

**CAMBRIDGE INTERNATIONAL EXAMINATIONS
CAREER AWARD IN TRAVEL AND TOURISM**

5261

Core Module: Advanced Level

INSERT

OCTOBER 2002

TIME 2 hours 30 minutes

INSTRUCTIONS TO CANDIDATES

The insert contains Figures (Figs.) 1-5.

This insert consists of 8 printed pages.

Figure 1a, Figure 1b and Figure 1c for Question 1



Fig 1a.

Opportunities for agents to sell Latin America are increasing as more specialists emerge and mainstream long-haul operators increase their coverage of the region.

Although mass-market operators are limited to Mexico, specialists have a wider coverage.

Many concentrate on direct sales but will also work with independent agents.

Sunvil Holidays and Abercrombie & Kent have also both issued their first stand-alone Latin America brochures this year.

Exsus Travel's hardback brochure makes its debut this year.

London-based International Travel Destinations represents ground-handlers specialising in the region.

Director Lynda Woodin said UK operators were seeking more exciting itineraries.

"They are trying to do something unique and diversifying from the standard attractions such as Machupicchu in Peru," she said.

"Clients are looking for new experiences, so unusual destinations such as Colombia are emerging as an add-on to better-known countries," Veloso Tours managing director

Fig 1b.

Paulo Veloso, who set up his firm in 1999 after 13 years with Journey Latin America, described his clients as experienced travellers interested in culture and scenery.

"The same old favourites are popular — Peru, Ecuador and the Galapagos Islands, Argentina, Chile and Mexico," he said.

"We have a big section on Brazil, but there is not a lot of demand considering its good infrastructure."

Exsus Travel concentrates on luxury tours to Argentina, Brazil, Chile, Ecuador and Mexico, as well as the Caribbean.

Managing director Alexander Roth said: "We focus on selected resorts and city hotels, from which there are a range of touring possibilities."

Sunvil was already selling Costa Rica, Ecuador and the Galapagos as part of its Discovery programme, but has added Argentina to a new Latin America brochure

Royal Olympic eyes South America

Royal Olympic Cruises has made South America the focus of its first long-haul winter programme to be marketed in the UK. Amazon and Orinoco itineraries are offered on the new Olympic Voyager, while the Stella Solaris has a 60-day circumnavigation of South America in the new year. Prices for a 15-day Orinoco fly-cruise start at £1,451, excluding £179 airport charges.

Fig 1c.

Figure 2a and Figure 2b for Question 1

WHAT'S HOT,

WHAT'S NOT

- **Music** – the country sways to a samba beat.
- **Breathtaking natural beauty.** A vast equatorial rainforest, the Amazon and the Iguassu Falls are highlights.
- **Carnivals** – Rio's is the most famous, but those in Salvador and Recife are said to be more authentic.
- **With the arrival of the first of the major operators, new charter flights make Brazil more accessible.**



- **Distances** – Brazil is so large that travelling between many of the main tourist attractions requires a domestic flight.
- **Poverty** is never far away.
- **Safety** – keep valuables well hidden from view.
- **Racial tension** – the country's apparent multiculturalism masks resentment that some ethnic groups seem to have better opportunities than others.



Fig 2a

Get away from the beach and into the rainforest

BEACH LOVERS

This is a new region of Brazil as far as UK visitors are concerned, with charter operators Airtours and Unijet featuring the north east. Operators include many touring options in their brochures on the assumption that most visitors will not simply fly and flop. Rio's Copacabana beach is one of the most famous in the world.

Copacabana beach is world-famous.

NATURE LOVERS

The Amazon rainforest might be shrinking at an alarming rate, but there is still huge potential for

nature-based tours to experience wildlife and varying topography. Naturetrek offers a bird-watching and wildlife holiday visiting the Pantanal wetlands and Iguassu Falls.

LATIN LOVERS

Brazil is widely considered to have one of the most exciting cultures in the world, evident in its samba beat, its cuisine and the sheer vitality of its people. This can be experienced almost anywhere but particularly in Rio at carnival time. The city is featured in Travelscene's new Cities Worldwide programme.

ADVENTURE TRAVEL

Brazil is one of the last frontiers for people who are happy to rough it in search of lost tribes or extreme encounters. Dragoman offers various adventures including The Vaquero, a six-week trip from Santiago in Chile to Rio.

