

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

TRAVEL AND TOURISM

5260/01
5261/01

Core Module

May 2006

2 hours and 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.



Question 1



www.namibiatourism.co.uk

Namibia

Tourism in Namibia currently occupies third place in the economy, after Mining and Agriculture, with a contribution of N\$1 billion, estimated from a survey of Visitor Expenditure. It is forecast that by the year 2006, tourism will contribute around N\$2 billion to the Gross National Product. Tourism will continue to play a major role in the social and economic development of Namibia.

In 2000, more than 500,000 tourists visited Namibia. Total tourist arrivals grew by more than 18% per annum in the four years from 1998 to 2002. Tourist arrivals from countries outside Africa grew by almost 20% per annum in this period. For the next five years, growth in tourists coming from countries of Africa is estimated at 8% per annum, and in tourists coming from overseas at 12% per annum. These growth rates will achieve projected tourist arrivals of over 1 million by the year 2006.

The Government of Namibia is committed to enhance tourism development in order to pursue the following objectives:

- facilitate better access to factors of production for previously disadvantaged groups, and for women.
- improve the enabling environment for the small scale and informal sector.
- protect the bio-diversity of Namibia.
- embark on economic utilisation of Namibia's natural resources, to the extent possible for a sustainable use of these resources, for the creation of employment and income at both national and community levels.

Awake on the wild side

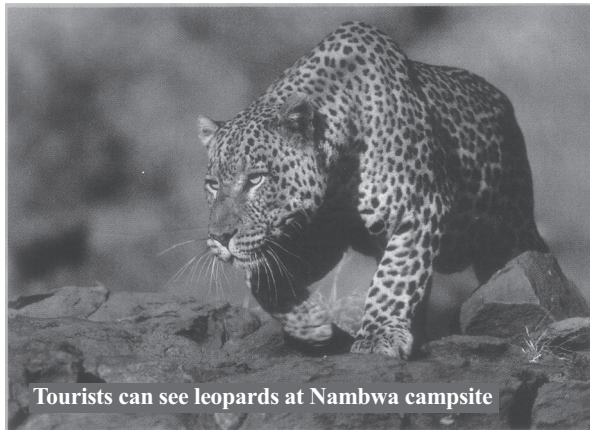
COMMUNITY-BASED tourism organisation NACOBTA has introduced two camps offering visitors the chance to sleep in the wild.

Both new sites are located in the BwaBwata national park, in the Caprivi Strip.

Burnhill campsite is on the banks of the Kwando river and features 10-foot-high decks overlooking the water, which allow visitors to watch the area's elephants, lions and hippos.

Nambwa campsite is located further into the national park on a backwater of the Kwando and is home to roaming lion, buffalo, elephant, hippo and leopard.

NACOBTA helps support traditional



Tourists can see leopards at Nambwa campsite

World Pictures

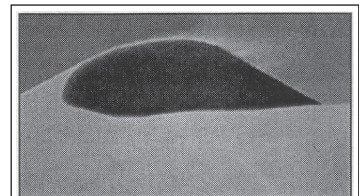
villages, campsites, craft centres and tour guides to develop their own tourism businesses.

These projects include Garies Lodge, in the Hardap region, which offers trips to see rock art and gorges, as well as horse-cart riding.

■ For details, see www.nacobta.com.na.

Essential facts...

NAMIBIA is a vast, sparsely populated country on the Atlantic coast of South-West Africa. It is roughly four times the size of England but with a population of only about 1.8 million people. The spectacular landscape includes deserts, rugged coastline and hilly plateaus. The north is renowned for its game.



The Namib Desert offers unbounded space and ever varying colours. Some of the world's highest sand dunes can be found at Sossusvlei in the South.

Fig. 1a

Classification Scheme

THE NAMIBIA TOURISM BOARD is set to introduce a classification and quality assurance scheme to boost confidence in the country's tourism facilities among international travellers.

The scheme, which is due to be introduced in May, will apply to all aspects of the tourism industry, from accommodation providers to safari, hunting and air charter operators, and transport providers.

A tourism board spokeswoman said: "A good quality assurance scheme is important to Namibia's tourism growth."

"For example, it will guide visitors and accommodation providers as to what furnishing and comfort levels can be expected in a specific class of accommodation, to ensure consistency within each class."

The classification scheme, which is the result of extensive research, has been developed in conjunction with industry representatives from a range of Namibian tourism associations.



Rob Gill

Lodges such as Klein-Aus Vista near Luderitz will be graded under the new assurance scheme.

Benchmarking schemes from South Africa, Holland, Malta and Scotland were used in the development of the classification criteria and minimum quality standards.

