

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

TRAVEL AND TOURISM

5261/01

Core Module

May 2005

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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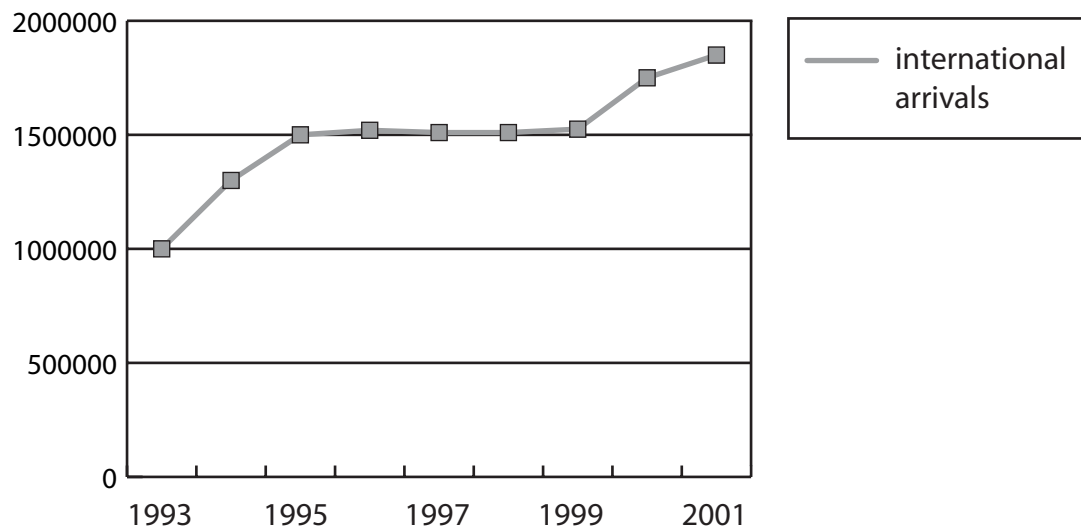
UNIVERSITY of CAMBRIDGE
International Examinations

[Turn over

Question 1

Sustainable Tourism

Tourism in New Zealand represents a \$13 billion industry, supporting the equivalent of 163,000 full-time jobs. Annual international visitor numbers are forecast to reach 2.5 million in 2006. Although tourism is a valuable source of income for New Zealand, it can also bring environmental costs.



The 1990s saw the number of international tourists visiting New Zealand increase at an average rate of 5.4% every year.

The large energy consumption of the tourism sector is of concern, and energy-efficient alternatives to existing travel patterns and products need to be defined. Tourist travel within New Zealand involves three main sub sectors: transport, accommodation and tourist attractions.

With the help of tourism providers, tourists can directly influence their energy bill by varying their travel patterns and use of accommodation and attractions.

Energy use is one of the key performance areas in the Green Globe 21 standard being introduced into New Zealand. Our research for the key performance areas is contributing to defining easily understood and measurable indicators for both tourism companies and communities.

Fig. 1

Read the article in Fig. 1 giving information on New Zealand as a tourist destination. Using your own knowledge of tourism development and information from the article, answer the following questions.

(a) Identify and briefly explain **three** objectives to a country such as New Zealand in attracting overseas visitors. [6]

(b) Energy consumption is a matter of concern. Suggest how energy consumption can be reduced in **each** of the following:

Transport

Accommodation

Visitor attractions

[9]

(c) Explain the role of TIANZ (Tourism Industry Association of New Zealand) in the management of tourism development in New Zealand. [5]

(d) Fig. 1 shows that international tourist arrivals are increasing at an average rate of 5.4% every year. Compare the positive and negative effects that this increase in visitor numbers can have on a country developing tourism, such as New Zealand. [10]

[Total : 30]

Question 2

MARKETING PARTNERSHIP

Maoris push Northland

NORTHLAND has become the first New Zealand region to be marketed through a joint partnership with a Maori organisation.

Tai Tokerau Tourism will team up with Destination Northland following an endorsement by the government in April.

Five further Maori regional organisations are expected to gain similar accreditation this year.

The partnership principles drawn up for the new Northland collaboration were based on the historic treaty of Waitangi, which was signed by Maori chiefs and European settlers in 1840.

Tai Tokerau Tourism chief executive Johnny Edmonds said: "One of the characteristics of Maori tourism groups is that they are serious, but are not really participating as officially as other tourism organisations.

