### CAMBRIDGE INTERNATIONAL EXAMINATIONS Cambridge Career Award in Travel and Tourism Advanced Level

#### **TRAVEL AND TOURISM**

### 5261/01

**Core Module** 

May 2003

2 hours 30 minutes

Additional Materials: Answer Booklet/Paper

#### **READ THESE INSTRUCTIONS FIRST**

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet. Write your Centre number, candidate number and name on all the work you hand in. Write in dark blue or black pen on both sides of the paper. You may use a soft pencil for any diagrams, graphs or rough working. Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer all questions.

At the end of the examination, fasten all your work securely together.

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

This document consists of 9 printed pages and 3 blank page.

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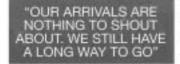
# Malaysia





ALTHOUGH MALAYSIA is celebrating a record year for UK holidaymakers, tourism officials claim the destination has still to meet its full potential. The country attracted 230,000 UK visitors last year - a 64 per cent increase on 1999. UK tourism director for Malavsia Yazid Mohamed said: "It is a good

improvement, but 1999 was a bad year for us so was not a true reflection." He hopes this year's figure will at least match last year's, but stresses there is still a lot of work to be done in the UK.



"Our neighbours such as Thailand attract more that 400,000 UK visitors each year, so our figure is nothing to shout about. We still have a long way to go," admits Mr Mohamed.

The islands of Penang and Langkewi continue to account for the bulk of UK holidaymakers, although

Sabah in Borneo is becoming more popular. Kuoni describes Malaysis as its "star performer" in the Far East, with a 25 per

cent increase in bookings last year over 1999. The operator's latest review of the long-haul market says: "The spotlight must go to Kata Kinabalu in Borneo, which recorded an 89 per cent increase in visitors." This year, Tourism Malaysia is highlighting Sarawak, fly-drive holidays and

lesser-known islands such as Tioman and Redang.

Fig. 1

## Making the most of . . Malaysia

#### MAIN ATTRACTIONS

In ATTRACTIONS ve are two parts of the country – mutar Malaysta, which is south of lend, and east Malaysta, on the seland orneo. The peningular is more eloped and includes the island reports enang and Langkawi, the capital Kuala ipur and the historic spice port of acca. There are hill stations to escape heat – but make sure you don't out make sure you don't get d. In the Cameron Highla as among teo plantation ghande is a Malaysian I alaysia is split into Saba where ungle, cosing uta sid Mount Knabalu offer

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strong exchange rate is giving agents and operators an important sales tool for holidays to Malaysia.

Magic of the Orient managing director Tony Champion said: "The country has always suffered from being in the shadow of Thailand, tourismwise.

"Unfortunately, that continues, although Malaysia is better value than Thailand, The pound goes a long way.

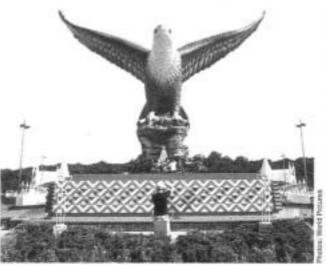
"We tend to encourage twin-centre bookings in Malaysia because the prices are so good.

"For clients who want to see as much of peninsular Malaysia as possible, fly-drive is also wonderful," he added.

Premier Holidays says Malaysia is its second-bestselling destination in the Par East this year.

Long-haul product director Rob Haynes said: "Malaysia is very much in vogue.

"Thailand saw price increases last year and with Malaysia perceived as giving



Eagle Square, Langkawi: The island is a strong seller behind Penang.

better value, the market has swung Malaysia's way." Top sellers for Premier

are Penang and Langkawi. "Although Malaysia's

beaches do not have as high a profile in the UK as those of Thailand and Bali, we have seen exceptional growth for the resort islands," added Mr Haynes. Somak Holidays is also focusing on good value. Product manager Shafique Cockar said: "Malaysian hotels continue to supply competitively priced

accommodation." But he stressed there were no plans to expand the range of properties.

"However, we do intend

to expand the number of destinations featured on tours to include places such as Taman Negara National Park," he added.

