

BGE NYVK	C1	Reading Comprehension	
English for Tourism and Catering		60 minutes	20 marks
Sample			

WRITE ALL THE ANSWERS ON THE ANSWER SHEET.

Read the following texts and answer the questions.

Text 1

Carbon policy in Australia and Britain

Poles apart

- 1 When asked how he had persuaded Britain's senior doctors to withdraw their vociferous objections to a National Health Service in the 1940s, Aneurin Bevan, the NHS's founding minister, replied: 'I stuffed their mouths with gold.' Australia's prime minister, Julia Gillard, born like Bevan in south Wales (the old one), this week took a leaf out of his book with her proposal for a carbon price. It came groaning under the burden of generous golden giveaways to Australian consumers and businesses.
- 2 Unsurprisingly, this newspaper dislikes the amount of cash going to Australia's dirtier industries; the plan does nothing to limit emissions from coal exporters; and there is also a muddle-headed attempt to pick winning renewable schemes. Against that, some gold probably had to be offered to win support. And Ms Gillard deserves credit not just for putting a price on carbon – still the best way to discourage its use – but also for selling it as a way to shift taxation, not raise new revenues. Thus some of the cash which the plan generates will pay for tax cuts that will offset increases in electricity bills. It is better to tax pollution than work or saving.
- 3 The scheme is not particularly ambitious: quite a lot of the reductions it seeks, especially in the early years, will be bought from developing countries, using carbon permits generated by the United Nations' Clean Development Mechanism. All the same, governments in other places planning carbon pricing, such as South Korea and some Chinese provinces, will watch what unfolds in Australia with interest.
- 4 They may also watch what is going on in Britain, but as a cautionary tale. This week the government produced a white paper on its ideas for reforming the electricity market. The idea is to provide both security of supply and a reduction in carbon emissions, an area where Britain's ambitions go well beyond anything that might be expected from the carbon price provided by the European Union's emissions trading scheme. Unfortunately the enterprise is deformed by the government's over-ambitious promises on renewable energy.

Into the wind

- 5 Renewable energy is a means to many worthwhile ends. As a carbon-free resource immune to fuel-price increases and capable of being deployed in relatively small stages, it is a good thing, worthy of research and development spending, some targeted encouragement and the benefits of a carbon price. But too often it becomes an end in itself – as it has in Britain.

- 6 In the last months of his premiership, Tony Blair acceded to a European directive on renewables that requires Britain to generate 15% of its energy from renewables by 2020, an almost eightfold rise. It is hard to imagine the target being achieved; it is, alas, easy to imagine a lot being spent in failing to meet it. Offshore wind, many gigawatts of which the government wants to subsidise, is one of the costliest ways known to man of getting carbon out of the energy system. It will get cheaper; but not soon. If Britain wants to achieve its decarbonisation targets, it can do so – but by switching more of its energy generation from burning coal to burning gas. Trying to get there by a pell-mell fielding of the costliest renewables is pointless.
- 7 The supposedly left-wing Ms Gillard, even allowing for her handouts, is making price signals central to Australia's carbon plans. If only Britain's supposedly free-market government would do the same.

The Economist

I. ¹ Decide if the following statements refer to carbon policy in Australia (A) or in Britain (B).

1. The author thinks that the plans for cutting carbon emissions are imperfect but welcome.
2. The author thinks that the plans for cutting carbon emissions are fundamentally flawed.
3. The scheme heavily relies on government support for renewable energy.
4. Government support goes to polluting industries as well.
5. Carbon pricing will go together with changes in taxation.

II. ² What do the following expressions mean in the text? Choose the best solution A)-D).

6. 'poles apart' (*subtitle 1*)
 - A) the geographical distance is great
 - B) the approaches are totally different
 - C) the South Pole is becoming more polluted
 - D) the Arctic is involved in carbon emissions trade
7. 'took a leaf out of his book' (*par 1*)
 - A) carbon policy had been an issue in 1940s
 - B) both politicians were born in Wales UK
 - C) she put forward the same proposal as in 1940
 - D) she followed the same method to win support
8. the scheme is 'not particularly ambitious' (*par 3*), because it will not...
 - A) raise new revenues for government
 - B) offset increases in electricity bills
 - C) involve real cuts in carbon emissions
 - D) include renewable energy sources
9. 'over- ambitious promises' (*par 4*)
 - A) off-shore wind will be expensive for long
 - B) target figures for renewables will not be achieved
 - C) EU's emissions trading scheme was accepted
 - D) supply will be secured but short term only
10. 'into the wind' (*subtitle 2*)
 - A) money will be invested in windmills
 - B) investment in windmills will be a waste
 - C) switching from coal to gas is the driving force
 - D) a means to many ends will be adopted soon