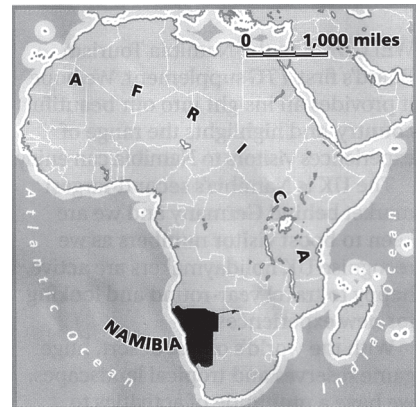


Fig. 1b

Read the information in Figs 1a and 1b, giving information on Namibia, a country in South-West Africa. Using your own knowledge of tourism development, together with information from the articles, answer the following questions.

- (a) Explain **two** reasons for the importance of tourism to the GNP (Gross National Product) of Namibia. [4]
- (b) With visitor arrivals predicted to double by the year 2006, explain **two** social and/or cultural benefits to the people of Namibia of tourism development. [6]
- (c) The Government of Namibia is committed to tourism development. Explain **two** reasons why 'protection of the bio-diversity' is a major objective. [4]
- (d) Identify **two** natural features of Namibia that appeal to visitors. [2]
- (e) The community-based tourism organisation (NACOBTA) is a partnership between the Government, aid agencies and the private sector. Discuss the advantages of this partnership. [6]
- (f) With reference to Fig. 1b, using Namibia, or any other destination that you have studied, justify the importance of using 'classification schemes' in worldwide tourist destinations. [8]

[Total : 30]

Question 2

Namibia... Pure Adventure



Let us take you on a tour de force, where the rides take place in Africa's most multifaceted country. Our vast landscapes and experienced tourism industry offer spectacular adventures and experiences... dune-boarding, kite-surfing, skydiving, camel rides, power-boating and quad-biking.

For the ultimate adrenaline rush, choose Namibia.

Namibia Tourism Board

6 Chandos Street
London W1G 9LU
Tel: 020 7636 2924
Fax: 020 7636 2969
www.namibiaturism.com.na

Contact the NTB London office for a full listing of UK tour operators featuring Namibia and a wide variety of specialist information on all the activities outlined above.



Namibia Tourism Board

* Photo Credits: Paul Van Schalkwyk, Jorg Gensmer and Okakambe Trails

Fig. 2a

www.namibiatourism.co.uk

Trade update

HOW is Namibia trying to secure more coverage in operators' brochures and what is the tourist board doing to improve trade knowledge of the destination?

Advantage Management Group has been appointed to handle trade sales in the UK by the Namibia Tourism Board.

Here is what the company is doing to raise Namibia's profile:

- A series of meetings with major operators, particularly those featuring South Africa, has been held. Those offering general touring programmes have also been targeted to put Namibia on the map as a major long-haul destination.
- Working to foster closer relationships with partners to enhance their Namibia programmes. The Namibia Tourism Board has European Union funds dedicated to creating co-operative marketing programmes with operators. Advantage Management Group has a particular focus on adding lesser-known regions such as



Advantage Management Group's Philip Dickinson and Nadine Rankin (right), with Namibia Tourism Board's Liezel Moller (left) and Puye Hilokuah.

the Caprivi Strip and Fish River Canyon, as well as community-based tourism projects, to operators' programmes.

- Co-ordinating a media advertising campaign to increase awareness within the travel trade and raise the destination's profile among decision-makers.
- A trade educational programme will comprise distance learning and agents familiarisation trips.
- Attending more trade shows this year, alongside the Namibia Tourism Board.

Fig. 2b

Read the information in Figs 2a and 2b, giving additional information on Namibia. Using your own knowledge of marketing and promotion, together with information from the articles, answer the following questions.

- (a) Explain **two** reasons for the importance of marketing and promoting Namibia as a successful worldwide tourist destination. [4]
- (b) Fig. 2a is a promotional advertisement.
- (i) Describe this type of marketing communication method. [2]
- (ii) Explain this type of marketing strategy. [2]
- (c) The Namibia Tourist Board has appointed an advertising agency (Advantage Management Group). Describe the role and benefits of using advertising agencies. [6]
- (d) The Namibia Tourist Board is intending to use 'distance learning' and 'agents familiarisation trips'.

Explain **one** advantage and **one** disadvantage of each method. [8]

[Total : 22]

Question 3

Cancun - Mexico

For decades, vacationers heading to Mexico's renowned beach gateways had to look no further than a string of sunny resorts along the West Coast. From Mazatlán to Acapulco, Mexico's Riviera was the only region with any developed visitor attractions or facilities. This all changed when a building boom in the mid-1980's vaulted Cancun into the global tourism arena as THE resort of the '90's.

From ruins to riches, Cancun has it all. In fact it's hard to imagine a site better endowed with natural, archeological, and man-made attractions. Technically an island, Cancun's resort zone is a 14 mile long slender ribbon of sand, shaped like the number "seven".

Its stunning beaches must be seen to be believed: silky smooth sugar-white sand, lapped by the turquoise and emerald waters of the Caribbean.



Cancun is comprised of three distinct but integrated areas: the City of Cancun (a town of 200,000 people, popular for shopping, dining, less expensive accommodation), the ecological reserve (lovely lagoons and mangroves) and the resort zone (an island).