Distant Dreams has extended its Malaysia programme this year to include fly-drive deals. Tioman Island and Redang Island.

Managing director Peter Traynor said: "We have seen an increase in demand for Malaysia compared with last year. People want something a little bit different."

Ruoni's latest Longhaul Report refers to Malaysia as "the star of the Far East" in 1999, with the region's biggest growth in passenger numbers — up 44 per cent in 1999, with 2000 showing 26 per cent growth.

A spokesman for the operator said: "The destination is undoubtedly taking business from the more expensive Thailand beach holidays.

"For those who have discovered this lesser-known country, visitor satisfaction levels are very high."

### Fig. 1

Read the articles in Fig. 1 giving information on Malaysia as a tourist destination. Using your own knowledge of tourism development together with information from the articles, answer the following questions.

- (a) Identify and briefly explain three main objectives to a country like Malaysia in attracting visitors. [6]
- (b) Analyse the effect that the 'strong exchange rate' will have on:
  - (i) visitor spending
  - (ii) the country of Malaysia
- (c) Fig.1 states that a 64% increase in UK visitor numbers occurred in 2000. Compare and contrast the positive and negative effects that a sudden increase in visitor numbers can have on a developing country such as Malaysia. [10]
- (d) It is predicted that visitor numbers to Malaysia will continue to rise.

Discuss the ways in which **both** national **and** foreign organisations can maximise and sustain tourism development to ensure long-term effectiveness. [8]

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[6]

#### AGENT TRAINING

# Tourism Malaysia set to build army of specialists

specialists.

Tourism Malaysia aims to raise awareness of Kuala Lumpur.

TOURISM MALAYSIA is to launch a major training scheme for travel agents this summer.

Self-study material will include videos, reference manuals and quiz sheets. Agents who complete the course successfully will receive



Consumers contacting Tourism Malaysia will then be advised to book with their nearest specialist agent.

certificates identifying them as Malaysia

Tourism Malaysia UK director Yazid Mohamed said: "Travel agents can make or break a destination so it is important that they feel comfortable with what they are selling.

"We want them to be aware of Malaysia and to know as much as possible about the destination."

Full details of the training module, which is due to be run with tour operators, have yet to be finalised.

"We have not decided how many agents will be receiving it initially," said Mr Mohamed.

"But we want to include as many as we can. Agents are our biggest form of distribution when it comes to increasing business to Malaysia.

Fig. 2a

### What's on

#### ADVERTISING CAMPAIGN

A 12-month Malaysia advertising campaign is due to begin on London buses and taxis this summer. The promotion is likely to be extended to newspapers and magazines later in the year. Tourism Malaysia is to host educational trips for the trade in May and October.

#### TV SHOW

The first UK version of the hit US reality television show Survivor is being filmed on an island off Sabah. It is due to be screened on ITV in September.

#### PATA CONFERENCE

More than 1,200 delegates are expected at the 50th annual conference of the Pacific Asia. Travel Association in Kuala Lumpur on April 8-12. Keynote speakers include Marriott International president Ed Fuller and Boeing Commercial vice-president Seddik Belyamani.

Fig. 2b

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(a) Fig. 1 shows that Malaysia is divided into separate geographical areas. The country is keen to promote all of its destinations.

Give **three** reasons explaining the importance of continuous marketing and promotion of Malaysia as a successful worldwide tourist destination. [6]

- (b) Refer to Fig. 2a. Describe **three** benefits to travel agents of Tourism Malaysia's training scheme. [6]
- (c) Fig. 2a states 'Agents are our biggest form of distribution'. Explain what this statement means.
  [2]
- (d) Identify two different types of marketing communication methods, mentioned in Fig. 2b. [2]
- (e) Refer to Fig. 2b 'PATA CONFERENCE'.
  - (i) Name this type of marketing strategy. [1]
  - (ii) Suggest and justify **one** method of evaluating the effectiveness of this type of strategy.

