. An analysis of deviance can act as a model for the analysis of tourism.
35. Tourists usually choose to travel overseas.
36. Tourists focus more on places they visit than those at home.
37. Tour operators try to cheat tourists.
Questions 38-41

Chose one phrase (A-H) from the list of phrases to complete each key point below. Write the appropriate letters (A-H) in boxes 38-41 on your answer sheet. The information in the completed sentences should be an accurate summary of points made by the writer.

NB There are more phrases A-H than sentences so you will not use them all. You may use any phrase more than once.

38. Our concept of tourism arises from ........
39. The media can be used to enhance ........
40. People view tourist landscapes in a different way from ........
41. Group tours encourage participants to look at ........

List of Phrases

A. local people and their environment.
B. the expectations of tourists.
C. the phenomena of holidaymaking.
D. the distinction we make between holidays, work and leisure.
E. the individual character of travel.
F. places seen in everyday life.
G. photographs which recapture our
H. sights designed specially for tourists.
2. Bài 2

Questions 1-3

Reading Passage 1 has three sections, A-C. Choose the correct heading for each section from the list of headings below. Write the correct number i-vi in boxes 1-3 on your answer sheet.

List of Headings
i. The expansion of international tourism in recent years.
ii. How local communities can balance their own needs with the demands of wilderness tourism.
iii. Fragile regions and the reasons for the expansion of tourism there.
iv. Traditional methods of food-supply in fragile regions.
v. Some of the disruptive effects of wilderness tourism.
vi. The economic benefits of mass tourism.

1. Section A
2. Section B
3. Section C
The Impact of Wilderness Tourism

A. The market for tourism in remote areas is booming as never before. Countries all across the world are actively promoting their 'wilderness' regions - such as mountains, Arctic lands, deserts, small islands and wetlands - to high-spending tourists. The attraction of these areas is obvious: by definition, wilderness tourism requires little or no initial investment. But that does not mean that there is no cost. As the 1992 United Nations Conference on Environment and Development recognized, these regions are fragile (i.e. highly vulnerable to abnormal pressures) not just in terms of their ecology, but also in terms of the culture of their inhabitants. The three most significant types of fragile environment in these respects, and also in terms of the proportion of the Earth's surface they cover, are deserts, mountains and Arctic areas. An important characteristic is their marked seasonality, with harsh conditions prevailing for many months each year. Consequently, most human activities, including tourism, are limited to quite clearly defined parts of the year. Tourists are drawn to these regions by their natural landscape beauty and the unique cultures of their indigenous people. And poor governments in these isolated areas have welcomed the new breed of 'adventure tourist', grateful for the hard currency they bring. For several years now, tourism has been the prime source of foreign exchange in Nepal and Bhutan. Tourism is also a key element in the economies of Arctic zones such as Lapland and Alaska and in desert areas such as Ayers Rock in Australia and Arizona's Monument Valley.

B. Once a location is established as a main tourist destination, the effects on the local community are profound. When hill-farmers, for example, can make more money in a few weeks working as porters for foreign trekkers than they can in a year working in their fields, it is not surprising that many of them give up their farm-work, which is thus left to other members of the family. In some hill-regions, this has led to a serious decline in farm output and a change in the
local diet, because there is insufficient labour to maintain terraces and irrigation systems and tend to crops. The result has been that many people in these regions have turned to outside supplies of rice and other foods.

In Arctic and desert societies, year-round survival has traditionally depended on hunting animals and fish and collecting fruit over a relatively short season. However, as some inhabitants become involved in tourism, they no longer have time to collect wild food; this has led to increasing dependence on bought food and stores. Tourism is not always the culprit behind such changes. All kinds of wage labour, or government handouts, tend to undermine traditional survival systems. Whatever the cause, the dilemma is always the same: what happens if these new, external sources of income dry up? The physical impact of visitors is another serious problem associated with the growth in adventure tourism. Much attention has focused on erosion along major trails, but perhaps more important are the deforestation and impacts on water supplies arising from the need to provide tourists with cooked food and hot showers. In both mountains and deserts, slow-growing trees are often the main sources of fuel and water supplies may be limited or vulnerable to degradation through heavy use.

C. Stories about the problems of tourism have become legion in the last few years. Yet it does not have to be a problem. Although tourism inevitably affects the region in which it takes place, the costs to these fragile environments and their local cultures can be minimized. Indeed, it can even be a vehicle for reinvigorating local cultures, as has happened with the Sherpas of Nepal's Khumbu Valley and in some Alpine villages. And a growing number of adventure tourism operators are trying to ensure that their activities benefit the local population and environment over the long term.

In the Swiss Alps, communities have decided that their future depends on integrating tourism more effectively with the local economy. Local concern about the rising number of second home developments in the Swiss Pays
d’Enhaut resulted in limits being imposed on their growth. There has also been a renaissance in communal cheese production in the area, providing the locals with a reliable source of income that does not depend on outside visitors. Many of the Arctic tourist destinations have been exploited by outside companies, who employ transient workers and repatriate most of the profits to their home base. But some Arctic communities are now operating tour businesses themselves, thereby ensuring that the benefits accrue locally. For instance, a native corporation in Alaska, employing local people, is running an air tour from Anchorage to Kotzebue, where tourists eat Arctic food, walk on the tundra and watch local musicians and dancers.

Native people in the desert regions of the American Southwest have followed similar strategies, encouraging tourists to visit their pueblos and reservations to purchase high-quality handicrafts and artwork. The Acoma and San Ildefonso pueblos have established highly profitable pottery businesses, while the Navajo and Hopi groups have been similarly successful with jewellery.