"They have got the product, but they don't necessarily have the experience in terms of marketing, especially on an international level."

Northland Tourism marketing co-ordinator Vanessa Payne said: "We see an opportunity to promote the destination in a way that shows we have a range of cultural experiences."

The partner organisations are working on a series of projects, as well as producing updated imagery of Northland for use by operators.

One of the first initiatives will be to signpost the Maori districts along Northland's touring route, the Twin Coast Discovery Highway.

The New Zealand government's recent budget earmarked £65,000 for the development of cultural tourism.



New marketing tie-ups and an increased budget are helping raise the profile of Maori tourism.

Research has shown international visitors are seeking "authentic, non-staged" Maori events. ■ Northland's Waitangi Treaty Grounds have added a sound and light show recreating Maori history and the signing of the Treaty of Waitangi. The show runs on four evenings a week and costs £13, including transport from Paihia.

Fig. 2a

What's on

TRAINING PACK
Agency training managers can request an updated CD-ROM training pack from Tourism New Zealand. Phone Angelika Zoeller on 020 7389 0155 or email angelikaz@nztb.govt.nz.

DISCOUNT PASS
Agents can apply to Tourism New Zealand's London office for Explore New Zealand passes.

FILM
The second film in *The Lord of the Rings* trilogy, shot in New Zealand, is due for release in December.

TV
The BBC's *Holiday* programme filmed a show in New Zealand in April, which will be broadcast in the next series.

ADVERTISING
Tourism New Zealand will continue its 100% Pure consumer ad campaign over the winter.

AIRLINE PROMOTION
Air New Zealand is offering free BMI connecting flights and limousine airport transfers for first and business-class bookings made in August, for which agents will receive a bottle of sparkling wine. The offer applies to departures until November 30 for transfers within 100 driven miles of London or 50 miles of a regional airport. BMI return flights are offered between regional airports and Heathrow, to connect with Air New Zealand's daily Los Angeles, New Zealand, Australian and Pacific services.

Fig. 2b

Refer to Fig. 2a regarding a 'marketing partnership' to be used in New Zealand.

- (a) Describe **one** advantage of a partnership in marketing terms. [3]
- (b) Explain **three** reasons for the importance of marketing and promotion of Maori tourism. [6]
- (c) Describe the benefits to Maori tourism of the following marketing communication methods used by partner organisations:
- Updated imagery of Northland [3]
- Signposting of Maori districts. [3]
- (d) Research has shown that tourists are seeking 'authentic, non-staged' Maori events. Identify and analyse **one** type of marketing strategy to achieve this objective. [4]
- (e) Refer to Fig. 2b which shows various methods of sales promotion used to promote New Zealand. Evaluate the effectiveness of TV and film when promoting destinations such as New Zealand. [6]

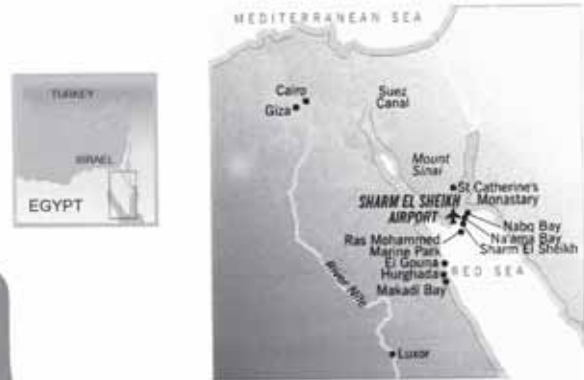
[Total : 25]

Question 3

Sinai Peninsula

Hemming the southern tip of the Sinai Peninsula, Sharm El Sheikh brings a special extra dimension to the sun, sea and sand holiday. With an underwater playground of coral gardens, sunken shipwrecks and crystal clear waters, divers, snorkellers and sun-worshippers are in their element here. Widely spread, Sharm El Sheikh encompasses a series of sub-resorts, each with its own style and tempo. The liveliest is Na'ama bay, with a wide variety of bars, shops and restaurants, as well as several coral reefs that provide some of the best diving in the world. Hadaba is quieter and more traditional, offering good snorkelling grounds. Also, Sharks Bay, a small bay just north of Na'ama,

The Red Sea



It has witnessed rapid growth during the last decade. With a share of around 25% of the Middle East tourism market, Egypt witnessed a tourism growth rate of 10%, higher than the world average (7%) in 2000. International tourist arrivals reached 5.5 million in 2000, a growth rate of 14.8% from 1999. This was reflected by an increase in international tourist nights, tourist receipts, hotel occupancy levels, and hotel capacity, particularly in the Red Sea and South Sinai areas.

