

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

**TRAVEL AND TOURISM**

**5261/01**

Core Module

October 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

## TURKEY - Turkey is one of the fastest growing tourism markets.

Around 1.7 million tourists visited Turkey between October 2001 and October 2002. The 2003 Iraq War will have a negative impact on tourist arrivals.

Turkey experienced its worst economic crisis in modern history at the end of 2000 and the beginning of 2001. As a result, Turkey's currency lost more than 65% of its value. In the light of this, the tourism industry was seen as a way out of the economic crisis and the recession. Within the first six months of 2001, nearly 4.8 million tourists visited Turkey, up by 22% compared to the same period in 2000.

Because of the events of 11th September, growth for the year stood at 12.4% at the end of 2001. Tourism receipts for 2001 reached US\$9.7 billion, while tourism expenditure reached only US\$1.8 billion in the same year.

The majority of international tourists preferred package tours to individually organised holidays, and the most popular months for taking holidays for both domestic and international tourists were July, August and September, which together accounted for 59.7% of all trips taken.

The Ministry of Tourism is eager to attract visitors to the country for mountain and winter tourism. Golf is developing fast with four championship courses, and plans for four new courses for the Antalya region, near Belek. Activity-based holidays are also popular which offer waterskiing, sailing in gulleys, windsurfing and tennis.

With 98% of the Turkish population being Muslim, Turkey appeared to be one of the European markets most damaged by the tragedy taking place on 11th September 2001. Despite this, and the huge number of cancellations and weakness in new reservations, Turkey performed reasonably well when compared with the rest of Muslim countries, ranking at the top of the travel and tourist destinations.

Activities such as sailing are becoming increasingly popular in Turkey.



World Pictures

Fig. 1a

# TURKEY

### Turkey on the map

### WHAT'S HOT, WHAT'S NOT

- Turkey's excellent food is fresh and underrated.
- Superb value since the Turkish lira was devalued.
- Istanbul is increasingly hip for city breaks, with many bars and restaurants.
- Culture vultures will love the ancient sites, such as rock tombs and mosaics.

- Popular resorts such as Bodrum, Marmaris and Kusadasi can be crowded.
- Noise from outdoor discos can irritate.
- Driving in Turkey is not for the faint-hearted – particularly in Istanbul.
- Shopkeepers in the bazaars can be extremely persistent.
- Turks love smoking, which can make things unpleasant for non-smokers.

Fig. 1b

Read the articles in Figs 1a and 1b which give information on Turkey as a tourist destination. Using your own knowledge of tourism development and information from the articles, answer the following questions.

- (a) Following the economic crisis in Turkey at the beginning of 2001, explain **two** reasons why tourism was seen as a solution to the economic crisis. [6]
- (b) Turkey's currency (lira) lost more than 65% of its value during the economic crisis. Explain what effect this would have had on:
- (i) visitor spending [3]
- (ii) the country of Turkey. [3]
- (c) Describe **two** ways in which Turkey has attempted to maximise travel and tourism development. [4]
- (d) Describe the role of commercial enterprises such as travel agents and tour operators in the development of tourism in Turkey. [4]
- (e) Turkey is a country which is rich in culture. Discuss the advantages and disadvantages that tourism development may have on traditional cultures in Turkey. [10]

Question 2



Bodrum: the Turkish Tourist Office may get extra funds to promote the destination

### What's on

**CAMPAIGN**  
Turkey's latest advertising campaign runs until the end of May. The promotion covers television, newspapers, trade and specialist magazines and the London Underground. Another campaign is proposed for the autumn.

**TURKISH WEEK**  
The Turkish Embassy plans to hold its first Turkish Week in London in May. The programme will include cultural events and promotions in department stores.

MARKETING SPEND

## Extra funds coming soon

THE TURKISH Tourist Office hopes to have extra funds for joint promotions with operators this year.

