

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

**TRAVEL AND TOURISM**

**5261/01**

Core Module

October 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

# Beyond Bangkok

**Sukhothai**  
Scenic ruins of the ancient capital city with 40 major temple complexes among splendid greenery.

**Chiang Mai**  
Scenic ruins of the ancient capital city with 40 major temple complexes among splendid greenery.

**Ke Samui**  
Fabulous beaches, high waterfalls, exclusive nightlife. Bangkok Airways' southern hub on the Gulf.

**Ranong**  
Fabulous beaches, high waterfalls, exclusive nightlife. Bangkok Airways' southern hub on the Gulf.

**Krabi**  
Exquisite islands, cave exploring, rock climbing, scuba diving and eco-tourism.

**Phuket**  
Exquisite islands, cave exploring, rock climbing, scuba diving and eco-tourism.

**Siem Reap**  
Grand temple generally rated as the finest sight in South-East Asia. (Airport: Siem Reap, Cambodia)

**Phnom Penh**  
Cambodia's magnificent capital, graced with French colonial mansions and many great monuments.

----- New service starting soon from wholly owned Bangkok Airways company. Siem Reap International Airways

**Bangkok Airways**

**Angkor Wat**  
Grand temple generally rated as the finest sight in South-East Asia. (Airport: Siem Reap, Cambodia)

**Phnom Penh**  
Cambodia's magnificent capital, graced with French colonial mansions and many great monuments.

----- New service starting soon from wholly owned Bangkok Airways company. Siem Reap International Airways

**Bangkok Airways**

**THAILAND**  
a focus on the interior

**THE REP RECOMMENDS**

**Panja Nakapong**  
**Thomas Cook**

THE must-see in northern Thailand is Chiang Mai, with its history, culture, ancient temples, beautiful mountain scenery and exotic hill-tribe villages.

I would also recommend the Elephants Training Camp, Thai Buffalo Training Camp, Doi Intanon – the highest peak in Thailand at 8,514 feet above sea level – and Ang Khang National Park which includes a royal project to help hill tribes grow marketable organic produce.

In Chiang Rai I would recommend the elegant temple at Doi Tung with its spectacular view. Tourists should also visit the beautiful botanical garden.

Sukhothai, the centre of Thai civilisation from 1250 to 1365, is a Unesco World Heritage Site.

Mae Hong Son is a city shrouded in mystery as well as mist. It is a melting pot of hill-tribe cultures, especially Pa-Dong tribes whose women wear several brass rings around their long, slender necks. I recommend the Pa Dong Hill Tribe Village and Fish Cave.

The hill tribes are treated well by the tourism industry and they have been assisted by many royal projects and grow such produce as avocados and strawberries.

Mae Hong Son is my favourite place. There are no big stores or cinemas. Life is restful and the people gentle.

In Chiang Mai, most tourists know the night bazaar, but Talad Warorose is another market where tourists can see the daily life of local people.

Most visitors look for souvenirs at the night bazaar but I would also suggest they see exquisite high-fired stoneware being made by hand. Silk and cotton being woven on handlooms can be seen in Sangkhampaeng and colourful paper parasols are made in Bor Sang.

The town of Mae Sai is Thailand's northernmost point and a good place to buy Thai and Burmese products.

It is safe to travel in the north as the people are kind and friendly. My only recommendation is to take thick clothes if you are travelling between November and February.

The Tourist Authority of Thailand (TAT) is targeting a 5% rise in visitor arrivals. Thailand now aims to strengthen its position by being recognised as the primary gateway to the vast expanding Indo-China region. TAT and the Tourist Ministry of Cambodia are jointly promoting two-centre holidays under the 'Two Kingdoms – One Destination' banner. Part of this promotion is the introduction of regional flights between Bangkok and Cambodia. Indo-China is poised to take off as a mainstream tourism development region.

*Adapted from article in TTG 2/7/01*

Fig. 1

Read the articles in Fig. 1 giving information on the Kingdom of Thailand. Using your own knowledge of tourism development together with information from the articles, answer the following questions.

- (a) The Tourist Authority of Thailand (TAT) has set a target of a 5% increase in tourist arrivals. Give **two** reasons why this is a major national objective in terms of tourism development. [4]
- (b) Bangkok is recognised as a major gateway to Indo-China. Explain the **economic** benefits of major gateways on an **international** scale. [5]
- (c) Describe **two** ways in which the increased **domestic** services of Bangkok Airways have maximised travel and tourism development in Thailand. [6]
- (d) The Tourist Authority of Thailand and the Ministry of Cambodia are national organisations. Describe the main aims and objectives of such organisations. [6]
- (e) Northern Thailand is rich in history, culture and scenery. Analyse the methods that could be used to sustain tourism development in Northern Thailand, whilst maintaining its cultural identity. [8]

Question 2

For reservations contact the European Reservation Centre on **08457 747 700** or visit our website at **www.jal-europe.com**

\*Available on selected flights, please check at time of booking

Simply complete and return this form and you could win one of 20 Sony PS2s in our FREE competition, only open to readers of Travel Trade Gazette.

