

An environmental project: understanding text organisation

By the end of the lesson I will be able to:

- understand text organisation.
- understand words that indicate cause, effect, problem and solution.
- answer matching information questions.



INTRODUCTION

1. Which of these environmental problems affect you the most? Are you affected by any other environmental issues?
 1. Air pollution
 2. Endangered animals and plants
 3. Household waste
 4. Water pollution
 5. Destruction of green spaces
2. Match the environmental problems to the possible solutions.

1. Air pollution	A. Protected parklands
2. Endangered animals and plants	B. Wind energy
3. Household waste	C. Organic farming
4. Water pollution	D. Conservation
5. Destruction of green spaces	E. Recycling
3. Which of the solutions to environmental problems listed in activity 2 are used in your country? How successful are they?



IELTS SKILLS

4. Identify which of these three options would be the best title for the paragraph below.
 1. Farming the American bison
 2. How the American bison became extinct
 3. The fall and rise of the American bison

1. The American bison, which is commonly known as the American buffalo, is a species of bison that inhabits the grasslands of North America. 2. Their population once totalled in excess of 60 million before falling to just over 500 in 1889. 3. They nearly became extinct because of hunting and diseases from the domestic cattle being farmed on the grasslands. 4. However, the American bison became a protected species within the national parks and reserves in the United States. 5. Consequently, their numbers have increased to over 350,000.

5. Match the sentences from the paragraph in activity 4 to the functions below.

1. A. Explaining what action was taken
2. B. Showing the size of the decline in the American bison population
3. C. Saying what the result of the action was
4. D. Explaining what an American bison is
5. E. Giving reasons for the decline in the American bison population



USEFUL LANGUAGE FOR IELTS

6. Read the sentences and decide whether they are about:

A. Cause and effect

B. Problem and solution

1. Burning more coal and oil has led to increased air pollution.
2. The best way to deal with household waste is to recycle.
3. The animals were hunted because of demand for their fur.
4. Governments are trying to meet the challenge of global warming.
5. The introduction of national parks was an effective way to solve the issue of declining wild animal populations.
6. There has been significant migration from the countryside to urban areas. Consequently, there are now issues with overcrowding in many cities.

7. Underline the words in activity 6 that are related to cause and effect or problem and solution.

8. Complete these sentences with words from the box.

led to	deal with	solution
because of	consequently	challenge

1. One way to _____ increasing air pollution is to introduce electric cars.
2. The number of wolves has fallen _____ loss of habitat.
3. The birds have become endangered. _____, the government has banned hunting them.
4. An increasing population has _____ higher levels of waste.
5. The company will take up the _____ of recycling more.
6. One _____ to the problem of overcrowding is to create jobs in less populated areas.



TASK FOCUS

9. Underline key words in the pieces of information in activity 10. Try to think of synonyms, or other ways of writing them.

10. Read the passage and complete the task.

The reading passage has six paragraphs, A–F.

Which paragraph contains the following information?

1. The impact of foreign countries on rhinos
2. Paying to hunt rhinos
3. The reason conservationists cut off part of the rhino
4. Early white rhino conservation
5. The size of the white rhino
6. The effects of temperature on rhinos

11. Read the passage again and answer the questions below.

Do the following statements agree with the information given in the reading passage? 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. The white rhino is the biggest and most populous of all rhinos.
2. Female rhinos are bigger than male rhinos.
3. All female rhinos stay in an area controlled by a male rhino.
4. Medical practices using rhino horn began many years ago.
5. The original group of white rhinos were moved because other national parks wanted them.
6. Some rhinos now belong to South African land owners.
7. The main problem with poaching nowadays is in South Africa.

12. Discuss these questions in small groups.

1. Is it important to save animals and plants from extinction?
2. Who should be in charge of protecting animals? Is this the job of governments, charities or someone else?
3. Breeding animals for meat is a big cause of environmental damage. Would you eat less meat or become a vegetarian in order to protect the environment?