The Turkish government has proposed the special budget to help the ailing tourism sector. The money will be in addition to the £3.5 million already allocated for general tourist office activity in the UK and Ireland in 2002.

Turkish Tourist Office director Mustafa Memisoglu said details should be finalised by

"We won't know until then how much of the special fund we are getting," he said.

Mr Memisoglu plans to use some of the money for joint advertising with operators, on top of the tourist office's main summer campaign launched last month.

"We will probably offer 20 per cent towards the cost of advertising," he said.

The rest of the fund will go towards familiarisation trips and trade roadshows, again in

conjunction with trade partners.

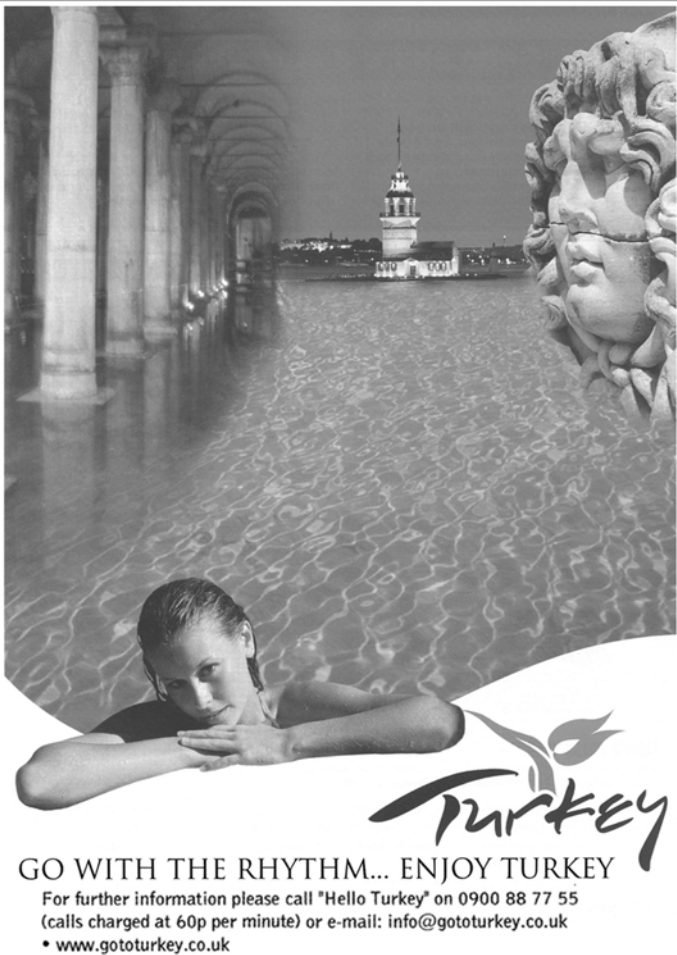
"Our tourism industry in Turkey has been hit very badly, so it needs all the help it can get," said Mr Memisoglu.

He hopes to stage the roadshows in autumn.

"We can't do them before then because we don't have the money yet," he added.

"I know operators would like us to do all this in time for this summer but this special fund has still to be approved by the government."

Fig. 2a



Turkey

GO WITH THE RHYTHM... ENJOY TURKEY

For further information please call "Hello Turkey" on 0900 88 77 55  
(calls charged at 60p per minute) or e-mail: [info@gototurkey.co.uk](mailto:info@gototurkey.co.uk)  
• [www.gototurkey.co.uk](http://www.gototurkey.co.uk)

Fig. 2b

Refer to Figs 2a and 2b which are about promotional activities relating to Turkey.

