

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

TRAVEL AND TOURISM

5261/01

Core Module

October 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 **8** printed pages.

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[Turn over

Question 1

CROATIA

Background

The Republic of Croatia is a European parliamentary state and a part of the European political and social history. It is also one of the most developed republics of the former Yugoslavia. The Croatian economy has been rapidly recovering after a lengthy period marked by the disintegration of Yugoslavia and the civil war. Croatia's industries are now re-established and Croatia has an important tourist industry centered on the Dalmatian Coast, which is recovering strongly after being almost entirely wiped out by the war. The government has sought to boost post-war reconstruction by introducing a programme of privatization and other market reforms, which have helped to attract foreign investment and aid. Membership of the IMF, which Croatia joined in 1993, has been added to that of the European Bank for Reconstruction and Development, and of the World Trade Organisation. Low inflation rates during the last few years allowed the government to introduce a new currency –the Kuna- that has proved to be stable.

Cities and National Parks

Croatia has cities that have witnessed history such as Dubrovnik, which is situated in the south of the Republic. It is the administrative seat and the focal point of a developed tourist region. It is also rich in cultural and historical monuments and is included in UNESCO World Heritage List. The city holds an annual Summer Festival and has held world tourist congresses. The city of Trogir, Diocletian's Palace in Split, the Basilica of Euphrasius in Porec, the Sibenik Cathedral and the Plitvice Lakes are all on the World Heritage List protected by UNESCO. The country also has eight National Parks, which are under strict ecological protection.

The Climate and way of life

Croatia has a continental climate in the north and a Mediterranean climate in the Adriatic region. The sea temperature in summer ranges between 25c and 27c degrees.

Croatia is a country with natural beauty, a rich culture and tradition as well as ecologically preserved regions. Croatia attracts a large number of tourists to its 450 hotels, which meet international standards. It also has 70 tourist colonies, 300 camping grounds and over 40 marinas.



Fig. 1

Read the case study (Fig. 1) giving information on the Republic of Croatia. Using your knowledge of tourism development, together with information from the case study, answer the following questions.

- (a) The civil war in the former Yugoslavia had a significant effect on the tourism industry in Croatia. However, the government is keen to re-develop its former success. Explain **two** main objectives of tourism development for Croatia. [4]
- (b) Croatia is a member of several major international organisations. Describe **two** economic benefits to Croatia of these memberships. [6]
- (c) Discuss the environmental measures that are in place to protect the built and natural attractions of Croatia. [6]
- (d) Analyse the role that national organisations play in the development of tourism to Croatia. [8]

Question 2

An Insider's Guide To New Asia - Singapore

We value your comments and would be grateful if you would kindly take a moment to complete this reader survey.

As a token of our appreciation, we would be pleased to send you a *New Asia - Singapore* souvenir.

SECTION I

Name : Mr / Mrs / Miss / Ms

Address: _____

Country: _____

Tel: _____

Fax: _____

Email: _____

SECTION II

1. I obtained this copy of the brochure from:

- A Singapore Tourism Board office
- A travel agent
- An airline
- The Singapore Changi Airport
- Others:

2. After reading this brochure, I will:

- Use it during my trip to Singapore
- Pass it on to family members or friends
- Keep it for future reference
- Throw it away

3. I found this brochure practical and user-friendly
 I did not find this brochure practical and user-friendly because _____

4. This brochure:

- created did not create
- enough interest for me to visit Singapore.

5. Would you like to be included on our mailing list?

- Yes I would No I would not

SECTION III

6. I found the information provided under each section:

- sufficient insufficient

I suggest improving the information provided by

7. I suggest that the following information be included in the next edition: _____

Thank you for participating in this reader survey.

Kindly return by mail to:

Manager Marketing Services
Singapore Tourism Board
Tourism Court, 1 Orchard Spring Lane
Singapore 247729

Please contact your nearest STB office for complimentary brochures on *New Asia - Singapore*.

Fig. 2a

Singapore promotion

THE SINGAPORE Tourism Board plans educational and roadshows this summer in support of a year-long campaign to promote short breaks.

The campaign, which began last month with advertisements in national newspapers, is being followed up with posters at 12 London Underground stations.

Advertising on Virgin Radio will also run for two weeks as part of a push believed to be worth £400,000.

A deal has also been launched offering agents flights to Singapore from £200 and hotels from £30 a night.

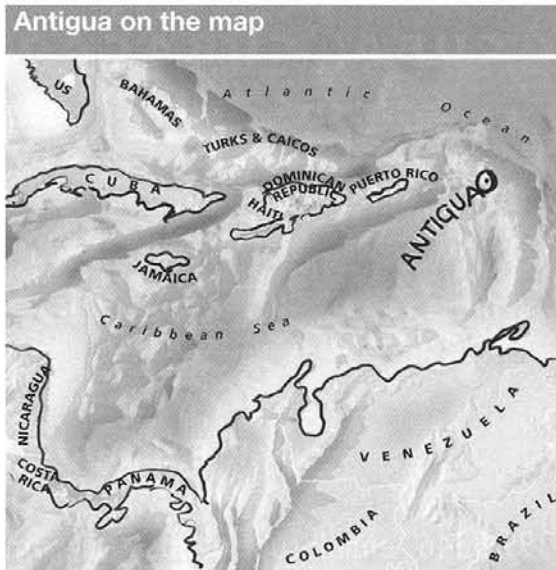
UK regional director Nicholas Kao said two or more educational for up to 20 agents each would be hosted after the end of the trade offer in June.