Q1. What are the two destinations in Japan to which only JAL has direct services from London Heathrow?

1. \_\_\_\_\_ Initial: \_\_\_\_\_ Surname: \_\_\_\_\_  
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2. \_\_\_\_\_ Agent Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ Postcode \_\_\_\_\_  
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 Email: \_\_\_\_\_

Q2. How many London based cabin crew are there on every JAL flight from London Heathrow to Japan?

Q3. What is the name of JAL's video-on-demand in-flight entertainment system?


Send your completed entry form to: **Japan Airlines, LONSPB, 5 Hanover Square, London W1S 1JR** or Fax to 020 7499 1071. (Photocopies of entry form are acceptable)

Terms and Conditions 1. No purchase necessary. 2. The competition is open to all UK Travel Agents except employees of Japan Airlines, their promotion or advertising agencies or their families. 3. The competition closes on 31st March 2001. The prizes will be awarded to the first 20 entrants drawn by an independent judge after that date. Winners will be notified by post within 28 days of the closing date. 4. There is no cash alternative to the prizes as stated and no entrant may win more than one prize.

Fig. 2b

Uncrowded clean beaches. Luxury hotels and fine dining, with a wide variety of international cuisine. World-class shopping. Traditional gold and spice souks. Desert safaris and a fascinating heritage to provide a unique Arabian experience...  
 With all this and more, Dubai has something for the whole family to enjoy. And, it's all just a short trip away!

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Fig. 2c

Refer to the table in Fig.2a, which represents the total percentage budget spend of the Thailand Tourist Authority between 1999 and 2003 (*adapted from WTO websites*).

ACTIVITY	1999	2000	2001	2002	2003
Advertising	43.76	43.79	46.84	68.92	58.81
Public relations and press	12.23	13.51	21.66	11.73	12.66
Promotional activities	35.09	33.74	24.12	15.73	24.53
Research activities	7.18	6.97	6.34	3.03	3.02
Other	1.75	1.99	1.04	0.58	0.98
Total	100.00	100.00	100.00	100.00	100.00

**Fig. 2a**

- (a) Choose **three** of the marketing communication methods listed and explain their importance in marketing terms. [9]
- (b) Suggest **two** reasons for the increased spend in advertising activities. [4]
- (c) Suggest **two** reasons for the decrease in market research activities. [4]
- (d) Refer to the two 'above the line' advertisements in Fig.2b and Fig. 2c. One is to the consumer and one is to the trade. Compare the advertisements using the **AIDA** principle. [8]

Question 3

### WHAT'S HOT,

- **Trekking in the High Atlas Mountains.**
- **Marrakesh – for its mosques, museums, palaces and bustling atmosphere.**
- **Moroccan cuisine – particularly couscous and slow-cooked tajines.**
- **Fes – one of the best-preserved medieval cities in the world.**
- **Hagglers will enjoy the cut and thrust of the souks.**

**Morocco on the map**

#### MAIN ATTRACTIONS

Best time to go is spring or autumn. Marrakesh is popular for short breaks, but Fes offers a traditional alternative and Meknes is the most relaxed. Other cities include Casablanca, Tangier and Agadir. Also worth visiting are Taroudant, the Roman ruins at Volubilis, the Dades Gorge and the Atlas Mountains.

#### KIDS' APPEAL

Good beaches at coastal resorts such as Essaouira, Agadir and Tangier and plenty of atmosphere in the souks. Desert safaris will appeal to youngsters. If travelling with young children avoid midsummer heat.

#### WORKING UP AN APPETITE

There is plenty of action — camel treks, rock-climbing and golf, to skiing, white-water rafting and trekking. Morocco is also a birdwatcher's paradise. And drives into the Atlas Mountains are popular.

Fig. 3a

### WHAT'S NOT

- **Hassle from would-be guides and shop-keepers can still be a problem.**
- **English is rarely spoken outside the major centres.**
- **Tangier is a shadow of its former self, although there are plans for improvement.**
- **Women travellers may find themselves the subject of unwanted attention.**
- **Local people are generally wary of posing for photographs.**

**Morocco is a short-haul destination offering a taste of the exotic.**

MOROCCO's appeal is growing rapidly as increasing numbers of holidaymakers opt for destinations offering more than just a beach.

From being in the doldrums a few years ago, Morocco is now one of the trendiest short-haul destinations.

Although its popularity is still confined mainly to Marrakesh and Agadir, Moroccan National Tourist Office UK director Ali el Kasmi is confident that interest in other parts of the country will grow.