Too many people living in fragile environments have lost control over their economies, their culture and their environment when tourism has penetrated their homelands. Merely restricting tourism cannot be the solution to the imbalance, because people’s desire to see new places will not just disappear. Instead, communities in fragile environments must achieve greater control over tourism ventures in their regions; in order to balance their needs and aspirations with the demands of tourism. A growing number of communities are demonstrating that, with firm communal decision-making, this is possible. The critical question now is whether this can become the norm, rather than the exception.
Questions 4-9

Do the following statements reflect the claims of the writer in Reading Passage 1? In boxes 4-9 on your answer sheet, write:

YES if the statement reflects the claims of the writer
NO if the statement contradicts the claims of the writer
NOT GIVEN if it is impossible to say what the writer thinks about this

4. The low financial cost of setting up wilderness tourism makes it attractive to many countries.
5. Deserts, mountains and Arctic regions are examples of environments that are both ecologically and culturally fragile.
6. Wilderness tourism operates throughout the year in fragile areas.
7. The spread of tourism in certain hill-regions has resulted in a fall in the amount of food produced locally.
8. Traditional food-gathering in desert societies was distributed evenly over the year.
9. Government handouts do more damage than tourism does to traditional patterns of food-gathering.

Questions 10-13

Complete the table below. Choose ONE WORD from Reading Passage 1 for each answer. Write your answers in boxes 10-13 on your answer sheet.

<table>
<thead>
<tr>
<th>People/Location</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swiss Pays d’Enhaut</td>
<td>Revived production of 10</td>
</tr>
<tr>
<td>Arctic communities</td>
<td>Operate 11 businesses</td>
</tr>
<tr>
<td>Acoma and San Ildefonso</td>
<td>Produce and sell 12</td>
</tr>
<tr>
<td>Navajo and Hopi</td>
<td>Produce and sell 13</td>
</tr>
</tbody>
</table>
3. Bài 3

Questions 1-4

Reading Passage 1 has five paragraphs, A-E. Choose the correct heading for paragraphs B-E from the list of headings below. Write the correct number, i-vii, in boxes 1-4 on your answer sheet.

List of Headings

i. Economic and social significance of tourism
ii. The development of mass tourism
iii. Travel for the wealthy
iv. Earning foreign exchange through tourism
v. Difficulty in recognising the economic effects of tourism
vi. The contribution of air travel to tourism
vii. The world impact of tourism
viii. The history of travel

Example: Paragraph A. Answer: viii

1. Paragraph B
2. Paragraph C
3. Paragraph D
4. Paragraph E
The Context, Meaning and Scope of Tourism

A. Travel has existed since the beginning of time, when primitive man set out, often traversing great distances in search of game, which provided the food and clothing necessary for his survival. Throughout the course of history, people have travelled for purposes of trade, religious conviction, economic gain, war, migration and other equally compelling motivations. In the Roman era, wealthy aristocrats and high government officials also travelled for pleasure. Seaside resorts located at Pompeii and Herculaneum afforded citizens the opportunity to escape to their vacation villas in order to avoid the summer heat of Rome. Travel, except during the Dark Ages, has continued to grow and, throughout recorded history, has played a vital role in the development of civilisations and their economies.

B. Tourism in the mass form as we know it today is a distinctly twentieth-century phenomenon. Historians suggest that the advent of mass tourism began in England during the industrial revolution with the rise of the middle class and the availability of relatively inexpensive transportation. The creation of the commercial airline industry following the Second World War and the subsequent development of the jet aircraft in the 1950s signalled the rapid growth and expansion of international travel. This growth led to the development of a major new industry: tourism. In turn, international tourism became the concern of a number of world governments since it not only provided new employment opportunities but also produced a means of earning foreign exchange.

C. Tourism today has grown significantly in both economic and social importance. In most industrialised countries over the past few years the fastest growth has been seen in the area of services. One of the largest segments of the service industry, although largely unrecognised as an entity in some of these countries, is travel and tourism. According to the World Travel and
Tourism Council (1992), Travel and tourism is the largest industry in the world on virtually any economic measure including value-added capital investment, employment and tax contributions. In 1992’ the industry’s gross output was estimated to be $3.5 trillion, over 12 per cent of all consumer spending. The travel and tourism industry is the world’s largest employer the almost 130 million jobs, or almost 7 per cent of all employees. This industry is the world’s leading industrial contributor, producing over 6 per cent of the world’s national product and accounting for capital investment in excess of $422 billion direct indirect and personal taxes each year. Thus, tourism has a profound impact both on the world economy and, because of the educative effect of travel and the effects on employment, on society itself.

D. However, the major problems of the travel and tourism industry that have hidden, or obscured, its economic impact are the diversity and fragmentation of the industry itself. The travel industry includes: hotels, motels and other types of accommodation; restaurants and other food services; transportation services and facilities; amusements, attractions and other leisure facilities; gift shops and a large number of other enterprises. Since many of these businesses also serve local residents, the impact of spending by visitors can easily be overlooked or underestimated. In addition, Meis (1992) points out that the tourism industry involves concepts that have remained amorphous to both analysts and decision makers. Moreover, in all nations this problem has made it difficult for the industry to develop any type of reliable or credible tourism information base in order to estimate the contribution it makes to regional, national and global economies. However, the nature of this very diversity makes travel and tourism ideal vehicles for economic development in a wide variety of countries, regions or communities.