About Sharm El Sheikh

Sharm El Sheikh is one of the most accessible and developed tourist communities on the Sinai Peninsula. It is the most famous of four bays hollowed out of the reef on this unique coastline.

The level beaches in this area suddenly transform into a belt of sheer, flat-topped cliffs which extend vertically out of the sea.

Running parallel to these cliffs is a flat, narrow stretch of reef called the reef table which is considered to be one of the richest and most famous reefs in the world, a must for all diving enthusiasts.

Naama Bay is the diving capital of this region and this romantically isolated bay has become an ultra-modern diving mecca over the last few years.

The simplicity of sun, sea and sand coupled with the luxury of five star hotels, watersports, shopping and entertainment makes for a fully-equipped, fun-filled tourist centre surrounded by Bedouins, colourful tents, magnificent mountains and beautiful sea.

There is a full range of accommodation in the area ranging from small, intimate hotels to large international chains plus a huge range of amenities including casinos, bars, restaurants, discos, nightclubs, golf courses and health club facilities.

Sharm El Sheikh is the official port of entry, serving the entire area and is a wonderful resort offering fabulous views, camel riding, desert safaris, wonderful antique attractions, horse riding, and providing all other tourist necessities, a very attractive holiday destination in many ways.

Fig. 3

Study the information in Fig. 3 about the Sinai Peninsula and the Red Sea in Egypt.

- (a) Explain **three** reasons why international tourists may be motivated to travel to the resorts of the Red Sea. [6]
- (b) Apart from diving holidays, identify **two** other activities available to tourists in this area and give a reason for their appeal. [4]
- (c) Justify **two** reasons why major hotel groups such as Hilton, Sheraton and Marriott have invested heavily in new hotels in the area. [6]
- (d) Rapid tourism development can cause conflict in an area such as the Sinai Peninsula. Discuss the measures that are necessary to ensure successful long-term destination management. [9]

[Total 25]

Question 4

Introduction

The coral reefs of the Egyptian Red Sea are among the most attractive of any in the world and harbour a unique and very diverse fauna. For centuries, the coastline and desert landscape were devoid of any larger settlement with only a few Bedouin tribes inhabiting the area. As in many developing countries, the immense economic potential of the promotion of recreational activities such as SCUBA diving and snorkelling was recognised in recent decades and rapid development has given rise to hotels bordering the coastline of the Sinai Peninsula.

The Egyptian Government realised the damaging potential of this explosive development and declared the Ras Mohammed National Park in 1983, a vast area on the tip of the Sinai Peninsula, closed to any extractive use (fishing, curio collecting) and subject to strict development guides. The still rapidly advancing development and increasing numbers of tourists gave rise to concern among scientists that question the sustainability of such development. There is an urgent need for an effective monitoring program whose results can aid in management decisions and more knowledge about the impacts of recreational use and carrying capacity of the reefs is desirable.

Project Description

The ancient land of Egypt has long enticed explorers and visitors from across the world. Today, the country has one of the world's most ambitious tourism development plans, concentrated on the Sinai Peninsula and Red Sea Coast. How is it tackling the challenge of making large scale tourism development sustainable?

As the fastest-growing economic sector, tourism has become one of Egypt's largest industries and its **Tourism Development Authority (TDA)** has plans for around 200,000 new hotel rooms over the next 15 years. Most of this capacity expansion is concentrated in the Sinai Peninsula and Red Sea Coast, where large tourism development centres are planned on unoccupied coastal land.

Before the TDA was established under the umbrella of the Ministry of Tourism in 1991, the subject of sustainable tourism was rarely discussed in Egypt and the Middle East. **The Red Sea Sustainable Tourism Initiative (RSSTI)**, set up in 1999, is one of the first tourism programmes in the Middle East and Africa to embrace the principles of sustainable development. From the outset, it has helped the TDA to focus on implementing a methodical work programme that a) integrates international standards of sustainable tourism development and b) promotes the sustainable development of tourism in Egypt's key tourism destinations.

