

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge International Diploma in Travel and Tourism  
Advanced Level

**TRAVEL AND TOURISM**

**5261/01**

Core Module

May 2004

**2 hours 30 minutes**

Additional Materials: Answer Booklet/Paper

**READ THESE INSTRUCTIONS FIRST**

Write your Centre number, candidate number and name on all the work you hand in.  
Write in dark blue or black pen.  
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 pages.

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UNIVERSITY of CAMBRIDGE  
International Examinations

[Turn over

## Question 1

# What price the Taj Mahal?

**T**OURISTS visiting India's greatest attractions, including the Taj Mahal, this week discovered that exploring a country's heritage comes at an ever-increasing price. Entry fees to 72 national monuments in India have rocketed by 50 per cent, up to £15, for foreign tourists. To visit all of Agra's monuments, for example, will now cost more than £55.

The sudden announcement by the Archaeological Survey of India is the latest example of taxing tourists. Experts say it is only the beginning of a long-term trend. "The reason is simple: there isn't enough money to maintain the monuments in any other way," said Dr Helen Newing, lecturer at the Durrell Institute of Conservation and Ecology at the University of Kent.

"There is increasing pressure on individual sites and more and more money is needed to mitigate the effects. I wouldn't imagine that the Taj Mahal runs into profit."

Historic properties and national parks in Western countries receive massive funding from central governments and other sources, Newing added.

It is becoming a worldwide issue. The British Government's Department of International Development, Unesco, tour operators and conservation bodies are studying how to balance the economic and environmental effects of tourism.

"There is a big question over the future of heritage sites and how they will be maintained," said Goodwin. "It is difficult to tax tourists when they arrive — which tour operators are keen doesn't happen — and it is difficult to tax tourists at the hotel in countries that don't have a developed tax collecting system. The simplest way right now is to collect taxes in entrance fees."

Fig. 1a

The Indian Government promotes investment opportunities on their web-site, claiming that India now represents the 'business opportunity of a lifetime'. The department of Tourism seeks investors in 'hotels, amenities, golf courses, domestic airports, etc. they are offering loans and the government will act as facilitator in getting project clearances and permits. Investors who are not Indian are allowed to hold 51% equity in any one project.

*Adapted from the Explore India web-site.*

Fig. 1c

Entrance to India's tourist sites has gone up by 50 per cent, says **Steve Keenan**



## Indian capital is tale of two cities

**F**irst-time visitors to India are most likely to start package tours from Delhi, which is part of the Golden Triangle with Agra and Jaipur.

The Indian capital is an ideal introduction to the country, as it is more affluent than other cities and generally less chaotic.

Delhi is really two cities, Old Delhi and New Delhi, which was built by the British.

The latter is where most of the big hotel chains and some historic and upmarket properties are located.

New Delhi's first surprise is the traffic, which usually flows fairly freely along wide, tree-lined boulevards.

The old city can be a different story — Old Delhi is often traffic-choked and its air grossly polluted.

Inevitably, there are the persistent beggars and hawkers, despite Delhi's

relative affluence.

Old Delhi has many monuments bearing testimony to past social and religious upheaval.

Gandhi's cremation site is situated in the city, as is the Red Fort.

The former home of the Moghul Emperors is a red sandstone palace set in 140 acres of well-tended grounds.

Qutab Minar, a former Hindu temple that was converted into a mosque, provides proof of religious turbulence.

An ornate tower, more than 200 feet high and decorated with Arabic inscriptions, dates from the 12th century.

A real attraction of Delhi, as in all of India, is its food.

Well-known cook Madhur Jaffrey hails from the city and her dishes are inspired by those from the Delhi area.

Gary Noakes

Fig. 1b

Fig. 1

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

- (a) Identify and briefly explain **two** economic objectives for a country like India in attracting visitors. [4]
- (b) First time visitors to India are more likely to start package tours from Delhi. Explain **two** factors which may account for this choice. [6]
- (c) Old Delhi has many old cultural sites and religious monuments. Explain why the preservation and promotion of these is important. [4]
- (d) Continuous tourism development relies heavily on a number of factors. Discuss the advantages of the 50% increase, referred to in the article 'What price the Taj Mahal?' for:
- (i) India's monuments [4]
- (ii) international organisations. [4]
- (e) Analyse the range of benefits to India's tourism development of the investment opportunities outlined in Fig. 1c. [8]

## Question 2

Fig. 2a



A worldwide promotion is encouraging people to visit India this year.