SELF-STUDY

Read this article about World Oceans Day. Make a comment about it on the website.

<https://learnenglish.britishcouncil.org/en/magazine/world-oceans-day>

A conservation success story

- A. There are five main species of rhinoceros around the world; the black rhino and the white rhino in Africa, the greater one-horned rhino in central Asia and the Javan and Sumatran rhinos. Of the last two named, there are now fewer than 100 of each species living in the wild. Go back 100 years and the same was true in the case of a subspecies of the white rhino – the southern white rhino. Today there are in excess of 20,000 southern white rhinos – the greatest number of any rhino species. The white rhino is the largest of the five rhinoceros species and it is the second largest land animal after the elephant. Although the name suggests that it is white, it actually varies in colour from grey to a yellowish-brown. Its appearance is different from the black rhino in that it has a longer skull and a bigger shoulder hump. The white rhino has two horns, and the front horn can be anywhere in length from 60 centimetres to one and a half metres. Males can reach almost two metres in height and weigh over three and a half tonnes.
- B. White rhinos tend to live in small groups of up to 14 individuals. The groups consist mainly of female rhinos and calves, with an adult male defending a territory of between one and three square kilometres. Although female rhinos live in an area up to seven times this size, breeding females are prevented from leaving the dominant male's territory. Male adults mark their territory with dung, and regularly fight to keep breeding females within their area. Females tend to reproduce around the age of six or seven while male rhinos do not start mating until they are between ten and 12 years of age. Females are pregnant for 16 months and typically have another calf every two to three years. White rhinos usually live in grassy savanna and woodlands and their diet consists mainly of short grass. They are very active in the cooler parts of the day but tend to find shade or mud pools during the hottest times.
- C. The threats to white rhinos have not come about because of habitat loss but are mainly due to poaching. Rhinos have been hunted for centuries because of the value of their horn. One of the main causes for the decline was uncontrolled hunting during the colonial era, a time when much of Africa was under European rule. Rhinos are especially vulnerable to hunting because they are generally unaggressive animals and live in small herds. One of the main uses of the rhino horn is in Chinese medicine. According to traditional Chinese texts, such as Li Shih-Chen's 1597 medical text *Pen Ts'ao Kang Mu*, rhino horn has a long history in Chinese medicine. It has been used for more than 2,000 years to treat everything from fever, rheumatism and gout, to snakebites, typhoid, headaches, vomiting and food poisoning. The horn is ground into a powder and mixed with boiling water for the patient to take. The horn is not only sought after for medical reasons, however. It has also been prized as a status symbol for wealthy people. Traditionally, the horn was used in some parts of the Middle East to make the handles of ceremonial swords. The situation was made even worse for the northern white rhino by civil wars, poverty and weakened conservation efforts which all contributed to their decline.
- D. There is a long history of trying to protect the southern white rhino, and conservation programmes in Africa are taking place at both a regional and continental level. Thanks to the ongoing efforts of conservationists, researchers and individuals, particularly in South Africa, the southern white rhino population has grown from one group of between 20 and 50 animals in 1895 to around 20,000 today. The original group of white rhinos was found in a former royal hunting area in the Zulu kingdom. The park was protected and the population grew to reach the capacity of the area. As a result the Natal Parks Board decided to expand the white rhino population by capturing animals and relocating them to new areas. Breeding groups were taken to other national parks and by 1960 the population had reached 840.
- E. Legal hunting of rhinos was still allowed and, before 1991, all wildlife in South Africa was considered unowned property. The only way for people to gain any financial benefit from these animals was to hunt and kill them. This meant that landowners allowed hunters to pay a fee for shooting rhinos. As a solution to this problem, in 1981 the Natal Park Board began paying a fee to landowners for each rhino on their land, with the aim of encouraging them to protect the animals. However, the fee was just 1,000 South African rands (R). The average price a hunter would pay to shoot a rhino was R 6,000. Rhinos could easily leave the land, in which case landowners would not be entitled to the fee, so many landowners allowed hunters to kill the animals in order to make a quick 600 per cent profit. As an alternative way of solving the issue, the Natal Park Board auctioned the right to hunt a limited number of rhinos. By 1989 this had pushed the price up to a much more profitable R 89,000. At the same time the government changed the law so that people would own the wild animals on their land. These two policies resulted in a big incentive for landowners to protect the rhinos on their land. Between 1989 and 2007 the South African white rhino population nearly doubled in size.