E. Once the exclusive province of the wealthy, travel and tourism have become an institutionalised way of life for most of the population. In fact, McIntosh and
Goeldner (1990) suggest that tourism has become the largest commodity in international trade for many nations and, for a significant number of other countries, it ranks second or third. For example, tourism is the major source of income in Bermuda, Greece, Italy, Spain, Switzerland and most Caribbean countries. In addition, Hawkins and Ritchie, quoting from data published by the American Express Company, suggest that the travel and tourism industry is the number one ranked employer in the Bahamas, Brazil, Canada, France, (the former) West Germany, Hong Kong, Italy, Jamaica, Japan, Singapore, the United Kingdom and the United States. However, because of problems of definition, which directly affect statistical measurement, it is not possible with any degree of certainty to provide precise, valid or reliable data about the extent of world-wide tourism participation or its economic impact. In many cases, similar difficulties arise when attempts are made to measure domestic tourism.
Questions 5-10: Do the following statements agree with the information given in Reading Passage 1? In boxes 5-10 on your answer sheet, write:

TRUE if the statement agrees with the information
FALSE if the statement contradicts the information
NOT GIVEN if there is no information on this

5. The largest employment figures in the world are found in the travel and tourism industry.
6. Tourism contributes over six per cent of the Australian gross national product.
7. Tourism has a social impact because it promotes recreation.
8. Two main features of the travel and tourism industry make its economic significance difficult to ascertain.
9. Visitor spending is always greater than the spending of residents in tourist areas.
10. It is easy to show statistically how tourism affects individual economies.

Questions 11-13

Complete the sentences below. Choose NO MORE THAN THREE WORDS from the passage for each answer. Write your answers in boxes 11-13 on your answer sheet.

11. In Greece, tourism the most important ...................... .
12. The travel and tourism industry in Jamaica is the major ...................... .
13. The problems associated with measuring international tourism are often reflected in the measurement of............. .
4. Bài 4

Questions 14-20

Reading Passage 2 has seven paragraphs, A-G. Choose the correct heading for each paragraph from the list of headings below. Write the correct number, i-viii, in boxes 14-20 on your answer sheet.

<table>
<thead>
<tr>
<th>List of Headings</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Different accounts of the same journey</td>
</tr>
<tr>
<td>ii. Bingham gains support</td>
</tr>
<tr>
<td>iii. A common belief</td>
</tr>
<tr>
<td>iv. The aim of the trip</td>
</tr>
<tr>
<td>v. A dramatic description</td>
</tr>
<tr>
<td>vi. A new route</td>
</tr>
<tr>
<td>vii. Bingham publishes his theory</td>
</tr>
<tr>
<td>viii. Bingham’s lack of enthusiasm</td>
</tr>
</tbody>
</table>

14. Paragraph A
15. Paragraph B
16. Paragraph C
17. Paragraph D
18. Paragraph E
19. Paragraph F
20. Paragraph G
The Lost City

An explorer’s encounter with the ruined city of Machu Picchu, the most famous icon of the Inca civilisation

A. When the US explorer and academic Hiram Bingham arrived in South America in 1911, he was ready for what was to be the greatest achievement of his life: the exploration of the remote hinterland to the west of Cusco, the old capital of the Inca empire in the Andes mountains of Peru. His goal was to locate the remains of a city called Vitcos, the last capital of the Inca civilisation.

Cusco lies on a high plateau at an elevation of more than 3,000 metres, and Bingham’s plan was to descend from this plateau along the valley of the Urubamba river, which takes a circuitous route down to the Amazon and passes through an area of dramatic canyons and mountain ranges.

B. When Bingham and his team set off down the Urubamba in late July, they had an advantage over travellers who had preceded them: a track had recently been blasted down the valley canyon to enable rubber to be brought up by mules from the jungle. Almost all previous travellers had left the river at Ollantaytambo and taken a high pass across the mountains to rejoin the river lower down, thereby cutting a substantial corner, but also therefore never passing through the area around Machu Picchu.

C. On 24 July they were a few days into their descent of the valley. The day began slowly, with Bingham trying to arrange sufficient mules for the next stage of the trek. His companions showed no interest in accompanying him up the nearby hill to see some ruins that a local farmer, Melchor Arteaga, had told them about the night before. The morning was dull and damp, and Bingham also seems to have been less than keen on the prospect of climbing the hill. In his book Lost City of the Incas, he relates that he made the ascent without having the least expectation that he would find anything at the top.
D. Bingham writes about the approach in vivid style in his book. First, as he climbs up the hill, he describes the ever-present possibility of deadly snakes, ‘capable of making considerable springs when in pursuit of their prey'; not that he sees any. Then there’s a sense of mounting discovery as he comes across great sweeps of terraces, then a mausoleum, followed by monumental staircases and, finally, the grand ceremonial buildings of Machu Picchu. ‘It seemed like an unbelievable dream the sight held me spellbound’, he wrote.

E. We should remember, however, that Lost City of the Incas is a work of hindsight, not written until 1948, many years after his journey. His journal entries of the time reveal a much more gradual appreciation of his achievement. He spent the afternoon at the ruins noting down the dimensions of some of the buildings, then descended and rejoined his companions, to whom he seems to have said little about his discovery. At this stage, Bingham didn’t realise the extent or the importance of the site, nor did he realise what use he could make of the discovery.

F. However, soon after returning it occurred to him that he could make a name for himself from this discovery. When he came to write the National Geographic magazine article that broke the story to the world in April 1913, he knew he had to produce a big idea. He wondered whether it could have been the birthplace of the very first Inca, Manco the Great, and whether it could also have been what chroniclers described as ‘the last city of the Incas’. This term refers to Vilcabamba the settlement where the Incas had fled from Spanish invaders in the 1530s. Bingham made desperate attempts to prove this belief for nearly 40 years. Sadly, his vision of the site as both the beginning and end of the Inca civilisation, while a magnificent one, is inaccurate. We now know, that Vilcabamba actually lies 65 kilometres away in the depths of the jungle.
G. One question that has perplexed visitors, historians and archaeologists alike ever since Bingham, is why the site seems to have been abandoned before the Spanish Conquest. There are no references to it by any of the Spanish chroniclers - and if they had known of its existence so close to Cusco they would certainly have come in search of gold.