## Worldwide push to boost visitors

India has been highlighting its size and diversity in a worldwide campaign to encourage visitors to travel to the country during millennium year.

### Government of India Tourist Office

**PROMOTIONAL SPEND:** £85,000 for 2000-01.

**KEY PROMOTIONAL THEMES:** Come Awaken Your Senses, Explore India in the Millennium, South India, Travel in India by Train, Himalayas in the Summer Months, Gujarat by the Royal Orient Express and Heritage Tours.

**CAMPAIGN TIMETABLE:** Campaigns in trade publications and consumer

magazines between October 2000 and March 2001.

**SALES MISSIONS:** World Travel Market in November; working with the trade to encourage new operators and educate agents.

**AGENT TRAINING PROGRAMME:** The tourist office wants to organise agent seminars in collaboration with airlines and operators.

**EDUCATIONALS:** Trips for UK agents, generally lasting

five to six days, are hosted every year by the ministry of tourism. Contact the tourist office.

**TRADE SUPPORT MATERIALS:** Include posters, a CD-ROM, window display items and videos.

**DEDICATED TRAVEL TRADE STAFF:** Six.

**ADDRESS:** 7 Corf Street, London W1X 2LN. TEL: 020 7437 3677.

**WEBSITE:** [www.indiatouristoffice.org](http://www.indiatouristoffice.org)

August 7 2000

Fig. 2b

### FREE INFORMATION REQUEST CARD

CH01

Please tick the boxes below and post this card to obtain more information from these organisations.

1 <input type="checkbox"/> Accent Inns	50	13 <input type="checkbox"/> Canada 3000 Airlines	42	24 <input type="checkbox"/> Gibbespan	23	34 <input type="checkbox"/> Rout Pass	44
2 <input type="checkbox"/> Air Canada	64	14 <input type="checkbox"/> Canada Migration Bureau	48	25 <input type="checkbox"/> Hallmark Travel	62	35 <input type="checkbox"/> Royal Airlines	43
3 <input type="checkbox"/> Airline Network	7	15 <input type="checkbox"/> Canadian Affair	30	26 <input type="checkbox"/> Hemmingways	45	36 <input type="checkbox"/> Tailor Made Travel	8
4 <input type="checkbox"/> All Canada Travel & Holidays	2	16 <input type="checkbox"/> Canadream	47	27 <input type="checkbox"/> John Owen Travel	63	37 <input type="checkbox"/> The Independent Traveller	9
5 <input type="checkbox"/> Alldrive Canada	46	17 <input type="checkbox"/> Connections	11,33,37,41,48	28 <input type="checkbox"/> Kampgrounds of America	45	38 <input type="checkbox"/> Thomas Cook Holidays	61
6 <input type="checkbox"/> Atlantic Canada	15-18	Worldwide		29 <input type="checkbox"/> Millington Travel	59	39 <input type="checkbox"/> Transhire Worldwide	47
7 <input type="checkbox"/> BC Rail	52	18 <input type="checkbox"/> Cosmos	57	30 <input type="checkbox"/> North American Holidays	59	40 <input type="checkbox"/> Travel 4	60
8 <input type="checkbox"/> Blomidon Inn	50	19 <input type="checkbox"/> Cruise Canada	46	31 <input type="checkbox"/> Ontario Tourism	13	41 <input type="checkbox"/> Travel Alberta	6
9 <input type="checkbox"/> Bluebird Holidays	19	20 <input type="checkbox"/> Destination Quebec	35	32 <input type="checkbox"/> Quebec Resorts & Country Inns	49	42 <input type="checkbox"/> Travel By Design	62
10 <input type="checkbox"/> Brewster Transportation & Tours	44	21 <input type="checkbox"/> Experience Holidays	54	33 <input type="checkbox"/> Rocky Mountaineer Railtours	28	43 <input type="checkbox"/> Travelbag	24
11 <input type="checkbox"/> Calgary Stampede	29	22 <input type="checkbox"/> First Choice Holidays	26	44 <input type="checkbox"/> Travelpack		44 <input type="checkbox"/> Travelpack	27
12 <input type="checkbox"/> Cambridge Suites Hotel	54	23 <input type="checkbox"/> Frontier Travel	58	45 <input type="checkbox"/> Via Rail Canada		45 <input type="checkbox"/> Via Rail Canada	51