- F. Many other ways of protecting rhinos have been tried, some of which have proved controversial and others more successful. The horn is the most valuable part of a rhino and conservationists in Namibia started the process of dehorning rhinos in order to deter poachers. Other countries followed suit and in Zimbabwe it was found that dehorning resulted in almost 30 per cent less chance of the animals being poached. However dehorning does not remove all of the horn, and approximately ten per cent of it remains in place. Consequently, although not as profitable, dehorned rhinos are still attractive to poachers. Recently poaching has been on the rise with nearly 1,200 rhinos killed in South Africa alone. Conservation organisations are increasingly using modern technology to help protect the animals. Drones, satellite imagery, predictive analysis, DNA analysis, hidden cameras, GPS location devices and apps are all being used to find poachers. Drones in particular are seen as a valuable way of dealing with illegal poaching. Initial signs are that drones could be a useful tool for conserving rhinos although their use is limited by the technology available and the skill

Public art: identifying main ideas

By the end of the lesson I will be able to:

- identify the main ideas in paragraphs.
- understand how to respond to matching headings tasks.
- gain awareness of word relationships.

INTRODUCTION

1. Match the pictures of the different types of public art to the names below.



1.

A. Sculpture

B. Fountain

2.

C. Statue

D. Fireworks

3.

4.

2. Discuss these questions.

1. Which types of public art can you see where you live?
2. Do you think creating art for public places is a good use of money?



3. The words in bold in Text 1 are used to introduce ideas. Read the text, then use the words in bold to complete the gaps in the table below.

Text 1

I admit that the New Year's Eve fireworks, **which** have taken place every year for more than a decade, are spectacular. **However**, are they really worth the money? The displays cost several million dollars and only last for about ten minutes. **Besides**, every capital city has them, **so** they don't reflect our culture. **Basically**, there are better ways to celebrate. **For instance**, we could invest the money in a public art exhibition. **That way**, we could continue the celebrations for weeks. Or why not have a parade we could all take part in? **In short** let's rethink these important celebrations.

Introducing main ideas

To give the most important idea

To criticise an idea

However

To give important conclusions

Introducing supporting ideas

To add an example

To give a benefit

That way

To give a result

so

To add an extra reason

Besides

To give extra information

4. Read Text 1 again, paying particular attention to the sentences that give the main ideas. Which option below gives the best summary of the text?

- A. Exhibitions are a good way to celebrate New Year.
- B. Firework displays should be replaced with something else.
- C. Firework displays are becoming too common.

5. Read Text 2 and Text 3 and decide which option best describes the main idea of each text.

Text 2

It's too colourful for the surroundings, and not particularly good either. Nevertheless, the new *Our World* mural in North Park is a wonderful addition to the area. That's because it was produced from start to finish by people living near the park. The council put leaflets through people's doors and invited residents to vote for a topic and then come along and join in the drawing and painting, led by a local artist. One resident who took part said 'I made lots of friends – I haven't had so much fun in ages.'

- A. The mural is not very good.
- B. People enjoyed making the mural.
- C. The mural was a good idea.