The area's history is rich with Mayan influence from period occupation throughout hundreds of years. Stone temples, uncovered during the resort's construction date, back to the 12th century. Further inland are magnificent ancient cities and ceremonial centres. Over 200 archeological sites, some wonderfully restored, others still shrouded with tangled jungle vegetation are scattered within a few hours drive of Cancun. The region's fascinating and friendly Mayan culture has survived despite tourism's rapid encroachment.

As for visitors' facilities, Cancun offers an exotic, tropical island setting buoyed by modern comforts and conveniences. A well-planned layout and infrastructure give the destination a polished appearance. There are over 18,000 hotel rooms and some 200 restaurants. Shopping is first class, with over a dozen American-style shopping malls.

For adventure seekers, Cancun and the Yucatan Peninsula abound with sight-seeing treasures. Stretching 300 miles to the south along the Yucatan's eastern coast is the Tulum Corridor region. Also known as Costa Turquesa, this scenic and unspoiled coastal zone is emerging as one of Mexico's newest resort zones. Several new all-inclusive properties have opened, and there are still plenty of off-the-beaten-path exploring opportunities. Dozens of remote coves and deserted stretches of jungle-lined white sand beach are easy to reach. There are also dozens of archeological sites here, ranging from magnificent, fully restored ancient cities to unexcavated, ceremonial centres.

Cancun succeeds in combining the best of Mexico and the Caribbean into one package. And while some fault the resort for its immense size and commercialism, there is no denying the area's seductive appeal.

Fig. 3

Read the information in Fig. 3, giving information on the resort of Cancun on the Yucatan Peninsula in Mexico. Using your own knowledge, together with information from the article, answer the following questions.

- (a) Describe **three** factors which have led to the increase in popularity of Cancun. [6]
- (b) Explain **two** social and/or political reasons why visitors from the USA may be motivated to travel to Mexico. [4]
- (c) Discuss the importance to the public sector in Mexico of **both** the preservation and promotion of the area's 200 archaeological sites. [6]
- (d) Evaluate the characteristics of the Yucatan Peninsula which enable it to be a successful tourist destination. [8]

[Total : 24]

Question 4**Volunteer Tourism in Nepal and Mongolia**

Welcome to the home of the Cultural Restoration Tourism Project (CRTP). Since 1998, we have been working with local communities to restore culturally important structures and promoting responsible tourism through volunteer vacations. Our innovative programmes to restore Buddhist temples in Nepal and Mongolia allow people from any background and any skill level to join the local communities in their restoration efforts.

Most of our financing comes from the tourists who join us at our temple restoration sites. Through organising our tours, and applying the tourists' sign-up fees toward the restoration projects, instead of applying it to huge resort and hotel corporations, we believe both the tourist and destination and the tourist become more enriched by the travelling experience. The tourists do not just see the country they are travelling through, but in fact live, eat, sleep, and work with the native countrywomen and men who are the benefactors of the restorations, learning intimately what life is like in these beautiful and relatively undeveloped areas.

Sample Itinerary

Lunch provided at the worksite.

December 25, 2004 - 8.00 am Breakfast at guesthouse and then back to Chairro for final preparations for the Dance Ceremony. 12 noon - Traditional Dance Ceremony performed by local lamas and monks. Dinner back at guesthouse.

December 26 to 28, 2004 - Participants are allowed to be a part of the Twelve Year Takhali Family gathering. Visits to local villages including Tukuiche. Plenty of free time to experience the rich culture of the Takhali people. Short day-hikes to local sites available. Overnights in Tukuiche. (Accommodation and meals provided.)

December 29, 2004 - Walk back to Chairro and on to Jomsom for overnight stay at guesthouse. (Accommodation and meals provided.)

Fig. 4

Read the information in Fig. 4, giving information on Volunteer Tourism in Nepal and Mongolia. Using your own knowledge, together with information from the article, answer the following questions.

- (a) CRTP is a non-profit (or voluntary) organisation. Explain **two** reasons why such non-profit organisations are important for tourism development. [4]
- (b) Most of the finance raised for CRPT projects stays within the area, creating a 'multiplier effect'. Explain the term *multiplier effect*. [4]
- (c) CRTP does not want its funding to go to huge resort and hotel corporations as this would create 'leakage'. Explain the term *leakage*. [4]
- (d) Describe **two** factors which are necessary to sustain tourism in undeveloped destinations such as Nepal and Mongolia. [4]
- (e) Analyse the social and/or cultural impacts of 'volunteer tourism' to **both** the tourists and the host community. You may refer to examples that you have studied. [8]

[Total : 24]

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Copyright Acknowledgements:

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Question 1 Fig. 1b © www.namibiatourism.com.na
Question 2 Fig. 2a © www.namibiatourism.com.na
Question 2 Fig. 2b © www.namibiatourism.com.na
Question 3 Fig. 3 © www.mexico-travel.com/cozumel.htm 15 October 2004.
Question 4 Fig. 4 © www.crtip.net

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