
GENERAL PAPER

8001/23

Paper 2

October/November 2014

INSERT

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

You are required to answer **one** question.

This Insert contains three passages, one for each of Questions 1 to 3. You need to study the passage for the question you have chosen before starting your answer. The time needed to do this is allowed for within the time set for the examination.

This document consists of **7** printed pages and **1** blank page.

Passage 1 Study the material below to answer Question 1 parts (a)–(e).

THE SITUATION

The Stucco family lives in a leafy suburb of a tropical African city. They have just purchased a large, rambling six-bedroom house, with a separate self-contained annexe for the ageing parents of Mrs Stucco. The property is bounded on three sides by other similar houses and a two-metre high fence, and on the fourth by the feeder road. Unfortunately the previous owners allowed the huge 60 metre by 60 metre garden to become a wilderness after many years of neglect. It will require a complete makeover. The family has approached a number of garden consultants, and has chosen one who has offered them four totally different layouts. Although Mr and Mrs Stucco both have well-paid jobs, their family has many overheads, hence their budget is limited. The chosen garden will also require an outside contractor to do the weekly maintenance.

THE FAMILY

The family comprises FOUR groups:

- | | |
|----------------------|---|
| 1. Mr and Mrs Stucco | aged 44; health-food fanatics, busy at work. |
| 2. The grandparents | aged 72; healthy, but not very mobile without help, love flowers. |
| 3. Teenage daughters | aged 17 and 18; busy finishing their school years. |
| 4. Young boys | aged 6 and 8; energetic to say the least! |

There are also three maids to help the grandparents and the boys, but no gardener.

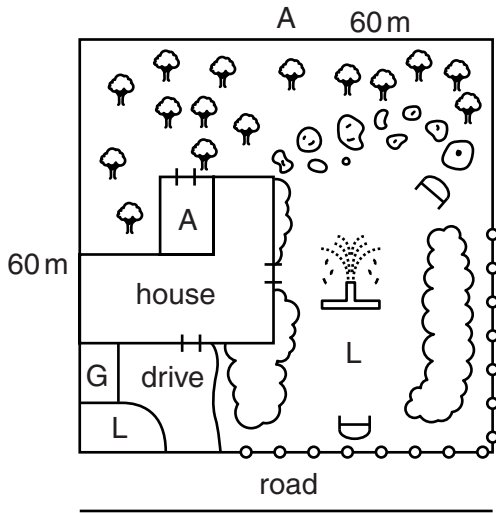
THE GARDEN PLANS

The following are the four gardens, A to D, to consider. The key is applicable to all, while each garden has notes beneath with details on costs, the time required to construct them, maintenance requirements and the average life of the man-made facilities.

Key

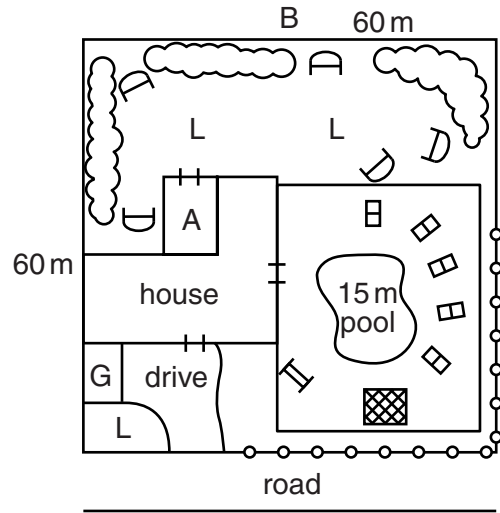
Diagrams are **not** to scale.

- | | | | | | |
|-----------|----------------|---|------------------------------------|----|----------------------|
| o o o o o | high hedge | ⌘ | swing seat | G | garage |
| ☁ | flower border | ▣ | changing room | A | annexe |
| L | lawn | ☐ | sunbed | V | vegetables |
| ☂ | water fountain | ☁ | rockery | F | small fruit |
| ⌘ | garden seat | 🌳 | established rainforest/fruit trees | CP | children's play area |
| | | ⌘ | diving board | | |