An idea which has gained wide acceptance over the past few years is that Machu Picchu was a moya, a country estate built by an Inca emperor to escape the cold winters of Cusco, where the elite could enjoy monumental architecture and spectacular views. Furthermore, the particular architecture of Machu Picchu suggests that it was constructed at the time of the greatest of all the Incas, the emperor Pachacuti (1438-71). By custom, Pachacuti’s descendants built other similar estates for their own use, and so Machu Picchu would have been abandoned after his death, some 50 years before the Spanish Conquest.
Questions 21-24

Do the following statements agree with the information given in Reading Passage 2? In boxes 21-24 on your answer sheet, write:

TRUE if the statement agrees with the information
FALSE if the statement contradicts the information
NOT GIVEN if there is no information on this

21. Bingham went to South America in search of an Inca city.
22. Bingham chose a particular route down the Urubamba valley because it was the most common route used by travellers.
23. Bingham understood the significance of Machu Picchu as soon as he saw it.
24. Bingham returned to Machu Picchu in order to find evidence to support his theory.

Questions 25-26

Complete the sentences below. Choose ONE WORD ONLY from the passage for each answer. Write your answers in boxes 25-26 on your answer sheet.

25. The track that took Bingham down the Urubamba valley had been created for the transportation of..................
26. Bingham found out about the ruins of Machu Picchu from a ..................... in the Urubamba valley.
5. Bài 5

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 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.
Questions 1-7: Complete the table below. Choose ONE WORD ONLY from the passage for each answer. Write your answers in boxes 1-7 on your answer sheet.

<table>
<thead>
<tr>
<th>Section of website</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Database of tourism services</td>
<td>• 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</td>
</tr>
<tr>
<td>Special features on local topics</td>
<td>• e.g. an interview with a former sports 3, and an interactive tour of various locations used in 4</td>
</tr>
<tr>
<td>Information on driving routes</td>
<td>• varied depending on the 5</td>
</tr>
<tr>
<td>Travel Planner</td>
<td>• included a map showing selected places, details of public transport and local 6</td>
</tr>
<tr>
<td>‘Your Words’</td>
<td>• travellers could send a link to their 7</td>
</tr>
</tbody>
</table>

Questions 8-13: Do the following statements agree with the information given in Reading Passage 1? In boxes 8-13 on your answer sheet, write:

TRUE if the statement agrees with the information
FALSE if the statement contradicts the information
NOT GIVEN if there is no information on this

8. The website www.newzealand.com aimed to provide ready-made itineraries and packages for travel companies and individual tourists.

9. It was found that most visitors started searching on the website by geographical location.

10. According to research, 26% of visitor satisfaction is related to their accommodation.

11. Visitors to New Zealand like to become involved in the local culture.

12. Visitors like staying in small hotels in New Zealand rather than in larger ones.

13. Many visitors feel it is unlikely that they will return to New Zealand after their visit.
Alexander Henderson (1831-1913)

Born in Scotland, Henderson emigrated to Canada in 1855 and became a well-known landscape photographer

Alexander Henderson was born in Scotland in 1831 and was the son of a successful merchant. His grandfather, also called Alexander, had founded the family business, and later became the first chairman of the National Bank of Scotland. The family had extensive landholding in Scotland. Besides its residence in Edinburgh, it owned Press Estate, 650 acres of farmland about 35 miles southeast of the city. The family often stayed at Press Castle, the large mansion on the northern edge of the property, and Alexander spent much of his childhood in the area, playing on the beach near Eyemouth or fishing in the streams nearby.

Even after he went to school at Murcheston Academy on the outskirts of Edinburgh, Henderson returned to Press at weekends. In 1849 he began a three-year apprenticeship to become an accountant. Although he never liked the prospect of a business career, he stayed with it to please his family. In October 1855, however, he emigrated to Canada with his wife Agnes Elder Robertson and they settled in Montreal.

Henderson learned photography in Montreal around the year 1857 and quickly took it up as a serious amateur. He became a personal friend and colleague of the Scottish – Canadian photographer William Notman. The two men made a photographic excursion to Niagara Falls in 1860 and they cooperated on experiments with magnesium flares as a source of artificial light in 1865. They belonged to the same societies and were among the founding members of the Art Association of Montreal. Henderson acted as chairman of the association’s first meeting, which was held in Notman’s studio on 11 January 1860.
In spite of their friendship, their styles of photography were quite different. While Notman’s landscapes were noted for their bold realism, Henderson for the first 20 years of his career produced romantic images, showing the strong influence of the British landscape tradition. His artistic and technical progress was rapid and in 1865 he published his first major collection of landscape photographs. The publication had limited circulation (only seven copies have ever been found), and was called Canadian Views and Studies. The contents of each copy vary significantly and have proved a useful source for evaluating Henderson’s early work.

In 1866, he gave up his business to open a photographic studio, advertising himself as a portrait and landscape photographer. From about 1870 he dropped portraiture to specialize in landscape photography and other views. His numerous photographs of city life revealed in street scenes, houses, and markets are alive with human activity, and although his favourite subject was landscape he usually composed his scenes around such human pursuits as farming the land, cutting ice on a river, or sailing down a woodland stream. There was sufficient demand for these types of scenes and others he took depicting the lumber trade, steamboats and waterfalls to enable him to make a living. There was little competing hobby or amateur photography before the late 1880s because of the time-consuming techniques involved and the weight of equipment. People wanted to buy photographs as souvenirs of a trip or as gifts, and catering to this market, Henderson had stock photographs on display at his studio for mounting, framing, or inclusion in albums.

Lambertype process. In 1878 his work won second prize at the world exhibition in Paris.