Mr/Mrs/Miss/Mc: \_\_\_\_\_ Initial(s) \_\_\_\_\_

Please take a moment to answer these questions:

Surname: \_\_\_\_\_

Age: to 25  26-35  36-45  46-55  56-65  65+

Address: \_\_\_\_\_

Have you previously visited Canada? Yes  No

\_\_\_\_\_

If YES, how many visits? 1  2-5  6-9  10+

\_\_\_\_\_

Was your visit for Business  Leisure  Both

Post Code: \_\_\_\_\_

A Phoenix Publishing & Media Ltd service

Country: \_\_\_\_\_

Tick this box if you do not wish to receive further information

Telephone: \_\_\_\_\_

Study the articles on marketing and promotion in Fig. 2a and Fig. 2b.

- (a) Refer to Fig. 2a, which highlights the promotional spend of the Indian Tourist Office in 2000-2001. Identify and explain **three** reasons why the Indian Tourist Office should have different key themes when promoting their country. [6]
- (b) The Indian Tourist Office hosts travel agents' educational visits to India each year. Discuss **one** advantage and **one** disadvantage of this type of marketing communication method. [6]
- (c) Fig. 2a suggests that the Indian Tourist Office has ongoing newspaper and magazine advertising aimed mainly at consumers. Explain the effectiveness of this marketing strategy. [4]
- (d) Refer to Fig. 2b (free information request card found in the Canada Travel Planner 2002). Identify and explain the marketing communication method used. [2]
- (e) The Research and Development Department of the Canadian Tourist Board has analysed the results of the information request cards. It has identified a market gap for information and holidays to Quebec.
- (i) Explain the advantages of this type of promotion. [3]
- (ii) Identify and explain a marketing strategy to promote interest in Quebec. [4]

## Question 3



*Welcome* to a world of adventure. A place where cosmopolitan cities and friendly rural towns greet visitors with rich cultural heritage, spectacular scenery and warm hospitality. A place to kick up your heels or sit back and soak up nature's beauty, to ski mountains or seek quiet solitude on a pristine lake. A place to expand the mind, engage the senses and enrich the soul. Canada – a perfect holiday choice for any adventure anytime of year. Get ready for the exploration of a lifetime.

### NEW TOUR ROUTES

## Tourism office focuses on more off-beat tracks

**TOURISM** British Columbia's UK sales manager, Louise Bouchier, wants to focus promotion on the province's varied activities, touring and shoulder-season options.

"We are trying to expand the products and areas that will appeal to UK travellers, and will work with operators to increase exposure of these," she said.

Marketing priorities include alternative Vancouver-Canadian Rockies touring options such as southern routes through the Kootenays and the Thompson-Okanagan wine-growing region.

The new Whistler Northwind summer tourism train between Vancouver and Prince George

is opening up access to northern British Columbia.

UK market trends indicate growth in independent travel as consumers became more confident, she added.

British Columbia's 65 Professional Golf Association-rated courses are helping stimulate interest in golf break add-ons. Spa holidays are also developing.

July, August and September is the main tourism period for British Columbia.

But Ms Bouchier claimed the weather was still good in the shoulder months of late April to June and into October – times that are increasingly attracting tourists.

**Fig. 3a**

#### **Skiing**

Downhill skiing and snowboarding reign supreme at world-class resorts such as Whistler, Banff, Lake Louise and Mont Tremblant. Value and service are only exceeded by the quality of powder snow. For high adventure, heli-ski on adjacent mountain ranges in Alberta and British Columbia. Trek the quiet beauty along one of the pristine cross-country trails throughout the country.

**Fig. 3b**

Fig. 3c

# Sleek slopes make Whistler a winner

**Tamasina Kelly**  
*Crystal Ski representative, Whistler, Canada*

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IT is my first season at Whistler. The skiing and terrain are fantastic – there is so much to do.  
I have skied in 30 or 40 resorts and this is the best.