Fig. 2b

The Singapore Tourist Board offers pocket-sized guides in several languages free to visitors: 'Insider's Guide to Singapore' and '101 ways to live it up in Singapore' are 2 examples.

- (a) Give **one** advantage and **one** disadvantage of this type of marketing communication method. [4]
- (b) Study Fig. 2a, a questionnaire from the 'Guide to Singapore'. Explain **three** actions that the Singapore Tourist Board will make when collecting this information. [6]
- (c) Questionnaires and surveys often give participants a free gift or entry into a prize draw. Give a reason for this. [2]
- (d) The guide '101 ways to live it up in Singapore' advertises a number of private and public sector organisations. Discuss the advantages of this partnership in marketing terms. [6]
- (e) Refer to Fig. 2b. The Singapore Tourist Board's year-long promotion in the UK used two methods of 'above the line' advertising. Compare the effectiveness of these methods. [8]

Question 3



ANTIGUA'S tourist industry is set for brighter times after years of being dogged by hurricanes.

Refurbishment of some of its best-known properties has seen more than \$100 million poured into tourism at a time when air access is increasing.

Extra flights by Virgin Atlantic and British Airways will ease the capacity problems that have affected the Antigua route and made it difficult to get seats at some times of the year.

Antigua's position in the north-east of the Caribbean makes it a hub for holidaymakers going to nearby destinations such as its sister island Barbuda, St Kitts, Nevis and Anguilla. This has added to the pressure on flights.

But tourism officials are confident that the new services, combined with upgraded hotels, have improved Antigua's appeal following the negative impact of three hurricanes in the last six years – although only one caused major damage.

"It has created an infrastructure that is much more robust because the buildings can withstand the elements more," says Antigua and Barbuda Tourist Office UK marketing director Lynne Morris.

Since September 11, the island has attracted more interest as long-haul travellers switch from areas such as the Indian Ocean to the Caribbean, which involves shorter flights and has stronger UK links.

Hotels put stars in guests' eyes

ANTIGUA tourism officials claim the destination's investment in hotels will help attract new markets.

Improvements to properties such as the all-inclusive 462-room Jolly Beach Resort are expected to boost its appeal to families, who have been coming to the island in increasing numbers since Virgin Atlantic flights began in 1998.

"Private investors have been putting millions of dollars into the hotel sector because they believe it has potential," said Antigua and Barbuda Tourist Office UK marketing director Lynne Morris.

"We have more product appealing to the upper end of the market as we have more five-star properties opening now."

One of the biggest projects has been the \$60 million upgrading of the Carlisle Bay Club. It is due to reopen in January with 40 new rooms, an extension to the swimming pool and more restaurants.

The second phase of redevelopment, to be completed later next year, involves a 27-hole championship golf course and fairway accommodation, plus a new health club and spa.

The Inn at English Harbour is reopening following the demolition of its 16 beachfront rooms and construction of three courtyard buildings housing 24 rooms.



Deep Bay, Antigua: upmarket.

Next summer, phase two of the improvements will see a new swimming pool and major landscaping. By phase three, in summer 2003, the property will have 52 rooms.

The revamped Blue Waters hotel reopened last year and the new all-inclusive cottage resort, Cocobay, is reported to be selling well.

Fig. 3

Study the articles in Fig. 3 about the island of Antigua in the Caribbean.

- (a) The islands of the Caribbean are a desirable tourist destination for international visitors. Describe **two** factors that may account for their popularity. [4]
- (b) Discuss **two** ways in which the economy of the island of Antigua has benefited from private investments. [6]
- (c) Describe **three** measures that have been undertaken in Antigua to sustain successful tourism development. [6]
- (d) St. John's, the capital of Antigua, can become overcrowded with cruise passengers. Discuss the short- and long-term economic impact on the host community. [4]
- (e) The public, private and voluntary sectors play an important part in destination management. Discuss how the partnership between these sectors benefits destinations such as the islands of the Caribbean. [10]

Please turn over for the remainder of the questions.

Question 4

'Social issues key to survival'

by **Linda Fox**

OPERATORS and governments must put social issues on their agenda if tourism is to be sustainable, according to senior industry figures.

Speaking at a Tourism Concern debate on corporate social responsibility, former tourism director of Tobago Azfal Abdool called for local communities to be included in the development process.

"This is intrinsic to tourism's long-term success," he said.

Mr Abdool called on operators to demonstrate a commitment to the welfare of local people in destinations.

"Profit-centred organisations concentrate on the short term and are bent on getting as much as possible from the industry," he said.

"But resources are not limitless. They need to give something back."

Mr Abdool said hotel developments in Tobago had been to the detriment of local people.

First Choice branding and development manager Adam Jones said the operator was part of the Sustainable Tourism Initiative set up nine months ago by the government.

ABTA, the Association of Independent Tour Operators and the Federation of Tour Operators are also involved in the initiative.

Mr Jones said: "We are looking at what is within our control and what has the biggest impact.

"We do not want an initiative with no teeth."

Fig. 4

Refer to Fig. 4. Using information from the article and your own knowledge:

- (a) Give **two** reasons why socio-cultural impacts of tourism appear to be more pronounced in developing countries. [4]
- (b) Discuss why local community involvement in tourism development and management can reduce socio-cultural impacts. [6]
- (c) Suggest **two** ways in which tourism education can benefit local communities. [2]
- (d) A spokesman from Tourism Concern, the non-government organisation, suggests that tour operators and governments 'must put social issues on their agenda'. Evaluate the impact of this statement on developing countries like Tobago. [8]

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