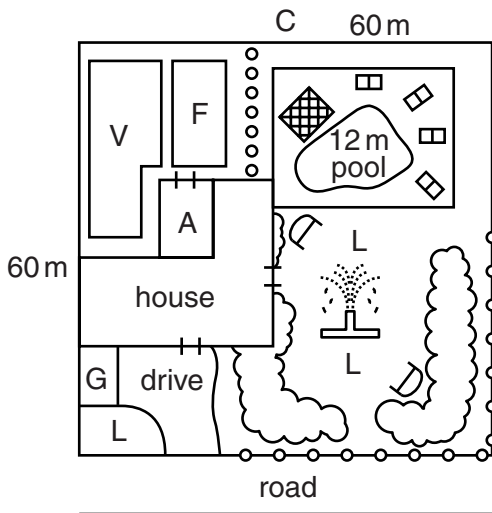
GARDEN A

Total cost: \$30,000
 Time to construct: 2 weeks
 Maintenance per year: 190 hours
 Average life of facilities: 50 years+



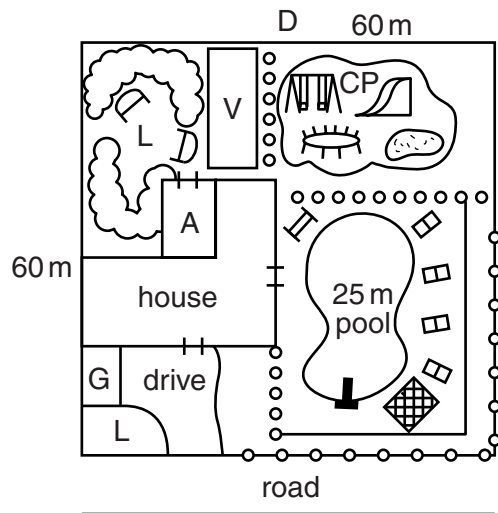
GARDEN B

Total cost: \$60,000
 Time to construct: 5 weeks
 Maintenance per year: 150 hours
 Average life of facilities: 14 years



GARDEN C

Total cost: \$81,000
 Time to construct: 6 weeks
 Maintenance per year: 210 hours
 Average life of facilities: 13 years



GARDEN D

Total cost: \$100,000
 Time to construct: 8 weeks
 Maintenance per year: 160 hours
 Average life of facilities: 12 years

Passage 2 Study the material below to answer Question 2 parts (a)–(e).

THE FAMILY

Father:	age 64; ex-teacher, retired one year ago with a small pension, loves football.
Mother:	age 45; teacher, just moved schools to take up a more demanding post.
Older daughter:	age 15; quiet, conscientious, very clever, enjoys attending Church.
Younger daughter:	age 14; fun-loving, also clever, extrovert, very popular.

THE BACKGROUND

- Older daughter has just started her external examination courses at school.
- The school bus ceased to run three months ago so now the daughters must travel by train which only runs earlier or later than the buses they had used previously.
- Father marks examination papers part-time for short, concentrated periods of the year, but in between has little else to do.
- Older daughter met her first serious boyfriend three months ago.
- Mother does not drive.
- Younger daughter does not work as hard as her sister at school, and generally gets lower grades.
- The Christmas holidays were a happy time with everyone home for the whole time and the daughters their usual loving selves to their parents.
- The older daughter is a 'favourite' of her deputy head teacher at school because she is always so polite, friendly and helpful – 'an angel' says the deputy head teacher.
- The family live in an isolated village with little public transport.
- Younger daughter has a tempestuous relationship with her friends, either loving them or hating them.
- Father is at home during the week for 11 hours a day with only the family dog for company.
- The family attends church every Sunday.
- Mother and daughters are very busy for most of the evening doing school work.
- The girls' journey to school every day is now very long.
- The older daughter received her first 'B' grade for a coursework test after a string of earlier 'A' grades.
- Mother and father are hoping one, or both, daughters might be good enough to get into Cambridge University.
- Older daughter broke up with her boyfriend a week ago.
- Father does all the domestic work thanklessly, except weekend cooking, and is also 'dad's taxi', being the only driver.
- The older daughter has just had to give up a number of hobbies because of exam studies, such as ballet, church choir and gymnastics.
- The football team that father supports has just slumped to the bottom of the English Premier League again.
- The family has just changed churches after the priest left suddenly with no foreseeable replacement.
- Both girls have mobile phones, but different plans for free minutes and text messages, paid by mother. Father hates mobile phones and will not have one.
- Mother came home very quiet after having a very hard day at work.