In the 1890s and 1880s Henderson travelled widely throughout Quebec and Ontario, in Canada, documenting the major cities of the two provinces and many of the villages in Quebec. He was especially fond of the wilderness and often travelled by canoe on the Blanche, du Lièvre, and other noted eastern rivers. He went on several occasions to the Maritimes and in 1872 he sailed by yacht along the lower north shore of the St Lawrence River. That same year, while in the lower St Lawrence River region, he took some photographs of the construction of the Intercolonial Railway. This undertaking led in 1875 to a commission from the railway to record the principal structures along the almost-completed line connecting Montreal to Halifax. Commissions from other railways followed. In 1876 he photographed bridges on the Quebec, Montreal, Ottawa and Occidental Railway between Montreal and Ottawa. In 1885 he went west along the Canadian Pacific Railway (CPR) as far as Rogers Pass in British Columbia, where he took photographs of the mountains and the progress of construction.

In 1892 Henderson accepted a full-time position with the CPR as manager of a photographic department which he was to set up and administer. His duties included spending four months in the field each year. That summer he made his second trip west, photographing extensively along the railway line as far as Victoria. He continued in this post until 1897, when he retired completely from photography.

When Henderson died in 1913, his huge collection of glass negatives was stored in the basement of his house. Today collections of his work are held at the National Archives of Canada, Ottawa, and the McCord Museum of Canadian History, Montreal.
Questions 1-8

Do the following statements agree with the information given in Reading Passage 1? In boxes 1-8 on your answer sheet, write:

TRUE if the statement agrees with the information
FALSE if the statement contradicts the information
NOT GIVEN if there is no information on this

1. Henderson rarely visited the area around Press estate when he was younger.
2. Henderson pursued a business career because it was what his family wanted.
3. Henderson and Notman were surprised by the results of their 1865 experiment.
4. There were many similarities between Henderson’s early landscapes and those of Notman.
5. The studio that Henderson opened in 1866 was close to his home.
6. Henderson gave up portraiture so that he could focus on taking photographs of scenery.
7. When Henderson began work for the Intercolonial Railway, the Montreal to Halifax line had been finished.
8. Henderson’s last work as a photographer was with the Canadian Pacific Railway.
Questions 9-13

Complete the notes below. Choose ONE WORD ONLY from the passage for each answer. Write your answers in boxes 9-13 on your answer sheet.

Alexander Henderson

Early life
• was born in Scotland in 1831 – father was a 9 …………………………
• trained as an accountant, emigrated to Canada in 1855

Start of a photographic career
• opened up a photographic studio in 1866
• took photos of city life, but preferred landscape photography
• people bought Henderson’s photos because photography took up considerable time and the 10 ………………………… was heavy
• the photographs Henderson sold were 11 ……………… or souvenirs

Travelling as a professional photographer
• travelled widely in Quebec and Ontario in 1870s and 1880s
• took many trips along eastern rivers in a 12…………………………
• worked for Canadian railways between 1875 and 1897
• worked for CPR in 1885 and photographed the 13 ……………… and the railway at Rogers Pass
What is exploration?
We are all explores. Our desire to discover, and then share that new-found knowledge, is part of what makes us human – indeed, this has played an important part in our success as a species. Long before the first caveman slumped down beside the fire and grunted news that there were plenty of wildebeest over yonder, our ancestors had learnt the value of sending out scouts to investigate the unknown. This questing nature of ours undoubtedly helped our species spread around the globe, just as it nowadays no doubt helps the last nomadic Penan maintain their existence in the depleted forests of Borneo, and a visitor negotiate the subways of New York.

Over the years, we’ve come to think of explorers as a peculiar breed – different from the rest of us, different from those of us who are merely ‘well travelled’, even; and perhaps there is a type of person more suited to seeking out the new, a type of caveman more inclined to risk venturing out. That, however, doesn’t take away from the fact that we all have this enquiring instinct, even today; and that in all sorts of professions – whether artist, marine biologist or astronomer – borders of the unknown are being tested each day.

Thomas Hardy set some of his novels in Egdon Heath, a fictional area of uncultivated land, and used the landscape to suggest the desires and fears of his characters. He is delving into matters we all recognise because they are common to humanity. This is surely an act of exploration, and into a world as remote as the author chooses. Explorer and travel writer Peter Fleming talks of the moment when the explorer returns to the existence he has left behind with his loved ones. The traveller ‘who has for weeks or months seen himself only as a puny and irrelevant alien crawling laboriously over a country in which he
has no roots and no background, suddenly encounters his other self, a relatively solid figure, with a place in the minds of certain people’.

In this book about the exploration of the earth’s surface, I have confined myself to those whose travels were real and who also aimed at more than personal discovery. But that still left me with another problem: the word ‘explorer’ has become associated with a past era. We think back to a golden age, as if exploration peaked somehow in the 19th century – as if the process of discovery is now on the decline, though the truth is that we have named only one and a half million of this planet’s species, and there may be more than 10 million – and that’s not including bacteria. We have studied only 5 per cent of the species we know. We have scarcely mapped the ocean floors, and know even less about ourselves; we fully understand the workings of only 10 per cent of our brains.

Here is how some of today’s ‘explorers’ define the word. Ran Fiennes, dubbed the ‘greatest living explorer’, said, ‘An explorer is someone who has done something that no human has done before – and also done something scientifically useful.’ Chris Bonington, a leading mountaineer, felt exploration was to be found in the act of physically touching the unknown: ‘You have to have gone somewhere new.’ Then Robin Hanbury-Tenison, a campaigner on behalf of remote so-called ‘tribal’ peoples, said, ‘A traveller simply records information about some far-off world, and reports back; but an explorer changes the world.’ Wilfred Thesiger, who crossed Arabia’s Empty Quarter in 1946, and belongs to an era of unmechanised travel now lost to the rest of us, told me, ‘If I’d gone across by camel when I could have gone by car, it would have been a stunt.’ To him, exploration meant bringing back information from a remote place regardless of any great self-discovery.