- (a) Golf and activity holidays are generally targeted at a niche market. Explain what is meant by a 'niche market'. [3]
- (b) Describe **one** method of above-the-line advertising used by Turkey for each of the following:
- (i) the consumer [2]
  - (ii) the trade. [2]
- (c) Apply the AIDA principle to the advertisement shown in Fig. 2b. [8]
- (d) The Turkish Embassy held a 'Turkish Week' and the Turkish Tourist Office staged 'roadshows'. Compare the advantages and disadvantages of each method to promote tourism in Turkey. [10]

## Question 3

## DUBAI - A LAND OF CONTRASTS

*Dubai, where the mysterious East meets the sophisticated West, offers the visitor a taste of Arabia with a cosmopolitan lifestyle, gorgeous beaches, duty-free shopping, exceptional sports facilities and much more.*

One of seven emirates that make up the United Arab Emirates, Dubai is a land of contrasts, whose stunning high-rise city, set amidst mosques and palaces, offers a wealth of elegant shopping malls packed with designer goods and bazaars crammed with gold, spices, exquisite fabrics and hand-made rugs. Beyond this exciting city lies the timeless desert with its beautiful dunes and the rugged Hajar Mountains that border Oman.



Dubai's city has built up around its focal point, the Dubai Creek; a natural seawater inlet that cuts through the centre of the city, where trading has taken place since the earliest times. Colourful

wooden dhows still ply the ancient trade routes from here and it is well worth strolling along the banks, or better still taking a boat trip, to savour the bustling atmosphere. The district to the north of the Creek is known as Deira and to the south is Bur Dubai. Each district has its share of fine mosques and busy 'souks', or traditional markets, shopping malls and other places of interest. Two bridges and a tunnel connect the two, or one can take an 'abra', a water taxi, to cross the Creek.

Jumeirah, a district just outside of the city is where the dazzling, white sandy beaches bordering the warm blue waters of the Arabian Gulf can be enjoyed in sunshine throughout the year.

### HOTELS

Our superb hotels all have one aim - to make your holiday as relaxing and memorable as possible! Each offers excellent facilities and services for your comfort and enjoyment. Standards are extremely high in Dubai, and this extends to accommodation and to hotel restaurants where good quality food, with a wide choice of international cuisine, is offered. Live entertainment, except during Ramadan, and theme nights are a regular feature of all hotels.

Most hotel swimming pools are outdoors, and are temperature controlled so they may be heated or cooled according to seasonal needs. Sports facilities are plentiful. Please see individual hotel listings for details of these and other facilities.

All hotel rooms and public areas are fully air-conditioned.

### SPORT & LEISURE

Dubai offers a wealth of top quality sporting activities which include all types of water-sports, sailing, scuba-diving, fishing, golf, tennis, squash, horse riding, sand-skiing, ice-skating, cycling, falconry, ten-pin bowling, archery and shooting to name but a few!

Dubai Zoo, located in Jumeirah, though small, houses many indigenous Arabian species.

There are numerous parks and gardens in Dubai with children's play areas, entertainment facilities and picnic spots.

For more family fun the Magic Planet, in Deira City Centre shopping mall, is a unique entertainment site for children. The Encounter Zone in the Wafi shopping mall offers entertainment for all with its popular Crystal Maze, horror chamber, 3D films and a host of rides.

Horse racing is extremely popular in Dubai and meetings are held weekly during the cooler months, often at night under floodlights. Nad Al Sheba, home to the famous Dubai World Cup, is the largest and most spectacular track.

A highlight of any visit to Dubai must be a trip to the camel races, where exciting races take place and a lively village fair atmosphere prevails. The races take place on Thursdays and Fridays during the winter months.

A trip to the desert is also a must. Enjoy an exciting dune drive, visit a camel farm and enjoy an evening's barbecue under the stars in a typical Bedouin encampment.

Neighbouring Dubai are the emirates of Sharjah, Abu Dhabi and Ajman each of which has places of interest to visit. Cypron offers exciting excursions to these emirates, as detailed on page 6.



Fig. 3a

A DECADE AGO, hardly anyone had heard of Dubai – let alone thought about going there on holiday. Yet the destination is now becoming a victim of its success.

The Dubai Department of Tourism and Commerce Marketing has acknowledged that some new operators to Dubai are experiencing difficulties contracting beds, particularly for the winter.