It has a reputation for being an advanced skier's resort but it is a resort for anyone as long as they want to enjoy themselves.

Compared with the rest of North America, Whistler Village is quite similar to Europe. You can walk to the ski slopes and the village has a festive atmosphere all-year-round.

Whistler is a purpose-built resort but is not characterless. The village is pedestrianised and compact and you can walk from one end to the other in five minutes. Regular buses operate around the Whistler resort area.

There is a lot of nightlife. Whistler has five nightclubs. Try Moe Joe's, Tommy Africa's Bar for 80s Night on Mondays, and Garfinkel's Club for locals' night on Thursdays.

Bars include the Brewhouse, Garibaldi Lift Company Bar & Grill and the Longhorn Saloon – all good for apres-ski.

There is a range of restaurants and shops.

The shops are good, but slightly expensive.

However, Vancouver is only two hours away. The Sea to Sky Highway between Vancouver and Whistler runs for a distance along the coast, giving views of islands. You can also take trips to see a Vancouver Canucks National Hockey League game.

Other non-ski activities available from Whistler include snowshoeing and snowmobiling.



Whistler has good nightlife and easy access to the slopes.

Study the extracts on the resort of Whistler in British Columbia, Canada in Fig. 3a, Fig. 3b and Fig. 3c.

- (a) Explain **three** major factors which account for the increase in popularity of Canadian winter sports destinations. [6]
- (b) Explain **two** reasons why visitors from the USA may be motivated to travel to Canada as a tourist destination. [4]
- (c) (i) Identify the public sector organisation in Fig. 3a. [1]
- (ii) Identify a private sector organisation in Fig. 3a. [1]
- (iii) Discuss how a partnership between these sectors is beneficial to the success of tourist destinations. [5]
- (d) Using Fig. 3c, evaluate the characteristics of Whistler which enable it to be a successful tourist destination. [8]

## Question 4

**Established Cyprus operators have rounded on the all-inclusive concept**

# All-inclusives vex locals

All-inclusive properties have long been criticised for damaging local communities, and their proliferation in Cyprus has been the latest to cause concern.

Sunvil Holidays managing director Noel Josephides said the rapid growth of all-inclusive resorts and hotels was a dangerous development which needed to be stopped.

"It has already caused several problems and people are getting very anxious and angry," he said.

"There is strong evidence

that all-inclusives are having a seriously negative impact on local bars and restaurants.

"Many owners have been forced to drop their prices but are still not getting the level of business they were."

Mr Josephides said all-inclusive guests stuck to their hotels.

"As far as many of them are concerned, they could be anywhere in the world," he added.

"It is packaging of the most extreme sort."

Argo Holidays claimed all-inclusives were "wrecking" the country.

Managing director Mathilde Robert said: "On an island which has a very strong network of good tavernas and restaurants, they are completely unnecessary.

"They are damaging the Cyprus economy and threatening the livelihoods of many restaurant owners."

Cyprus Tourism Organisation UK director Orestis Rossides said he would prefer a product such as Sandals' all-inclusive properties in the Caribbean.

"If hotels are to offer all-inclusive rates, we would like them to help create new mar-

kets rather than compete for existing business," he said.

"It is a very delicate issue and obviously some hoteliers fear that if they do not convert to become all-inclusive, operators will stop using them."

First Choice Holidays group product manager Richard Curtis claimed all-inclusives had stimulated tourism in more exotic destinations by making clients feel secure.

He argued that many all-inclusive properties did make a contribution to the community by employing local workers and buying local produce.



World Pictures

Some operators claim all-inclusives are damaging tavernas in Cyprus.

Fig. 4



Refer to the article in Fig. 4, which refers to the impact of 'all inclusive' holidays to the island of Cyprus in the Mediterranean.

- (a) Describe the concept of 'all inclusive' holidays. [2]
- (b) Explain **two** ways in which 'all inclusive' holidays can affect the economy of Cyprus. [4]
- (c) Describe the social/cultural advantages to the tourists **and** to the host community if fewer 'all inclusive' holidays were taken. [6]
- (d) Analyse the reasons why sustainable tourism to Cyprus cannot be guaranteed if 'all inclusive' holidays' continue. [8]





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