Each definition is slightly different – and tends to reflect the field of endeavour of each pioneer. It was the same whoever I asked: the prominent historian
would say exploration was a thing of the past, the cutting-edge scientist would say it was of the present. And so on. They each set their own particular criteria; the common factor in their approach being that they all had, unlike many of us who simply enjoy travel or discovering new things, both a very definite objective from the outset and also a desire to record their findings. I’d best declare my own bias. As a writer, I’m interested in the exploration of ideas. I’ve done a great many expeditions and each one was unique. I’ve lived for months alone with isolated groups of people all around the world, even two ‘uncontacted tribes’. But none of these things is of the slightest interest to anyone unless, through my books, I’ve found a new slant, explored a new idea. Why? Because the world has moved on. The time has long passed for the great continental voyages – another walk to the poles, another crossing of the Empty Quarter. We know how the land surface of our planet lies; exploration of it is now down to the details – the habits of microbes, say, or the grazing behaviour of buffalo. Aside from the deep sea and deep underground, it’s the era of specialists. However, this is to disregard the role the human mind has in conveying remote places; and this is what interests me: how a fresh interpretation, even of a well-travelled route, can give its readers new insights.

Questions 27-32

Choose the correct letter, A, B, C or D. Write the correct letter in boxes 27-32 on your answer sheet.

27. The writer refers to visitors to New York to illustrate the point that
A. exploration is an intrinsic element of being human.
B. most people are enthusiastic about exploring.
C. exploration can lead to surprising results.
D. most people find exploration daunting.
28. According to the second paragraph, what is the writer’s view of explorers?
A. Their discoveries have brought both benefits and disadvantages.
B. Their main value is in teaching others.
C. They act on an urge that is common to everyone.
D. They tend to be more attracted to certain professions than to others.

29. The writer refers to a description of Egdon Heath to suggest that
A. Hardy was writing about his own experience of exploration.
B. Hardy was mistaken about the nature of exploration.
C. Hardy’s aim was to investigate people’s emotional states.
D. Hardy’s aim was to show the attraction of isolation.

30. In the fourth paragraph, the writer refers to ‘a golden age’ to suggest that
A. the amount of useful information produced by exploration has decreased.
B. fewer people are interested in exploring than in the 19th century.
C. recent developments have made exploration less exciting.
D. we are wrong to think that exploration is no longer necessary.

31. In the sixth paragraph, when discussing the definition of exploration, the writer argues that
A. people tend to relate exploration to their own professional interests.
B. certain people are likely to misunderstand the nature of exploration.
C. the generally accepted definition has changed over time.
D. historians and scientists have more valid definitions than the general public.

32. In the last paragraph, the writer explains that he is interested in
A. how someone’s personality is reflected in their choice of places to visit.
B. the human ability to cast new light on places that may be familiar.
C. how travel writing has evolved to meet changing demands.
D. the feelings that writers develop about the places that they explore.
Questions 33-37

Look at the following statements (Questions 33-37) and the list of explorers below. Match each statement with the correct explorer, A-E. Write the correct letter, A-E, in boxes 33-37 on your answer sheet.

NB You may use any letter more than once.

33. He referred to the relevance of the form of transport used.
34. He described feelings on coming back home after a long journey.
35. He worked for the benefit of specific groups of people.
36. He did not consider learning about oneself an essential part of exploration.
37. He defined exploration as being both unique and of value to others.

List of Explorers
A. Peter Fleming
B. Ran Fiennes
C. Chris Bonington
D. Robin Hanbury-Tenison
E. Wilfred Thesiger

Questions 38-40

Complete the summary below. Choose NO MORE THAN TWO WORDS from the passage for each answer. Write your answers in boxes 38-40 on your answer sheet.

The writer’s own bias

The writer has experience of a large number of 38............, and was the first stranger that certain previously 39............ people had encountered. He believes there is no need for further exploration of Earth’s 40............, except to answer specific questions such as how buffalo eat.
The changing role of airports

Airports continue to diversify their role in an effort to generate income. Are business meeting facilities the next step? Nigel Halpern, Anne Graham and Rob Davidson investigate.

A. In recent times developing commercial revenues has become more challenging for airports due to a combination of factors, such as increased competition from Internet shopping, restrictions on certain sales, such as tobacco, and new security procedures that have had an impact on the dwell time of passengers. Moreover, the global economic downturn has caused a reduction in passenger numbers while those that are travelling generally have less money to spend. This has meant that the share subsequently declined slightly. Meanwhile, the pressures to control the level of aeronautical revenues are as strong as ever due to the poor financial health of many airlines and the rapid rise of the low-cost carrier sector.

B. Some of the more obvious solutions to growing commercial revenues, such as extending the merchandising space or expanding the variety of shopping opportunities, have already been tried to their limit at many airports. A more radical solution is to find new sources of commercial revenue within the terminal, and this has been explored by many airports over the last decade or so. As a result, many terminals are now much more than just shopping malls and offer an array of entertainment, leisure, and beauty and wellness facilities. At this stage of facilities provision, the airport also has the possibility of talking on the role of the final destination rather than merely a facilitator of access.

C. At the same time, airports have been developing and expanding the range of services that they provide specifically for the business traveller in the terminal. This includes offering business centres that supply support services,
meeting or conference rooms and other space for special events. Within this context, Jarach (2001) discusses how dedicated meetings facilities located within the terminal and managed directly by the airport operator may be regarded as an expansion of the concept of airline lounges or as a way to reconvert abandoned or underused areas of terminal and managed directly by the airport hotels and other facilities offered in the surrounding area of the airport that had the potential to take on this role and become active as a business space (McNeill, 2009).

