



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

TRAVEL AND TOURISM

5260/01

5261/01

Core Module

May 2007

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.

DO NOT WRITE IN ANY BARCODES

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



Fig. 1a

Caribbean Tourism

The Caribbean region remains the world's most tourism dependent region with the sector accounting for approximately 25% of all exports and services, and contributing 31% to the region's Gross Domestic Product. Tourism related services in the Caribbean employ over half a million people. The projected annual 4.6% growth in tourists who stay over in the Caribbean leading up to the year 2010 is expected to generate the need for 222 000 hotel rooms, an increase of over 20%.

The Caribbean Tourism Organisation (CTO) represents the interests of the Caribbean collectively, in terms of marketing the Caribbean as a tourism destination. The Caribbean Hotel Association (CHA) promotes investments, human resource development, product excellence, customer satisfaction and technology-driven marketing.

Diving is a strong growth area in the Caribbean tourism industry, with projections that by

the year 2007, US\$1.2 billion will be generated by dive tours.

The region's major markets are the United States, Europe and Canada. The United Kingdom is a rapidly growing source of tourists to the Caribbean with over a million visitors to the region. Other leading European markets are France, Germany, Italy, Spain and Holland. Emphasis is also being placed on the development of inter-Caribbean island tourism which currently accounts for about 10% of regional tourism.

Fig. 1b

Extract from a speech by the Minister of Tourism and International Transport of Barbados

Tourism is the engine of growth of the Barbados economy and continues to be the main source of foreign exchange and employment. In 2004, Barbados welcomed over 1 million visitors who spent in excess of US\$700 million. We are committed to the sustainable development of tourism in Barbados and have formulated policies designed to make Barbados the destination

of choice by 2010.

Historically, Barbados has been a welcome repose for many from the harsh winters of Europe and North America. Consequently, our tourism developed as a climate-based product utilising our attributes of sand, sea and sun. Today, we offer a more diversified product combining our marine resources with our natural

and heritage attractions, sports facilities and festivals.

Tourism will continue to offer an attractive and practical mix of products which will ensure that Barbadians at all levels are in a position to benefit from the tourism industry while enhancing our economic, social, cultural and physical environments.

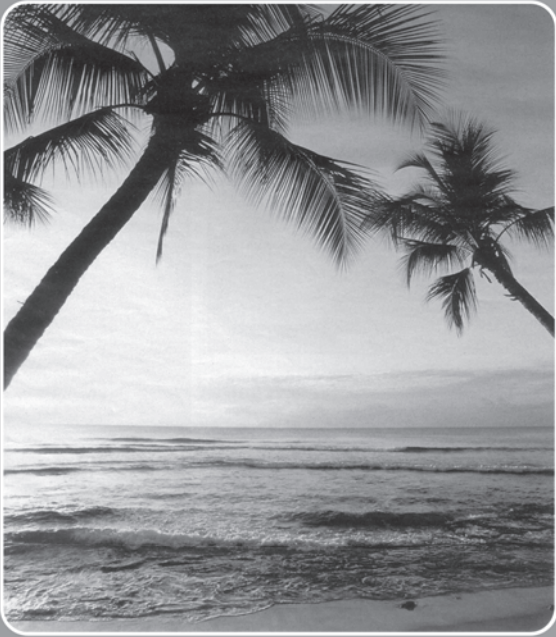
Fig. 1c


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

- (a) Explain **two** economic objectives for Barbados and the Caribbean region in attracting visitors. [4]
- (b) Explain **two** factors influencing many visitors to the Caribbean region to choose to stay in an international hotel. [4]
- (c) The Caribbean region is planning to diversify its product range. Explain **two** benefits to the region if the following products are introduced:
- (i) dive tourism; [4]
- (ii) inter-island tourism. [4]
- (d) Discuss the importance of the roles of the national organisers CTO (Caribbean Tourism Organisation) **and** CHA (Caribbean Hotel Association) in terms of tourism development to the Caribbean region. [6]
- (e) Analyse the positive impacts of tourism development on the host population of Barbados, as outlined in the speech made by the Minister of Tourism and International Transport in Fig. 1c. [8]

[Total : 30]

Question 2





New for Winter 2007

Launching on 3 November 2007, the fabulous Caribbean destination of Barbados will be served by the new First Choice Airways long-haul aircraft - with a fortnightly service from Manchester Airport. Offering a 33" seatpitch, 7" personal widescreen TV and a choice of 4 course meals... First Choice is setting the standard in long-haul flying.

