Read the following passage from a newspaper article about ‘green tourism’.

A) Interested in making your holiday greener and more sustainable, ensuring that local people get a fair cut of the money you've handed over, and that no rivers are being dried up or forests felled to accommodate your trip? Congratulations – for being in a well-meaning minority.

B) A recent survey by the travel trade body, Abta, found that just 20 per cent of travel agents have ever been asked for such holidays or asked questions about sustainability, though they did report a "feeling" that interest in sustainability was growing. Despite apocalyptic warnings about climate change, water scarcity, pollution, and peak oil, there isn't exactly a stampede to the travel industry's door demanding it play its part.

C) "The industry feels there isn't a huge demand out there," says Sue Hurdle, chief executive of the independent charity The Travel Foundation. "They don't have a lot of people banging on the door asking for greener holidays."

D) Others are more specific, such as Professor Harold Goodwin, of the International Centre for Responsible Tourism (ICRT), an independent academic research centre. "There is a big shift in values and approach – it's not just travel, it's a general consumer trend," he says. "If you're worried about where your pork comes from at home, why wouldn't you worry about that when on holiday?"

E) For those of us who are bothered, working out when the travel industry is doing its bit, and when it isn't, and separating good operators from charlatans peddling greenwash, is a bewildering and frustrating experience. England alone usually has around 20 certification schemes or logos on the go at any one time, split into two categories: awards, where hotels and operators are judged independently; and certification schemes, where they generally pay to be included. It also helps to know what the industry is aiming for. We're not talking about genuine eco-tourism – which remains a niche and narrow market – but on what the industry prefers to call "sustainable", or "responsible" tourism.

F) "Many people make the mistake of thinking that when anyone describes a business or activity as being 'green' that they are environmentally friendly," says Jason Freezer, destinations manager for Visit England. "Being green, sustainable, or responsible is about ensuring economic viability, social inclusion and contributing to the natural environment. A sustainable business is doing its most to enhance its own success financially, while contributing to the local economy and minimising or negating the damage it might do to its environment or community."

(from The Independent, 9th October 2011)

Answer the following questions TRUE, FALSE or NOT GIVEN.

1) Travel agents report that few people express an interest in sustainability.

2) In England, certification schemes make it easy for consumers to judge whether or not hotels and operators are 'green'.

3) Sustainable businesses are more successful financially than businesses that are not environmentally friendly.