D. When an airport location can be promoted as a business venue, this may increase the overall appeal of the airport and help it become more competitive in both attracting and retaining airlines and their passengers. In particular, the presence of meeting facilities could become one of the determining factors taken into consideration when business people are choosing airlines and where they change their planes. This enhanced attractiveness itself may help to improve the airport operator’s financial position and future prospects, but clearly, this will be dependent on the competitive advantage that the airport is able to achieve in comparison with other venues.

E. In 2011, an online airport survey was conducted and some of the areas investigated included the provision and use of meeting facilities at airports and the perceived role and importance of these facilities in generating income and raising passenger numbers. In total, there were responses from staff at 154 airports and 68% of these answered “yes” to the question: Does your airport own and have meetings facilities available for hire? The existence of meeting facilities, therefore, seems high at airports. In addition, 28% of respondents that did not have meeting facilities stared that they were likely to invest in them during the next five years. The survey also asked to what extent respondents agreed or disagreed with a number of statements about asked the meeting facilities at their airport. 49% of respondents agreed that they would invest more
in the immediate future. These are fairly high proportions considering the recent economic climate.

F. The survey also asked airport with meeting facilities to estimate what proportion of users are from the local area. i.e. within a 90-minute drive from the airport, or from abroad. Their findings show that meeting facilities provided by the majority of respondents tend to serve local versus non-local or foreign needs. 63% of respondents estimated that over 60% of users are from the local area. Only 3% estimated that over 80% of users are from abroad. It is therefore not surprising that the facilities are of limited importance when it comes to increasing use of fights at the airports: 16% of respondents estimated that none of the users of their meeting facilities uses fights when travelling to or from them, while 56% estimated that 20% or fewer of the users of their facilities use fights.

G. The survey asked respondents with meeting facilities to estimate how much revenue their airport earned from its meeting facilities during the last financial year. Average revenue per airport was just $12,959. Meeting facilities are effectively a non-aeronautical source of airport revenue. Only 1% of respondents generated more than 20% non-aeronautical revenue from their meetings facilities; none generated more than 40%. Given the focus on local demand, it is not surprising that less than a third of respondents agreed that their meeting facilities support business and tourism development in their home region or country.

H. The findings of this study suggest that few airports provide meetings facilities as a serious commercial venture. It may be that, as owners of large property, space is available for meeting facilities at airports and could play an important role in serving the needs of the airport, its partners, and stakeholders such as government and the local community. Thus, while the local orientation means that competition with other airports is likely to be minimal, competition with local providers of meetings facilities is likely to be much greater.
Questions 14-18
The text has eight paragraphs, A-H.
Which paragraph contains the following information?
*Write the correct letter, A-H, in boxes 14-18 on your answer sheet.*
N.B. You may use any letter more than once.

<table>
<thead>
<tr>
<th>Question</th>
<th>Paragraph</th>
</tr>
</thead>
<tbody>
<tr>
<td>14. evidence that a significant number of airports provide meeting facilities.</td>
<td>H</td>
</tr>
<tr>
<td>15. a statement regarding the fact that no further developments are possible in some areas of airport trade.</td>
<td>G</td>
</tr>
<tr>
<td>16. reference to the low level of income that meeting facilities produce for airports.</td>
<td>A</td>
</tr>
<tr>
<td>17. mention of the impact of budget airlines on airport income.</td>
<td>E</td>
</tr>
<tr>
<td>18. examples of airport premises that might be used for business purposes.</td>
<td>B</td>
</tr>
</tbody>
</table>

Questions 19-22
*Complete the sentences below. Choose NO MORE THAN TWO WORDS from the text for each answer. Write your answers in boxes 19-22 on your answer sheet.*

<table>
<thead>
<tr>
<th>Question</th>
<th>Paragraph</th>
</tr>
</thead>
<tbody>
<tr>
<td>19. The length of time passengers spend shopping at airports has been affected by updated ..................</td>
<td>D</td>
</tr>
<tr>
<td>20. Airports with a wide range of recreational facilities can become a ........... for people rather than a means to travel.</td>
<td>F</td>
</tr>
<tr>
<td>21. Both passengers and ................. may feel encouraged to use and develop a sense of loyalty towards airports that market their business services.</td>
<td>I</td>
</tr>
<tr>
<td>22. Airports that supply meeting facilities may need to develop a .................. over other venues.</td>
<td>C</td>
</tr>
</tbody>
</table>
Survey Findings

Despite financial constraints due to the 23 ................., a significant percentage of airport provide and wish to further support business meeting facilities. Also, just under 30% of the airports surveyed plan to provide these facilities within 24 ............... however, the main users of the facilities are 25 ............... and as many as 16% of respondents to the survey stated that their users did not take any 26 ............... at the airport.
In the race to the South Pole, there was a Japanese team attempting to be first, led by heroic explorer Nobu Shirase.

For a few weeks in January 1912, Antarctica was full of explorers. Norwegian Roald Amundsen had reached the South Pole on 14 December and was speeding back to the coast. On 17 January, Robert Scott and the men of the British Antarctic expedition had arrived at the pole to find they had been beaten to it. Just then, a third man arrived; Japanese explorer Nobu Shirase. However, his part in one of the greatest adventure stories of the 20th century is hardly known outside his own country, even by fellow explorers. Yet as Scott was nearing the pole and with the rest of the world still unaware of Amundsen’s triumph, Shirase and his team sailed into Antarctica’s Bay of Whales in the smallest ship ever to try its luck in these dangerous waters. Since boyhood Shirase had dreamed of becoming a polar explorer. Like Amundsen, he initially set his sights on the North Pole. But after the American Robert Peary claimed to have reached it in 1909, both men hastily altered their plans. Instead they would aim for the last big prize: the South Pole. In January 1910, Shirase put his plans before Japanese government officials, promising to raise the flag at the South Pole within three years. For many of them, the question wasn’t could he do it but why would it be worth doing? 15 years earlier the International Geographical Congress had said that as the last unknown continent the Antarctic offered the chance to add to knowledge in almost every branch of science. So, like the British, Shirase presented his expedition as a search for knowledge: he would bring back fossils, make meteorological measurements and explore unknown parts of the continent.
The British team announced their decision to carry out scientific research in Antarctica before Shirase.

