

ANSWER KEY – C2

Section 1

Example: B

1. C
2. B
3. C
4. C
5. B
6. A
7. C
8. A
9. B
10. A

Section 2

11. Some claims concerning the merits of ecotourism / are exaggerated, / or owe more to labelling and marketing / than genuine sustainability. / Not only are such projects frequently planned / and implemented without local consent, / they often threaten local cultures / and natural resource bases. / Critics regard this niche tourism / as a facade, / a tactic concealing / the mainstream tourism industry's exploitative practices.

Section 3 – Part A

Example: mass tourism

12. (travel to-do) list
13. CO2/carbon dioxide (emissions)
14. (a) local guide
15. Authenticity
16. (an) intrusion

Section 3 – Part B

Example: huge marketing budget

17. unexpected places
18. memorable (brand) experience
19. small companies
20. (competitor(s'/'s)) retaliation
21. trust

Section 4

Example: C

22. B

23. C

24. C

25. C

26. B

Section 5

Example: C

27. B

28. A

29. C

30. B

31. A

Section 6 – Part A

staff turnover rate

32. (new) staff have to be recruited and trained / recruitment and training

33. loyalty

34. work / life balance

35. the prevailing attitude/the mind-set

Section 6 – Part B

Example: (the length of their) shifts

36. (a vital) conveyor

37. (the) number of bags (still) missing / (the) number of missing bags

38. sign a form (and) don a yellow vest (both required)

39. passengers / crew / people (from earlier flights still) waiting (for their luggage)

Section 7

Example: television advertising

40. purchase requests

41. (actual) food intake

42. attitudes and behaviors / behaviours

43. content

44. personal information

45. personalized / personalised marketing

46. (adequate) safeguards

Sections 8 and 9 are meant to be corrected and graded by an examiner.