Text 3

The giant sculpture in Victory Square, *Arc of Steel*, has got everyone talking. It was created to celebrate the president's birthday but not everyone thinks *Arc of Steel* should be celebrated. Local residents describe it as 'ugly', which is a fair comment. But critics say it has added a bold new dimension to the city square. Who's right? Well, perhaps that's not important. The square has seen a huge increase in visitor numbers and local cafe and restaurant owners seem quite happy.

- A. People have different opinions about the sculpture.
- B. The sculpture is not very good.
- C. The sculpture celebrates the President's birthday.



TASK FOCUS

6. Match one of the newspaper headlines below to Texts 1, 2 and 3.

- | | |
|-------------------------------|------------------------------|
| A. Protests over sculpture | D. New methods of painting |
| B. New year, new ideas please | E. Citizens drawing together |
| C. A city divided by art | F. A spectacular display |

7. Look at headings i–x and the task in activity 8 below. Then answer these questions.

1. Do you need to use all the headings when you complete the task?
2. Do you need to read all the paragraphs?
3. Should you read the headings or the paragraphs first?



IELTS PRACTICE

8. Look at headings i–x and the task in activity 8 below. Then answer these questions.

The reading passage has eight paragraphs, A–H.

Choose the correct heading for paragraphs A–G from the list of headings below.

- | | |
|---------------------------------------|--------------------------|
| i A global trend | Paragraph A _____ |
| ii Large scale participation | Paragraph B _____ |
| iii A revolution led by local artists | Paragraph C _____ |
| iv Enjoying urban space together | Paragraph D _____ |
| v Art to serve local people | Paragraph E _____ |
| vi History through art | Paragraph F _____ |
| vii Public art over the centuries | Paragraph G _____ |
| viii Unhealthy social divisions | |
| ix The need to compete | |
| x Art that is difficult to miss | |

9. Read the passage again and answer the questions below.

Complete the sentences below.

Write NO MORE THAN TWO WORDS for each answer.

1. Doha doesn't want to rely so much on the _____.
2. The sculpture *Calligraphy* has more than one _____.
3. The statue in Temple Square has helped to _____ the area.
4. In Plac Szczepanski people have fun between _____.
5. People can _____ the *Prismatica* installation.
6. *WaterFire* events are partly managed by _____.
7. Once a year, people can see _____ above them in Águeda.



USEFUL LANGUAGE FOR IELTS

10. Complete the vocabulary notes with a word from the box. More than one answer is possible in some cases.

private (adjective)	gallery (noun)	purpose (noun)	statue (noun)
decorate (verb)	talent (noun)	perform (verb)	

- | | |
|---|---|
| 1. New word: artwork
Synonym: piece of art
Examples: sculpture, painting, _____ | 3. New word: skill
Synonym: _____
Examples: to design, to draw, to _____ |
| 2. New word: aim
Synonym: _____
Examples: to entertain, to inform, to _____ | 4. New word: public (space)
Opposite: _____ (space)
Examples: park, square, _____ |

11. Replace the words in bold with NO MORE THAN TWO WORDS from the notes.

1. Are **town squares, gardens and galleries** popular among young people?
2. Do you think art should have a social **purpose**?
3. Would you like to see more **sculptures, statues, and paintings** in your city?

12. Choose one of the questions from activity 11 and discuss it.



SELF-STUDY

Answer the questions on Reading passage 2 of this IELTS Reading paper. Then check your answers.