SPORTS

Although football is what has made Brazil world-famous, watersports, fishing, diving and walking are all popular.



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Fig 2b

Figure 3a, Figure 3b and Figure 3c for Question 2

Brazilian Tourist Office to work with operators

THE BRAZILIAN Tourist Office in the UK is to work with Airtours and Unijet to raise awareness of the country in the run-up to the launch of charter flights next spring.

Unijet is concerned that agents do not have an accurate perception of the country (TTG November 13).

UK Brazilian Tourist Office head Christopher Pickard said his team could help with media and agents' trips.

"We have been delighted with the interest the press has shown - it is saying Brazil is the 'next' long-haul destination," he said.

"It is a new market for Airtours and Unijet and a brave step forward.

"But it is not that long-haul. It is seven hours to Fortaleza - shorter than flights to the Caribbean."

The Brazilian ambassador to London, Sergio Amaral, said currency devaluation meant Brazil was competitive with the Caribbean and the Far East.

The operators are expected to take 1,200 holidaymakers to Brazil next summer. In 1999, 125,600 people from the UK visited the country.

Fig 3a.

Orient launches range of cruises for Orthodox Jews

ORIENT LINES has launched a Kasher Cruise Holidays brochure for 2001 exclusively for Orthodox Jews.

The programme offers nine cruises to the Mediterranean, Scandinavia and Russia, each featuring kosher cuisine, a Jewish host, lectures on topics of Jewish interest and the

chance to join tours of Jewish interest at selected ports.

Specially planned activities and lectures are presented every Shabbat (Sunday).

Prices start at £1,095 for a seven-night cruise to Scandinavia and Russia, or a seven-night sailing from Istanbul to Venice.

Fig 3b.

Direct distribution for Orlando tourism push

The Orlando Tourism Bureau is hoping the repeat of last year's Destination Imagination marketing campaign will help generate a five to eight per cent annual increase in UK visitors between now and 2003.

The campaign, which involved consumer advertising with a brochure request facility last year, includes direct distribution of a new 20-page brochure to specific households.

This means more than two million consumers will receive the brochure automatically, compared with last year when just 70,000 requested it after seeing television and print advertisements.

The board's marketing vice-president, Jose Estorino, said: "More than 20 per cent of those people who requested last year's information said it helped them make their final decision to visit, so we want even more people to see it this time."

The bureau has also set up a



website — www.orlandofusa.com — with links to travel trade partner sites.

Browsers can request an information pack which includes the main brochure, the first Central-Florida Regional Brochure, plus an area map.

Agents can request campaign material by fax on 0800 092 2351.

Mr Estorino said: "The aim is to increase awareness of Orlando as a holiday destination."

Fig 3c.

Figure 3d for Question 2

*Palaces in the sky
don't cost the earth*



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Figure 4b for Question 3

Benidorm's boom reaches fantastic proportions as Terra Mitica opens year-round

Bed boost for Benidorm

Benidorm, probably the largest holiday resort in Europe with more than 50,000 beds, is gaining its first major increase in hotel capacity for years.

Several new properties are being built, mainly in the Rincon de Loix area behind Levante Beach, and at Cala de Finestrat, the opposite end of Benidorm beyond Poniente Beach.

With a big increase in the number of visitors expected following last month's opening of the Terra Mitica theme park, Benidorm will be virtually full for most of the year.

Occupancy rates are already more than 90 per cent, with UK visitors dominating except



The resort is seen as the epitome of the mass-market package holiday.

in July and August when Spanish visitors are in the majority.

The resort's raucous nightlife and British bars attract the youth market as well as families.

But in winter, Benidorm appeals mainly to senior citizens.

Benidorm, which is regarded

as the epitome of the mass-market package holiday, has spent heavily to retain its top position.

high-rise hotels mainly in the three-star category. Yolanda Pickett, a former Thomson resort manager who is the Valencia Region Tourist Board's Benidorm representative, said Terra Mitica would help year-round occupancy.

"Benidorm achieves very high customer satisfaction scores because it exceeds their expectations," she said.

"Last year it was 60 per cent Spanish and 40 per cent international, but the Spanish market is reducing because they don't contract the beds early enough."

as the epitome of the mass-market package holiday, has spent heavily to retain its top position.