"Rather than promoting Morocco as a mass-market beach destination, we are trying to position the country in various niche markets, including city breaks, adventure tours and golf," he says.

After just four per cent growth in 2000, Mr el Kasmi is targeting a 15 per cent growth in the number of arrivals in 2001.

Panorama Holidays senior marketing manager Owen Whitehead says: "Morocco has become a boom destination, with sales performing better than ever."

Prestige Holidays managing director John Dixon says: "Our clients like the variety, the high levels of service, the value for money, and the courtesy of the locals."

Time Off reservations manager Wendy Holiday says Morocco is a year-round destination with wide appeal.

**by Peter Lilley**

Fig. 3b

## Movenpick kick-starts revamp

MAJOR plans are under way to clean up Tangier and restore its reputation as one of the most stylish resorts in the Mediterranean.

The move coincides with next month's opening of a five-star, 240-room Movenpick, which will also providing Tangier with its first casino.

Moroccan National Tourist Office UK director Ali el Kasmi said: "We hope the launch of the Movenpick will help change the fortunes of Tangier. It is a fantastic city but it has got itself a bad name which we need to turn around."

A Spanish cleaning firm has been hired to give the beach a facelift and improve rubbish clearance in the city.

"We also need to educate our own people that they have an important role to play in encouraging

tourists to return," said Mr el Kasmi.

Tangier's image has been heading downhill since the 1950s, when it was synonymous with glamour and sophistication.

A brief revival in the early 1990s ended abruptly, as visitors found only poor standards and aggressive hassling.

For nearly a decade now, Tangier has been off the UK tourist map.

One project that is transforming the harbour area close to the city centre is a new marina.

**Tangier's ongoing transformation is restoring its image as a stylish resort.**

Fig. 3c

Refer to Fig. 3a, b and c, featuring the North African country of Morocco.

- (a) Identify **three** natural features that would motivate international travellers to visit Morocco and give reasons for their appeal. [6]
- (b) Morocco has a culture based on Arabic customs and traditions. Describe **two** aspects of this culture that may be unfamiliar to non-Arabic travellers. [4]
- (c) Fig. 3b states that Morocco 'has become a boom destination'. Using Fig. 3, justify this statement in terms of successful destination management. [8]
- (d) Refer to Fig. 3c. The popularity of the resort of Tangier as a tourist destination has declined in recent years.
- (i) Explain **two** reasons for this decline. [4]
- (ii) Discuss how the public and private sectors may reverse this decline. [6]

#### Question 4

### Making a difference

All Tribes trips to Morocco bring a benefit to rural Berber communities. Your guides are all Moroccan (mostly Berber), and we use local services wherever possible. Fair wages are paid to all staff under our employ in Morocco. These wages are higher than the usual derisory payments given to people such as porters and donkey handlers, and even guides. Every trip includes donations to development projects such as providing remote villages with fresh water sources or electricity. A trip to Morocco is always a wonderful experience, but with Tribes you are also travelling in the knowledge that you are helping some of the poorest communities here.

Tribes Travel was voted most responsible tour operator by UK NGO Tourism Concern. On average 75% of the cost of your trip with Tribes Fair Trade Travel – excluding flights – remains in the destination.

### Responsible Travel Policy

#### Economic Responsibility:

Tribes fair trade policy ensure that on average 75% of the price of the trip (excluding flights) stays in the destination.

Tribes works in co-operation with local communities to create their trips, and utilises local guides, services and accommodation.

Tribes takes care to ensure you are able to buy both highly original and appropriate gifts from the local community.

#### Environmental Responsibility:

Tribes reduces waste in the UK by using brochure inserts and by recycling.

Tribes Travellers' Code helps visitors gain greater insight into local flora and fauna and to minimise impacts.

Many of the Tribes trips involve local conservationists and visits will directly contribute to conservation.

#### Social Responsibility:

As a Tribes guest you will receive pre-trip information on the social and environmental backgrounds of destinations.

Tribes extensive Travellers' Code suggests ways to enjoy your trip and minimise any negative impacts in destinations.

Almost all of Tribes guides are local people, or indigenous people when in tribal lands. Because Tribes is a Fair Trade tour operator all the trips involve and benefit the local people.

Fig. 4



Refer to Fig. 4, an extract of the 'Responsible Travel Policy' of Tribes which is a worldwide tour organiser.

- (a) Explain **two** ways in which Tribes Travel differs from regular tour organisers. [4]
- (b) Describe **two** advantages of 'Tribes' Travellers Code' to the environment. [4]
- (c) Tribes Travel has been voted the most responsible tour organiser by Tourism Concern – a voluntary organisation. Describe the role of voluntary organisations in tourism development terms. [4]
- (d) Analyse the factors used by Tribes to sustain tourism development in worldwide destinations. [6]





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