<http://tinyurl.com/guywjgl>

Art in search of a purpose



- A. Local governments spend millions on public art. It may not be useful in a practical sense, but art has always had a purpose. For example, in the age of illiteracy, paintings and carvings were used to tell stories; in the age of nation building, monuments were used to communicate a sense of power; and when governments needed to bring the public together to fight a war or overcome an economic crisis, murals and statues celebrated sacrifice and hard work. But what is the purpose of public art in the modern city?
- B. Arguably, prestigious art projects have become essential for the survival of cities. Urban areas are in competition like never before, thanks to the ease with which we can now travel and communicate. They are challenged by out-of-town developments, like giant shopping malls, and they are fighting to hang on to their urban populations, who are being tempted to live in the quiet of suburbia and the countryside. But perhaps more importantly, they are in competition with the many other steel and glass jungles that are springing up around the globe. The high-tech and financial industries that power wealthy economies have no need to be located near supplies of raw materials or ports, but are dependent on highly skilled and qualified workers for their survival. Cities must therefore try to attract these workers. Vibrant, distinctive spaces that generate media interest are therefore an economic necessity.
- C. Authorities are responding to this challenge with bold, often large scale artworks. Doha is a good example. The city is trying to attract new investment and innovation as it seeks to become less dependent on the oil industry. It takes art so seriously that it names its roundabouts after the artworks placed on them, and commissions work from internationally renowned artists. Examples include the beautiful 7.5m tall *Calligraphy* sculpture by Sabah Arbilli, comprising the letters of a poem, and Damien Hirst's *The Miraculous Journey*, a controversial 14m tall statue of a baby boy, both of which have captured a great deal of media attention.
- D. Arbilli's *Calligraphy* sculpture also has a secondary purpose. Its words, taken from an ancient poem, help to connect local residents to the culture and history of the region. Likewise, the monumental mural of a fisherman in Busan, South Korea, provides a reminder of traditional working communities amidst its relentlessly modern surroundings. Public art, then, can meet the psychological need of urban citizens to feel a human connection in a city that is otherwise dominated by impersonal malls and skyscrapers. Similarly, art can respond to citizens' need for intimacy and fun amidst coldly commercial shops and offices. The delightful statue of a woman and children playing in Temple Square, Salt Lake City is an example of how art can humanise urban areas.
- E. A further psychological issue with modern urban spaces is the lack of community felt amongst residents. While city dwellers may be physically close to one another, the experience of urban living can be very lonely. Urban communities change rapidly as waves of migrants arrive in them, making cultural unity hard to come by. Furthermore, as expensive new apartment blocks are built close to derelict flats and slums, high levels of inequality may appear, damaging relations between communities. Finally, there is the impact of technology. Many residents of urban areas walk around with their eyes glued to smartphone screens, barely glancing at those around them. The more time we spend online, the more remote we become from those around us.

- F. Public art is well placed to respond to these issues. It is not located behind pay-gates, unlike the content of many galleries and private collections, and therefore attracts a diverse cross-section of the public. It also demands that people pay attention to their surroundings. City planners are responding to this potential for social mixing by creating public art that people can interact with. The familiar 'jumping' water jets, such as those in Plac Szczepanski in Krakow, among which families, teens, and tourists like to play are a good example of this. Mirrored surfaces, laser projections, or statues people can climb into or walk between, perform a similar role. The *Prismatica* installation in Montreal, comprising 50 luminous, revolving glass shapes for visitors to walk around, is a particularly attractive example.
- G. The creation of artistic events reflects a similar purpose, and not only attracts members of the community as observers, but as planners and organisers. *WaterFire*, a public art event on Rhode Island, involves the lighting of torches set above water and has become enormously popular. The torches are lit 25 times a year, each event attracting up to 100,000 people. An army of local volunteers uses their skills to help set up and manage the 'lightings'. Similarly, each July in Águeda, Portugal, a decorative canopy of coloured umbrellas is hung across the streets, drawing crowds of locals and tourists together to enjoy the colour and shade.
- H. In short, public art is now far from being a political tool for projecting power and ideology. It now meets a very real need by giving cities and their urban communities a sense of identity that they all too often lack. It has become an essential means of defining urban spaces.

Ethical travel: understanding the writer's opinions

By the end of the lesson I will be able to:

- identify the writer's opinions and claims.
- understand adverbs of opinion.
- deal confidently with Yes/No/Not Given questions.



