

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

**5261**

Core Module: Advanced Level

**OCTOBER 2002**

Additional materials:  
Insert  
Answer paper

**TIME** 2 hours 30 minutes

**INSTRUCTIONS TO CANDIDATES**

Write your name, Centre number and candidate number in the spaces provided on the answer paper/booklet.

Answer **all** questions.

Write your answers on the separate answer paper provided.

If you use more than one sheet of paper, fasten the sheets together.

**INFORMATION FOR CANDIDATES**

The number of marks is given in brackets [ ] at the end of each question or part question.

Calculators and dictionaries may be used.

The insert contains Figures (Figs) 1-5.

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**This question paper consists of 3 printed pages and 1 blank page.**

- 1 Read the articles in Figures. 1 & 2. Latin America is expected to be the next big growth area for world tourism but it is still relatively unknown to many international travellers. Using your knowledge of tourism development, together with information from the articles, answer the following questions:
- (a) Latin American countries (Figures 1a and 1b) have many specialist tour operators promoting their own regions. In terms of tourism development for their countries, state **two** major objectives of the tour operators. [4]
  - (b) Figure 1c indicates that the cruise company, Royal Olympic, has made South America the focus of its new winter programme. Describe **two** economic benefits to the countries of South America as a result of this decision. [4]
  - (c) The countries of South America are rich in culture:
    - (i) Name **two** cultural activities [2]
    - (ii) Explain why cultural activities are important for developing tourism [4]
  - (d) Suggest reasons why Brazil's social problems may have a negative effect on tourism. [3]
  - (e) Read Figures 2a and 2b, which describe some of the natural features of Brazil. Discuss the advantages and disadvantages of using Brazil's diverse environment in order to develop tourism on a national and international scale. [8]
- 2
- (a) Refer to Figure 3a. The Brazilian Tourist Office will work closely with the tour operators Airtours and Unijet.  
Give **two** reasons why marketing and promotion of 'new' destinations is important. [4]
  - (b) Name **two** public relations activities described in Figure 3a. [2]
  - (c) Refer to Figure 3b. Identify and describe this type of marketing strategy. [4]
  - (d) Refer to Figure 3c, which is a direct marketing campaign used by the Orlando Tourism Bureau.  
State the marketing methods used and analyse the effectiveness of this campaign. [6]
  - (e) Figure 3d shows two examples of advertisements used to promote Air India and Ethiopian Airlines.  
Using the **A I D A** principle, compare the two advertisements. [9]
- 3 Study the information in Figures 4a and 4b which feature the popular Mediterranean resort of Benidorm on the Costa Blanca, Spain.
- (a) Name **three** different features of the Costa Blanca and give reasons for their appeal to different customer types. [6]
  - (b) Suggest **two** reasons why the resort of Benidorm attracts mainly Spanish visitors in the months of July and August. [4]
  - (c) The article suggests that 'Benidorm has it all'. Explain this statement in terms of destination management. [4]

- (d) The resort of Benidorm was developed for tourism in the 1960s. Identify and explain the importance of continuous investment for this destination. [4]
- (e) The new theme park 'Terra Mitica' is now open to tourists and is situated on the Costa Blanca. Evaluate the impact this theme park will have on the relationship between the host community and the public and private sectors involved. [9]
- 4 Study the article in Figure 5, which gives information about a new tourism initiative in the 'favelas' (slums) of Rio de Janeiro, Brazil.
- (a) Describe the roles of both sectors (i.e. public and voluntary) involved in this project. [4]
- (b) Discuss the ways in which the residents of the 'favelas' will benefit economically from foreign tourists visiting the areas. [6]
- (c) Suggest reasons why the local authorities have chosen to use teenagers as tourist guides. [4]
- (d) Different tourism initiatives such as the one in Figure 5 are being created worldwide. Using an example which you have previously studied, discuss the methods used in order to develop and maintain tourism.
- Evaluate the potential success of the initiative in your chosen destination. [9]

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