Text 2

Benefits for tourism from the Olympic Games but risks too

The Olympic Games offered huge benefits to UK tourism but there were risks that had to be addressed, Ufi Ibrahim, chief executive, British Hospitality Association, told industry leaders on Monday, 31 January.

Speaking at a conference to discuss the impact of the Games on hospitality and tourism, she said that the Games were expected to attract 320,000 overseas visitors to London and over 5,000 journalists and broadcasters.

‘They will bring many new visitors to Britain who would not otherwise have come, thus opening up new visitors markets, which is precisely what the UK wants,’ she said.

‘If visitors gain a favourable impression during their visit, they will want to return. This will be one of the most important legacies of the Games not only in London but throughout the UK. They are a unique opportunity to increase awareness of the UK in the global tourism market.’

Citing Barcelona and Sydney as cities that had hugely benefited from the Olympic Games, she said that the London Games could have a major impact on future visitor numbers providing the risks were recognised.

There was strong evidence that repeat visitors visited parts of the country other than London, which would thus spread the long-term benefits throughout the UK.

‘Over 4.7bn people saw some part of the Beijing Games and VisitBritain estimates that the London Games will provide an additional £1.6bn of Games-related positive media coverage for the UK.’

But she pointed that one of the most significant risks was the transition of Regional Development Agencies to Local Enterprise Partnerships and Destination Management Organisations.

‘There is absolutely no co-ordination nationally in this and there is a grave danger that tourism will lose out in the reorganisation.’

She expressed concern at the UK’s high level of VAT, compared with the low rates charged on accommodation by other leading European countries.

‘This puts the UK at a severe competitive disadvantage which is damaging UK tourism even harder since the rise in VAT to 20 per cent – the third highest in the EU.’

‘In competitive terms, UK tourism is operating with one hand tied behind its back, and this will become ever more damaging if we don’t do something about it.’

Pointing out that high visa costs and the difficulties of completing visa forms were deterring visitors from important new source countries like China and India from visiting the UK, she said barriers to growth had to be removed.

‘On the one hand we want to encourage tourism to the UK but on the other we make it extremely difficult and expensive to achieve this objective.’

Increases in airport passenger duty would negatively affect long-term tourism trends, while the reduction in funding of UK tourism agencies was preventing them from maximizing their overseas or domestic promotional efforts. She warned that Britain’s welcome from all sectors of the economy, including hotels, restaurants, retail and travel, would need to be second-to-none during the Games.

'We are creating a £100m fund to promote the UK but there is yet no visibility at the airports or ports of entry to maximise the impact of the Games, nor with UK Border Agency staff.'

'Britain is on show so we must make sure that we provide a quality product with a quality service.'

'Value rather than price was the key determinant in the consumer's decision to pay a return visit. 'Will I come again? The answer must always be yes if we are to truly maximize the benefit of the Games.'

Press release / British Hospitality Association

III. ¹¹⁻²⁰ **Complete the summary sentences below with no more than 3 words from the text.**

More than a year before the Olympic Games, a BHA conference was held to discuss their impact on tourism and hospitality. If Britain can not only(11) of the country as a destination, but turn(12) into(13) as well, there will be(14) benefits from the Games.

However, success may be threatened by the lack of(15) among the responsible authorities, which are in the state of(16).

The level of VAT as well as visa costs put the country at(17), and non-European visitors can also be deterred by complicated(18). Tourism agencies may well complain about(19), yet more(20) of a welcoming Britain could be expected as a result of promotional efforts.

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KEY

Text 1	
1.	A
2.	B
3.	B
4.	A
5.	A
6.	B
7.	D
8.	C
9.	B
10.	B
Text 2	
11.	increase awareness
12.	(new) visitors/guests
13.	repeat visitors
14.	long-term /(huge)
15.	national co-ordination/nationally
16.	reorganisation/transition
17.	(a competitive) disadvantage
18.	visa forms
19.	reduction in funding
20.	visibility