INTRODUCTION

1. Put these reasons for going on holiday in order of their importance to you (1–5).

- | | |
|---|---|
| A. Learn about other cultures _____ | D. Learn new skills such as languages _____ |
| B. See beautiful places _____ | E. Relax and enjoy yourself _____ |
| C. Gain experiences to add to your CV _____ | |



IELTS SKILLS

2. Read the last sentence of this paragraph. Does the writer think that gap year companies are generally good or bad?

Volunteering during a gap year between school and university is a growing phenomenon. Every year teenagers hand over huge sums of cash to take part in projects such as teaching street children in Dhaka or rescuing sea turtles in Costa Rica. But VSO, a reputable gap year organisation, has warned that many of these projects are 'manufactured' by big companies to attract young people, but fail to meet real community needs. In short, gap year companies are basically exploiting young people's good intentions.

3. Decide whether you think the writer would agree or disagree with each of these statements.

1. Gap years are becoming more popular.
2. Teenagers pay a lot of money to do gap year projects.
3. Gap year projects successfully help local people.

4. Read the rest of the paragraph. Were your predictions correct?



TASK FOCUS

5. Read the first and last paragraphs of the reading passage. Which of these sentences reflects the writer's opinion on ethical tourism?
1. It should be encouraged.
 2. It hasn't achieved its objectives.
 3. It has become too popular.
6. Look at activity 7. Underline key words in the statements. Predict which statements you think the writer would agree with.



IELTS PRACTICE

7. Answer the questions below.

Do the following statements agree with the claims of the writer in the reading passage?

YES *if the statement agrees with the claims of the writer*
NO *if the statement disagrees with the claims of the writer*
NOT GIVEN *if it is impossible to say what the writer thinks about this*

1. Generation Y cares less about possessions than previous generations.
2. The impact of mass tourism is becoming more serious.
3. Tourism has helped to preserve local cultures.
4. There has been growing demand for ethical tourism.
5. People don't understand ethical tourism.
6. Many ethical tourism projects have unrealistic aims.
7. Most ethical tourism companies use the term 'ethical tourism' incorrectly.

8. Answer the questions below.

Classify the following statements as referring to:

- A. the gap year
- B. carbon offsetting
- C. mass tourism

Choose the correct letter, A, B or C.

1. It is being substituted with a cheaper alternative.
2. It has little effect.
3. It makes a big impact.
4. It helps people achieve a personal goal.
5. It may worsen an existing problem.
6. It improves quality of life.



USEFUL LANGUAGE FOR IELTS

9. Find these adverbs in the text and match them to their meanings.

- | | |
|------------------|---|
| 1. naturally | A. used to say that something is sad or disappointing |
| 2. unfortunately | B. used to say that something is expected |
| 3. undoubtedly | C. used to say that something is a key idea |
| 4. importantly | D. used to say that something is certainly true or is accepted by all |
| 5. arguably | E. used to say that something is wanted or desirable |
| 6. hopefully | F. used to say that something might be true |

10. Use three adverbs from activity 9 to write sentences showing your opinion of the topic.

e.g. Unfortunately, companies will always try to make a profit when there is an opportunity.

11. Talk in groups and share your opinions.



SELF-STUDY

Read this article about trees. After reading the article leave a comment on the webpage.

