

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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Question 1

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 Malaysia 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 ARRIVALS ARE NOTHING TO SHOUT ABOUT. WE STILL HAVE A LONG WAY TO GO"

"Our neighbours such as Thailand attract more than 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 Langkawi continue to account for the bulk of UK holidaymakers, although

Sabah in Borneo is becoming more popular.

Kuzni describes Malaysia 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 Kota 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.

Making the most of . . . Malaysia

MAIN ATTRACTIONS

There are two parts of the country – peninsular Malaysia, which is south of Thailand, and east Malaysia, on the island of Borneo. The peninsula is more developed and includes the island resorts of Penang and Langkawi, the capital Kuala Lumpur and the historic spice port of Malacca. There are hill stations to escape the heat – but make sure you don't get them confused. In the Cameron Highlands clients can relax among tea plantations, but Genting Highlands is a Malaysian Las Vegas. East Malaysia is split into Sabah and Sarawak, where jungle, orang-utan sanctuaries and Mount Kinabalu offer adventure.

Fig. 1

Out of the Thai shadow

A 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, tourism-wise.

"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-best-selling destination in the Far 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."

Kuoni'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 [6]
- (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]

Question 2

AGENT TRAINING**Tourism Malaysia set to build army of 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

certificates identifying them as Malaysia specialists.

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

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

- (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]

Question 3

Southern
Africa

Botswana – Jacana Safari



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 • CHOBE NATIONAL PARK • LINYANTI MARSHES • OKAVANGO DELTA • VICTORIA FALLS – 14 Nights

DAY 1: FRIDAY**DEPARTURE FLIGHT****DAYS 2 & 3: SAT & SUN**

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

DAYS 4-6: MON-WED**CHOBE NATIONAL PARK**

Drive from Victoria Falls across the border to Botswana 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 rarely seen elsewhere in Africa, while water birds such as egrets, herons, ducks and storks are found in profusion.

DAYS 7 & 8: THU & FRI**LINYANTI MARSHES**

From Chobe continue by road to Linyanti Tented Camp, a small and intimate tented camp situated on the banks of the Linyanti marshes in a private reserve which borders onto the western boundary of Chobe National Park. The camp overlooks a large lagoon and the area is best known for elephants, lions, leopards, wild dogs, buffaloes and all plains game. Two thirds of the Savuti Channel flows through the concession and some time will be spent travelling along the Savuti. The marshes play host to sitatungas, hippos and crocodiles. Enjoy day and night game drives, walks, boating and canoeing. Spend two nights at the camp.

DAYS 9-11: SAT - MON**OKAVANGO DELTA**

Fly by light aircraft into the Okavango Delta and transfer to the secluded Kaporata Camp for the next three nights. The camp is situated on a tranquil and shady island in the Vumbura Community

Development Concession. Enjoy game drives, guided walks (at the discretion of the camp manager), mokoro (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 owl.

DAY 12: TUESDAY**OKAVANGO 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 daily activities, which include basket weaving.

DAYS 13 & 14: WED & THU**OKAVANGO DELTA**

Fly to the Jacana Camp for the next two nights. The camp is situated approximately 25 kms west of Momba, outside the Moremi Game Reserve on the Jao flats. This water-orientated camp offers mokoro and walking safaris and is set in one of the most densely populated wetland areas for Sitatunga and Red Lichwe. Game concentrations depend on the flow of the water. The game which can be found in the area include, elephants, lions, leopards and buffalo. Pel's fishing owl and lesser Jacanas may also be seen.

NB: The order of the Delta camps may be reversed on some safaris.

DAY 15: FRIDAY**VICTORIA FALLS**

Fly by light aircraft to Maun to connect with the flight to Victoria Falls. On arrival transfer to Itala Lodge for overnight on a Bed & Breakfast basis.

DAY 16: SATURDAY**RETURN**

Jacana Camp

Fig. 3

WELCOME TO BOTSWANA

Botswana, a land of staggering beauty, is ideally located in the heart of Southern Africa. This is the country where the river ends in the sands of the Kalahari. Its natural beauty lies in its land constellation, its wilderness, wildlife and cultural diversity. Come to Botswana and feel that constant sense of being close to nature.

Geographically a landlocked country, Botswana's surface area is about 582, 000 square kilometres.

Among the major tourist attractions are the enigmatic Okavango Delta, said to be the largest inland delta in the world; Chobe National Park, home of the largest elephant population in the world; the golden sands of the vast Kalahari Desert; the Tuli Block with its rugged terrain and the Moremi Game Reserve.

The natural endowments provide diverse products including safaris, water canoeing, boat cruises, hunting and fishing adventures.

Due to the involvement of the private sector in the tourism industry, tourism accounts for about 40% of the employment opportunities that have been created in the northern part of Botswana.

17% of Botswana is reserved as parks. The country has adopted a policy of low-volume, high-cost for tourism, which is intended to facilitate protection of the fragile natural environment and stimulate sustainable tourism development.




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]

Question 4

Arctic wilderness is 'safe' with visitors

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

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 £5,750 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)

'The Arctic Ocean covers a large area and a few hundred tourists can't damage that'

Fig. 5

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. [6]
- (b) Give **two** reasons why there may be cultural conflicts between the tourists and the host community. [4]
- (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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