The response from the government was cool, however, and Shirase struggled to raise funds. Fortunately, a few months later, Japan’s former prime minister Shigenobu kuma came to Shirase’s rescue. With kuma’s backing, Shirase got together just enough money to buy and equip a small ship. He eventually acquired a scientist, too, called Terutaro Takeda. At the end of November 1910, his ship the Kainan Maru finally left Tokyo with 27 men and 28 Siberian dogs on board. Before leaving, Shirase confidently outlined his plans to the media. He would sail to New Zealand, then reach Antarctica in February, during the southern summer, and then proceed to the pole the following spring.

This was not to be, however. Bad weather delayed the expedition and they didn’t reach New Zealand until 8 February; Amundsen and Scott had already been in Antarctica for a month, preparing for winter. In New Zealand local reporters were astonished: the ship was half the size of Amundsen’s ship. True, it was reinforced with iron plate and extra wood, but the ship had only the feeblest engine to help force its way through ice. Few doubted Shirase’s courage, but most reckoned the expedition to be ill-prepared as the Japanese had only lightweight sledges for transport across the ice, made of bamboo and wood.

But Shirase’s biggest challenge was time. Antarctica is only accessible by sea for a few weeks in summer and expeditions usually aimed to arrive in January or February. ‘Even with their determination and daring, our Japanese friends are running it rather fine,’ wrote local reporters.

Nevertheless, on 11 February the Kainan Maru left New Zealand and sailed straight into the worst weather the captain had ever seen. Then, on 6 March, they approached the coastline of Antarctica’s Ross Sea, looking for a place to land. The ice began to close in, threatening to trap them for the winter, an
experience no one was likely to survive. With a remarkable piece of seamanship, the captain steered the ship out of the ice and turned north. They would have to wait out the winter in a warmer climate.

A year later than planned, Shirase and six men finally reached Antarctica. Catching up with Scott or Amundsen was out of the question and he had said he would stick to science this time. Yet Shirase still felt the pull of the pole and eventually decided he would head southward to experience the thrills and hardships of polar exploration he had always dreamed of. With provisions for 20 days, he and four men would see how far they could get.

Shirase set off on 20 January 1912 with Takeda and two dog handlers, leaving two men at the edge of the ice shelf to make meteorological measurements. For a week they struggled through one blizzard after another, holing up in their tents during the worst of the weather. The temperature fell to -25°C, and frostbite claimed some of the dogs. On 26 January, Shirase estimated there were enough provisions to continue for two more days. Two days later, he announced it was time to turn back. Takeda calculated they had reached 80°5 south and had travelled 250 kilometres. The men hoisted the Japanese flag.

On 3 February, all the men were heading home. The ship reached Tokyo in June 1912 – and Shirase was greeted like a hero despite the fact that he never reached the pole. Nor did he contribute much to science – but then nor did Amundsen, whose only interest was in being first to the pole. Yet Shirase’s expedition was heroic. They travelled beyond 80° south, one of only four teams to have gone so far south at the time. Furthermore, they did it all without the advantages of the other teams and with no previous experience.
Question 1 – 8

Do the following statements agree with the information given in the Reading Passage? In boxes 1-8 on your answer sheet, write:

TRUE if the statement agrees with the information
FALSE if the statement contradicts the information

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

1. Shirase’s trip to the South Pole is well-known to other explorers.
2. Since Shirase arrived in Antarctica, smaller ships have also made the journey.
3. Shirase’s original ambition was to travel to the North Pole.
4. Some Japanese officials thought Shirase’s intention to travel to the South Pole was pointless.
5. The British team announced their decision to carry out scientific research in Antarctica before Shirase.
6. Shirase found it easy to raise the money he needed for his trip to the South Pole.
7. A previous prime minister of Japan persuaded a scientist to go with Shirase.
8. The weather that slowed down Shirase’s progress to New Zealand was unusually bad for the season.

Question 9 – 13

Choose appropriate options A, B, C or D. Write your answers in boxes 9-13 on your answer sheet.

9. When reporters in New Zealand met Shirase, they were
A. concerned about the quality of his equipment.
B. impressed with the design of his ship.
C. certain he was unaware of the dangers ahead.
D. surprised by the bravery he demonstrated.
10. What are we told about the captain of the Kainan Maru in the fifth paragraph?
A. He had given Shirase some poor advice.
B. His skill at sailing saved the boat and crew.
C. He refused to listen to the warnings of others.
D. He was originally confident they could reach Antarctica.

11. After Shirase finally reached Antarctica he realised that
A. he was unsure of the direction he should follow.
B. he would have to give up on fulfilling scientific tasks.
C. he might not have enough food to get to the South Pole.
D. he still wanted to compete in the race against the other teams.

12. What is the writer doing in the seventh paragraph?
A. Criticizing a decision concerning scientific research.
B. Explaining why a particular mistake had occurred.
C. Describing the conditions that the expedition faced.
D. Rejecting the idea that Shirase was poorly prepared.

13. What is the writer’s main point in the final paragraph?
A. Considering the problems Shirase had to deal with, his achievement was incredible.
B. In Japan, the reaction to Shirase’s adventure in Antarctica came as a surprise to him.
C. It was obvious that Amundsen would receive more attention as an explorer than Shirase.
D. Shirase had achieved more on the Antarctic expedition than even Amundsen had expected.