THE SITUATION

On 20 January a colossal payment of \$710 for the older daughter's mobile phone bill appeared on the mother's bank statement: the daughter had misunderstood her phone tariff plan, and had wildly exceeded the free minutes allowed that month by talking to her boyfriend, who was on holiday abroad. The mother pleaded with the phone company to show leniency, but to no avail. So the daughter apologised profusely to her mother.

The father was happy to let the matter drop as 'hard luck' if his daughter came and apologised to him also. However she refused to, and in a petulant manner shouted at him, "It is mother's money that has been lost, not yours, because you do not work". The normally placid father went berserk, raged at her and called her ungrateful and arrogant. Neither will apologise to the other: an uneasy truce prevails.

Passage 3 Study the extract below to answer Question 3 parts (a)–(f).

IS ECOTOURISM THE WAY?

Touted at the time as the new saving grace for the environment, because it worked with it, not against it, ecotourism first appeared on the global stage in 1992. After the Rio Summit it quickly grew into the darling solution for sustainable development, hailed as a win-win proposition for all parties – conservationists, travellers, developing nations and the tourist industry alike. This combination of conservation and economic tourist development caused much excitement amongst those who believed that they had finally found the solution to future economic progress without compromising Mother Earth and her natural resources. However, in recent years ecotourism has become fraught with controversy, being accused of causing even faster environmental destruction than before, not less. 5

So how has this seeming contradiction come about? Developing nations might well argue that ecotourism has truly generated the revenue needed to sustain the environment and fuel the cost of conservation. But if so, at what cost? In reality, what was thought to be a specialist, purposeful branch of tourism for the genuinely eco-savvy has turned into a mass tourism experience, quite at odds with the defining altruistic principles it started with. Virgin lands are now being exposed to throngs of tourists for walk-throughs that end up destroying the very virginal properties they once held. In Mexico a whole species of butterfly was ruthlessly annihilated. Antarctica fights a losing battle to control the numbers of tourists allowed to set foot on its pristine snow every year, rising from 10,000 to over 40,000 a year in just a decade. 10 15

The reputation of ecotourism has also taken a hard hit when it has been hijacked by unscrupulous operators exploiting both the environment and the travellers who are readily willing to pay over the odds to indulge in identifiably ‘green trips’, the more exotic the better. These are often just gimmicks in reality: subtle strategies designed to make hefty profits out of a little-more-than-normal adventure which exploits the ecotourists’ spending power. And spending power of the rich, older traveller certainly has compared favorably to the young backpacker doing it on the cheap. And it is not just private operators at work cheating the Earth and the tourist, even governments themselves are to blame. Consider the plight of the Maasai tribes in Kenya who not only lost their best land to national parks and conservation projects, but then also saw the profits going to develop Kenya’s more developed regions, while they dance nightly for tourists in hotels. Or Thailand’s proud hill tribes, reduced to ferociously competing with each other to sell their trinkets to unknowing, gaping visitors. 20 25 30

The biggest backlash against such nature-based tourism is that it has fallen short of its accountable stewardship. Even now there is still no universal or standard set of guidelines for the industry and no formal system of accreditation to rate the green businesses involved in it. Consequently, it is not easy to be clear on what exactly constitutes ‘ecotourism’ and hence environmentally-friendly operators, venues or even accommodation. So, in countries where government support is severely lacking, and corrupt officials turn the perpetual ‘blind eye’, the situation of the environment is already becoming desperate. 35

On the other hand, perhaps the best achievement that ecotourism has accomplished is the greater awareness that people now have towards conservation, landscape and sustainable development. Today, as the fastest growing sector of tourism (a 20% share at least), ecotourism has found its way into marketing campaigns and society’s consciousness. We are beginning to see encouraging trends of what nature tourism can achieve when consumers *are* more aware of their environmental obligations: reduction in tiger poaching in India, successful protection of coral reefs in Australia, greater inclination to sleep in eco-lodges and rough-built rainforest camps, or saving species like whales from extinction. 40 45

But all of this is only possible with the full support of the most important player in this fight for conservation. Organisations like WWF and Greenpeace can shout as loud as they like, but the bottom line is that it has to be governments who must come onboard with ecotourism, not just with pretty rhetoric, but with purposeful determination and ready cash. As a long-term vision of protection for our environment, rather than as a means of short-term profit for developers, ecotourism can provide breathtaking experiences for tourists as well as valuable revenue for cash-strapped developing economies. But until the incessant curse of corruption and degradation is addressed, ecotourism has yet to be a truly viable solution for sustaining the hugely biodiverse environment of our beautiful planet.

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