Tree-planting, a new promenade along Levante Beach, beach-clearing and the refurbishment of most hotels have helped the quality image.

But it still looks very much like a Sixties resort, with ugly

Terra Mitica eyes top spot

The Terra Mitica theme park in Benidorm aims to eclipse Port Aventura as the leading theme park in Spain.

It opened in August at a cost of £182 million and creates an added reason to visit Benidorm and the smaller resorts of the Costa Blanca.

Terra Mitica, which means Mythical Land, is open year-round unlike Port Aventura, which is further north along the Mediterranean coast in Salou.

It has been built in the hills above Benidorm, with easy access from the motorway linking Alicante and Valencia.

The park expects up to 33,000 visitors a day and claims its innovative rides and shows appeal to people of all ages.

The five theme areas cover the Mediterranean civilisations of Iberia, Egypt, Rome, Greece and The Islands.

Interactive rides include a trip inside a Mummy's tomb and the labyrinth of the Minotaur.

Among the shows on offer are Romans and Gladiators, and the Barbaroja pirate ship attacking a village before being sunk.

"Terra Mitica will play a huge role in encouraging greater numbers of families to return to Costa Blanca."



Terra Mitica could mean rising sales for smaller resorts around Benidorm.

Figure 5 for Question 4

Biggest slum in Latin America joins tourist trail

CITY LIFE

RIO DE JANEIRO

BRAZIL IS trying to turn its largest slum into a tourist attraction, offering foreign visitors conducted tours through a poverty-stricken district that is home to 250,000 people.

Built on a mountainside overlooking the famous Ipanema Beach, Rocinha is Latin America's biggest shantytown and is usually avoided by middle-class locals, who fear for their safety. Most tourists stick to the hot spots of Copacabana Beach, Sugar Loaf Mountain and the famous statue of Christ.

But in an unprecedented step, the authorities will next week take a bus-load of tourists into the district in an attempt to show outsiders the real Brazil. Officials insist they are not exploiting the misery of its inhabitants, but launching an initiative that will bring economic benefits to a community riddled with poverty and crime.

Paulo Cesar Martins Vieira, president of Rocinha's neighbourhood association, said: "We want people to see what life is really like in a favela (slum). It isn't as dangerous and violent as everyone thinks. We have a vibrant community here with many things going on. If people visit Rocinha they will see the truth behind Rio's usual tourist clichés, because this is how the majority of us Brazilians live."

When visitors arrive at the newly built reception centre, they will be met by trained teenagers who will act as their personal guides.

Thelma Santos, project manager for the Rocinha tourist development project, said: "We want Rocinha to maximise its tourist potential and, hopefully, provide a new source of money for this needy community."

"Some tourists already visit us but they generally never set foot on the ground. They remain in jeeps and are driven around. They never buy anything and they never meet the people who live here so they have no idea about the place. Real tourism would bring economic benefits to Rocinha because tourists will actually buy things from the residents."

With local sponsorship, the teenage neighbourhood

guides have been put on an English crash-course. If the project proves successful, the organisers plan to teach the young guides German, French and Spanish.

Ms Santos said: "We want the visitors to be shown around by the people who actually live here and not someone who lives in a comfortable house down the road but happens to be a professional tourist guide."

The teenagers will take visitors on a walking tour of the steep, narrow, almost-medieval-like alleyways that criss-cross the favela, with an opportunity to stop and take photographs. The tour will later stop at bars, shops, youth projects and the slum's famous samba school.

Officials have stopped short of guaranteeing the personal safety of tourists.

But Ms Santos said: "This



Local boys will lead tours of the shantytown

place isn't dangerous. It's nothing compared with downtown Rio or New York. There, people get mugged all the time."

Enterprising locals are preparing for the expected arrivals. Alexandre Pitanga, a market stall holder, has taken delivery of hundreds of T-shirts bearing the words "100 per cent Rocinha" and "The biggest in Latin America". He said: "I think they will be very popular because tourists always like to take a souvenir home so they can remember their travels."

"People don't need to be afraid of coming here. It's just like any other place they visit. We might be poor but there are a lot of happy people here and I promise that the tourists will see more smiling faces in Rocinha than anywhere else in Rio."

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