<https://learnenglish.britishcouncil.org/en/magazine/life-trees>

Ethical tourism

- A. *Generation Y, Millennials, the Net Gen and Generation Me* are all terms used to define those born between the early 1980s and the middle of the first decade of this century. As Karen Foster from Berkeley University argues, this group are socially and environmentally responsible, caring, compassionate and less materialistic than older people. And, **naturally**, they love to travel. International tourism has increased fourfold since the 1990s, helped along by rising wealth and cheap air travel. But has Generation Y managed to combine its concern for responsible living with its appetite for globetrotting? **Unfortunately**, many of the 'ethical' travel options designed to satisfy their values are flawed, and other choices create conflict in their values.
- B. Conventional mass tourism certainly has a range of negative effects, among them the destruction of ecological systems and loss of cultural heritage. Cuba provides a good example. Its relative isolation has given the country a unique character, which in recent years has attracted high levels of tourism. But while this influx **undoubtedly** created jobs, foreign-owned beachfront hotels were often erected in sensitive areas that were home to unique bird, rodent and iguana species, and locals faced pressure to adapt their cultural life to the expectations of the tourists.
- C. In response to the changing values of Generation Y, we have seen a significant growth in *ethical tourism* since the 1990s, run by companies that promise to limit their impact on the environment and coordinate tourism activities with local communities. The logic is that if tourists can be made to value the natural and cultural assets of a country, the local people will have incentives to protect their heritage and everyone will gain. It is a logic that has undoubtedly been understood: the World Tourism Organization estimates that 20 per cent of global tourism today is ethical and that this sector is growing three times as fast as the industry average.
- D. However, the ethical tourism model has major flaws. Most **importantly**, it is naive to expect local governments to invest in small-scale ethical tourism projects when the returns to be made from capturing their share of the mass tourism market are so great. Besides, the environmental benefits of ethical tourism will always remain questionable due to the pollution caused by travellers reaching their destinations. And some estimates suggest as much as 50 per cent of money spent still does not reach the local community. In addition to this, when the cash does arrive, there are often divisive local disputes on how to spend it. It could also be argued that the concept of ethical tourism is so vaguely defined, and increasingly misused, that it is nothing more than a marketing trick to attract tourists who like to feel they are acting responsibly.
- E. Besides, it seems that Generation Y individuals are quite happy to engage in irresponsible travel if it will help them build their CV and get on with their high-flying career. With growing numbers of people graduating each year around the world, many young people are looking to differentiate themselves from other graduates, and they are choosing to do this through travel, during a gap year. Many people argue that school does not do enough to develop abilities such as interpersonal and communication skills, intercultural sensitivity and problem solving, and that travel is a great way to enhance these. However, in the rush to climb the career ladder and facing growing financial pressure, even the gap year is being replaced by the shorter *snap year* as people look to add experiences and countries to their CV more quickly. Is it really possible to enhance our world knowledge and cultural understanding simply by visiting a dozen countries in a month? It is hardly the most social or ethical form of travel either.
- F. Ethical tourism is not the only inadequate response to problems caused by tourism. Carbon offsetting schemes are a classic example of misplaced values. The idea behind carbon offsetting is that you do something to remove the equivalent amount of carbon from the atmosphere to make whatever action that you took *carbon neutral* – as if it had never taken place. This is usually achieved by paying a company a fee based on the amount of carbon dioxide you have released or caused to be released. Carbon offsetting is often used by people to compensate for the carbon dioxide produced as a result of their air travel. Initially the idea seemed to offer a quick fix to the ethical dilemma of travelling while also behaving in an environmentally friendly way. But carbon offsetting simply makes people feel that they can carry on acting exactly as they always have done, and that as long as they pay some money, everything is put right. This is clearly untrue, since damage caused to local environments and cultures cannot be undone. Carbon offsetting may even encourage people to make unnecessary journeys that they otherwise wouldn't consider.

- G. Ironically then, attempts to make tourism ethical may actually be less ethical than the original model of mass tourism. Only the promise of millions of visitors flooding into resorts and large-scale developments has the power to transform the fortunes of a country. Mass tourism not only creates jobs but encourages governments to make investments in road building, health services, and training programmes that service the tourist industry. This can kick-start local economic development and raise living standards for the whole population.
- H. Every generation defines itself in different ways. Generation Y has **arguably** tried to define itself by making ethical decisions about its place in wider society, but perhaps with little success. With regard to tourism at least, its commitments have proved to be misplaced and half-hearted, and have failed to take account of the fact that most of the world needs more jobs and development. **Hopefully**, tourism will continue to make this a reality.