After investing heavily to entice operators to feature the country, the tourist authority faces a dilemma.

UK and Ireland director Patrick Macdonald says: “Of course we are delighted when companies introduce Dubai to their programmes, but it can be a bit embarrassing if they then find it difficult to secure room allocations.

“In some ways, we would prefer to concentrate on operators with established Dubai programmes.”

Somak Holidays’ head of product, Shafique Cockar, says: “The pressure on accommodation is acute. Once our hotel allocations are full, it is absolutely impossible to secure extra rooms.”

The problem is not just confined to winter. Even in July and August, some of Dubai’s hotels achieve occupancies of up to 90 per cent, according to Peter Jackson, Elite Vacations managing director.

Dubai is building more hotels, but operators warn there is a danger of the emirate losing its unique appeal. Mr Cockar claims Dubai could become another Miami Beach, with a mass of hotels along its beachfront. He also warns that Dubai’s tourism “bubble” could burst as quickly and dramatically as it began.

**By Peter Lilley**

**NEWS UPDATE**

**Dubai bed-stock**

The number of hotel rooms in Dubai will grow at seven per cent annually for the next five years, according to the director-general of the Dubai Department of Tourism & Commerce Marketing, Khalid bin Sulayem.

Fig. 3b

Refer to Fig. 3a, an extract from the 'Cyclon Holidays' brochure to Dubai in the Middle East.

- (a) Dubai is a highly successful holiday destination. Explain **three** reasons why international tourists may be motivated to travel to Dubai. [6]
- (b) Identify **two** leisure activities available to tourists in Dubai and give each a reason for their appeal. [4]
- (c) The private sector is extensively involved in the success of Dubai as a tourist destination. Discuss the role of the private sector in Dubai and show how it has been able to work with the host community to enable this success. [6]
- (d) Refer to Fig. 3b. Briefly explain what is meant by 'the destination is now becoming a victim of its success'. [2]
- (e) Discuss the measures which are necessary to maximise economic growth and maintain cultural identity in Dubai. [8]

#### Question 4

##### **ENVIRONMENTAL IMPACTS**

Noise pollution from airplanes, cars and buses, as well as recreational vehicles such as snowmobiles and jet skis, is an ever-growing problem of modern life. In addition to causing annoyance, stress and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas. For instance, noise generated by snowmobiles can cause sensitive animals to alter their natural activity patterns.

*In winter 2000, 76,271 people entered Yellowstone National Park on snowmobiles, outnumbering the 40,727 visitors who came in cars, 10,779 in snow coaches and 512 on skis. A survey of snowmobile impacts on natural sounds at Yellowstone found that snowmobile noise could be heard 70% of the time at 11 of 13 sample sites, and 90% of the time at 8 sites. At the Old Faithful geyser, snowmobiles could be heard 100% of the time during the daytime period studied. Snowmobile noise drowned out even the sound of the geyser erupting.*

##### **Solid waste and littering**

In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides.

In mountain areas, trekking tourists, generate a great deal of waste. Tourists on expeditions leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment with all the detritus typical of the developed world, in remote areas that have few garbage collection or disposal facilities. Some trails in the Peruvian Andes and in Nepal frequently visited by tourists have been nicknamed "Coca-Cola trail" and "Toilet paper trail".

**Fig. 4**



Refer to Fig. 4, a passage adapted from the UNEP website.

- (a) Which sector, public, private or voluntary, usually highlights the environmental impacts of tourism? [1]
- (b) Identify **one** organisation with an interest in environmental issues and briefly outline its aims and objectives. [4]
- (c) Describe **three** measures that could be put in place in Yellowstone National Park to prevent noise pollution from snowmobiles. [6]
- (d) Waste disposal is an example of a growing problem in worldwide tourist destinations. Analyse the roles of the public and private sectors in minimising the negative environmental impacts of tourism. [8]





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