[3]

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#### **Question 3**



Botswana – Jacana Safari

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This high-quality camping safari offers a combination of cross-country drives and light aircraft transfers to enable access to the best areas of northern Botswana. Accommodation varies between small permanent tented camps and pre-erected tented camps, all with private or en suite facilities.

· VICTORIA FALLS · CHORE NATIONAL PARK+ LINVANTI MARSHES · OKAVANGO DELTA · VICTORIA FALLS - 14 Nights

DAY 1: FRIDAY

DEPARTURE FLIGHT

VICTORIA FALLS

DAYS 7 & 8: THU & FRI

UNYANTI MARSHES

OKAWANGO DELTA

#### DAYS 2 & 3: SAT & SUN

Arrive in the morning and connect with Air 2mbabwe flight to Victoria Falls. Spend two nights at the Ilala Lodge on a Bed & Breakfast basis. On Sunday evening meet with the guide and other members of the group for the salari briefing.

CHOBE NATIONAL PARK Drive from Victoria Falls across the barder to Batswana and the Chobe National Park, where the camp for the next three nights has been set up in a private site near the banks of the Chobe River. On the Chobe floodplains elephants can be viewed in numbers rately seen elsewhere in Africa, while water birds such as egrets herons, ducks and storks are found in From Chabe continue by road to Linyardi Tentedi Camp, a small and infimate tented camp situated on the banks of the Linyanti marshes in a private reserve which borders onto the western boundary of Chabe National Park. The camp overlooks a large logoon and the area is best known for elephants, lions, leopards. wild dogs, buffaloes and all plains game. Two thirds of the Savuli Channel travels through this concession and some time will be spent traveling along the Savuti. The marshes play host to situtungos, hippos and procediles. Enjoy day and hight game drives, walks, booting and canoeing. Spend two nights at the cana

#### DAYS 9 -11: SAT - MON

By by light alicent into the Okavango Delta and transfer to the secluded Kaparota Camp for the next three nights. The camp is situated on a honguil and shady island in the Vumbura Community Development Concession. Enjoy gome drives, guided wolks (of the discretion of the camp manager). makero (boat) rides and boating. Lions, leopards, cheetah and elephants are some of the game that may be seen. Bird watching is excellent and species found here include White Headed vulture. African Hawk eagle and Pel's fishing awl.

#### DAY 12: TUESDAY

OKAWANGO DELTA Today you will be transferred to Gombo Village for one night, one of the most remote villages in northern Botswana. You will be able to interact with the local tribe and observe their doily activities, which include basket weaving.

#### DAYS 13 & 14: WED & THU OKAWANGO DELTA

Fly to the Jacana Camp for the next two nights The comp is situated approximately 25 kms west at Mombo, outside the Moremi Game Reserve on the Jac flats. This water-orientated camp offers mokora and waiking sataris and is set in one of the most densely populated wetland areas for Statunga and Red Lechwe. Game concentrations depend on the fow of the water. The game which can be found in the area include, elephants, lians, leopards and buffalo. Per's fithing owl and lesser Jacanas may also be seen.

N8: The order of the Delta comps may be revensed on some sataris.

#### DAY 15: FRIDAY **VICTORIA FALLS**

Fir by light aircraft to Maun to connect with the fight to Victoria Falls. On arrival transfer to Ilala Lodge for overnight on a Bed & Breakfast basis.

DAY 16: SATURDAY

RETURN

Fig. 3

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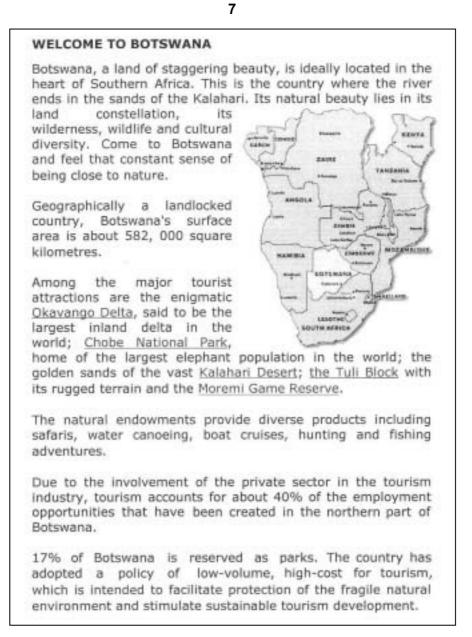
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dates Carnes

#### DAYS 4-4: MON-WED

profusion.