As Ahmed Hassan, Task Manager at the RSSTI explains: "We have constantly emphasised the importance of considering tourism within the context of sustainable development in Egypt. To work towards this ambitious goal, we looked very carefully at international standards such as Agenda 21 for the Travel and Tourism Industry. Our work at the RSSTI is a proactive effort to engage stakeholders in more responsible Red Sea tourism development by disseminating information on best practice and increasing environmental awareness. We do this by developing industry guidelines and standards, workshops and training courses for tourism development decision-makers and key managers in the hospitality industry, to promote the benefits of 'green' hotels and sustainable tourism destinations".

A nation-wide mandate

Through the RSSTI programme, the TDA has formulated a 'mandate' for sustainable tourism development throughout Egypt. The mandate encompasses ten key principles to advance sustainable tourism development, including developing environmentally, socially and culturally compatible forms of tourism; integrating planning strategies; forming partnerships and encouraging local community participation; developing eco-efficiency and environmental management systems and 'designing with nature' to create low impact buildings. It also places a high priority on enforcing legislation against any kind of illegal or exploitative tourist activity, informing tourists about cultural, ecological and other values, and organising and taking part in international and regional efforts to address issues relevant to sustainable tourism development.

The TDA is currently finalising an ecologically-based zoning ordinance and master plan for the South Red Sea region, which defines ecological zones in order to assure that tourism development preserves the marine and terrestrial ecosystems of highly sensitive areas

Fig. 4a

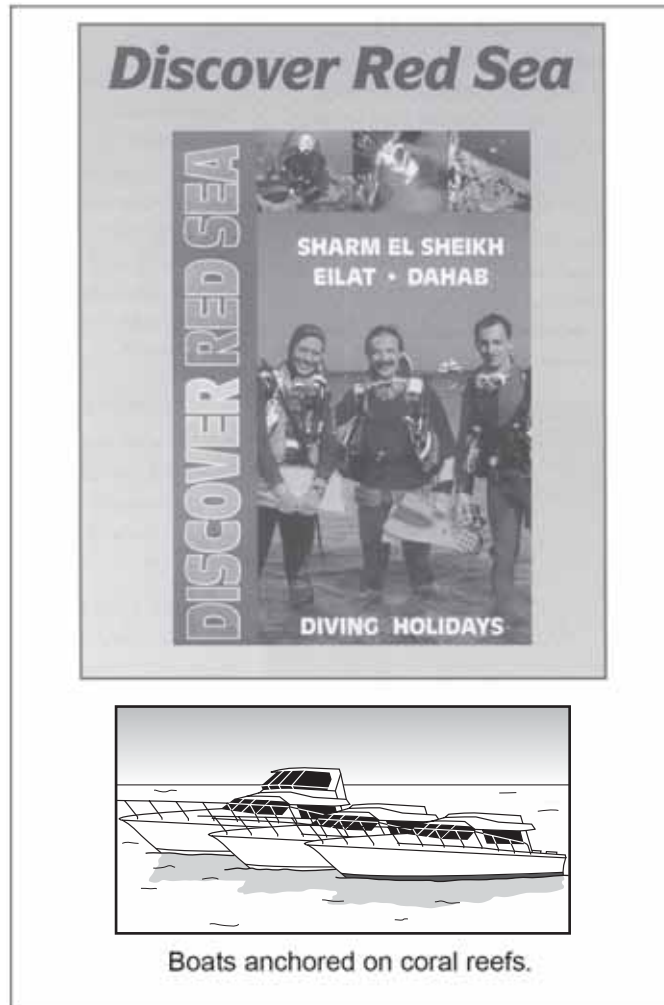


Fig. 4b

Refer to Figs 4a and 4b which are also about tourism in Egypt.

- (a) Explain **two** objectives of the public sector organisation Tourism Development Authority (TDA) in Egypt. [4]
- (b) Explain **two** reasons why it is necessary for the TDA to develop a working relationship with international organisations. [6]
- (c) Analyse the impact of the increasing number of tourists on the fragile coral reefs around the Sinai Peninsula. [6]
- (d) Describe **two** methods that may be put in place to reduce the negative environmental impact of tourist activities on the reefs. [4]

[Total 20]

Copyright Acknowledgements:

Figs 2a and 2b

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