#### Fig. 4

Study the extracts (Figs. 3 and 4) on the country of Botswana in Southern Africa.

- (a) Suggest three reasons why international tourists may be motivated to travel to Botswana and justify your choices. [6]
- (b) Apart from safari holidays, identify **two** other activities available to tourists in Botswana and give a reason for their appeal. [4]
- (c) Tourism accounts for about 40% of the employment opportunities in Northern Botswana. Discuss the role of the private sector in sustaining employment and tourism in Botswana. [8]
- (d) Botswana has adopted a policy of 'low volume, high cost for tourism'. Discuss the economic and environmental impact that this will have on the country. [8]
- (e) The Jacana Safari (Fig. 3) visits a remote village. Give reasons for the development of a relationship between the local population and the tourist. [4]

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# Arctic wilderness is 'safe' with visitors

Tour companies claim that holidays to the North Pole will not harm the environment, says Kieran Falconer

'The Arctic Ocean covers

a large area and a

few hundred tourists

can't damage that'

THE opening of the North Pole to charter flights and submarine trips will not damage the environment of one of the world's last tourism frontiers, insist tour operators.

Tours that are on offer for next year include a two-week trip aboard an icebreaker ship and submersible for up to £46,000 or, more affordably, three-night charter flights and stays near the Pole for under £6,000.

David Rootes, director of Poles Apart, the company that handles the logistics and ground arrangements for the operators, said: "Generally, the companies are

very good at sticking to the guidelines.

"It is difficult as the time they visit is when the animals are breeding in the summer. Also, if you dump a bunch of extremely wealthy people into a cultural community, it can skew the

balance. But it can stimulate the community as well, as many of the inhabitants sell artefacts.

"The tourists' presence is generally benign, but how can you calculate the cumulative effect on a culture?

Quark Expeditions is offering a journey aboard an icebreaker ship right to the centre of the North Pole, at 90 degrees north. The trips will last for two weeks and will cost £11,200. Passengers who are brave enough can then opt to travel in a mini-submarine into the icy depths of the Arctic Ocean; for this there is an extra charge of £35,000.

Debra Taylor, of Quark Expeditions, said: Passengers who can't afford to go in the submersible can watch the proceedings on a live video monitor on the ship."

Charter flights from Spitsbergen, in Norway, have opened up a new route to the Pole's icy wilderness. On the package trips, which will begin in April and are organised by the Polar Travel Company, holidaymakers will be flown to a former Russian scientific base on a giant ice floe at 89 degrees north. From here, the tourists can then go trekking and sleigh riding.

Included in the E5,750 cost are flights from Spitsbergen, tented accommodation and meals. Flights from Britain to Spitsbergen are extra.

Pen Hadow, of the Polar Travel Company, said: "The numbers of tourists involved in ad-

venture travel in the Arctic are in the tens and hundreds, rather than the thousands

"Obviously one is worried about the environmental impact, but the Arctic Ocean covers a very large area and a few hundred people can't damage that.

We operate to a very high standard. People go to extraordinary lengths to prevent things like Mars bar wrappers floating off. It feels so terribly wrong to leave anything there."

 Polar Travel Company (01364 631470); Quark. Expeditions (01494 464080)

Fig. 5

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Refer to Fig. 5 regarding the development of tourism to the North Pole.

- (a) Describe one objective of tourism development in the Arctic for:
  - (i) the local population
  - (ii) the commercial providers of tourist services.
- (b) Give two reasons why there may be cultural conflicts between the tourists and the host community. [4]

[6]

- (c) Analyse the measures that are necessary to minimise the negative impacts of tourism on the Arctic. [6]
- (d) Give an example of a voluntary sector organisation and its role in the development of 'new' destinations such as the Arctic region. [4]

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