And now, we're giving you the chance to join us in November and experience Barbados for yourself, courtesy of our mega FAMILIARISATION trip! You'll enjoy miles of white sandy beaches, exhilarating watersports, experience a variety of restaurants to suit every budget and immerse yourself in the laid back charm or vibrant nightlife.

To enter, EITHER make any 3 First Choice Barbados bookings to GUARANTEE your place OR answer the 3 questions below to go into a draw to win a place.

1. Which UK airport, served by First Choice Airways, offers a direct fortnightly service to Barbados?
 Plymouth Inverness Manchester
2. When does the First Choice service to Barbados launch from Manchester Airport?
 3 Nov 2007 3 Jun 2008 3 Nov 2008
3. What type of restaurants does Barbados offer?
 Expensive only To suit every budget Cheap only

Simply send your booking references/answers to us by 19 August 2007, along with your name, agency address, ABTA and telephone number.
 The draw will take place on 2 September 2007 and winners will be notified within 2 weeks.

Email: barbados.fam@firstchoice.co.uk
Fax: 0870 010 1163
Mail: Barbados Promotion, Marketing Dept, First Choice House, London Road, Crawley. RH10 9GX - don't forget to attach a compliment slip with your name and details!

Fig. 2a

A first: Caribbean invests in summer TV promotion

BRIDGETOWN, BARBADOS – The first television campaign promoting summer travel to the Caribbean will launch in late April on nationwide cable channels in the USA.

A similar campaign to increase winter traffic will be televised next autumn.

Details of the \$16 million campaign, funded jointly by a number of Caribbean governments and Caribbean Hotel Association-member hotels, were hammered out at a meeting here sponsored by the Caribbean

Tourism Organisation (CTO) in February.

The month-long campaigns will feature four 30-second TV spots whose theme is "Life Needs the Caribbean".

Michael Youngman, CTO Marketing Director, said the aim of the advertisements "is to contrast life in the Caribbean versus life in an everyday environment".

The advertisements, which will carry a "Call your travel agent" tag line, will direct viewers to a toll-free number and a website for

specific hotel and package information.

Tourism ministers also discussed methods of sustainable financing for subsequent regional campaigns.

One proposal calls for the implementation of a modest visitor tax collected at the time of booking.

Monies collected would be earmarked for a Caribbean Tourism Development fund.

Extract from Travel Weekly, Feb 18, 2002

Fig. 2b

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

- (a) Refer to Fig. 2b, which highlights a promotional campaign to Barbados. Explain **three** reasons why continuous promotion of tourist destinations is important. [6]
- (b) The television campaign to promote Barbados will be the first time this marketing communication method will have been used. Discuss **one** advantage and **one** disadvantage of this type of marketing communication method. [6]
- (c) The advertisement in Fig. 2b suggests that the viewers should "Call your travel agent". Explain the effectiveness of this marketing strategy. [4]
- (d) Refer to Fig. 2a (a travel trade advertisement). Explain **two** reasons why this type of marketing communication method is used in order to promote Barbados to the travel trade. [4]
- (e) Analyse the effectiveness of **sales promotion** when used as a marketing communication method to promote worldwide destinations such as Barbados. [6]

[Total : 26]

Question 3

CRUISING ITALIAN STYLE WINTER CRUISES NOW ON SALE



**Costa Classica
Christmas Cruise**
Spain, Morocco & Tenerife
10-night fly-cruise from Savona
Departing 17 December 2007

from only £765

**Costa Classica
Ancient Treasures**
Egypt, Malta & Libya
11-night fly-cruise from Savona
Departing 22 Nov 2007;
5, 16, 27 Feb; 1, 12 Apr 2008

from only £665

**Costa Europa
Christmas Cruise**
Italy, Malta & Tunisia
7-night fly-cruise from Savona
Departing 20 December 2007

from only £695

**Costa Europa
Canary Islands**
Morocco & Canary Islands
11-night fly-cruise from Savona
Departing 28 Nov; 9 Dec 2007;
12, 23 Feb; 6, 17, 28 Mar 2008

from only £645

**Costa Fortuna
Christmas Cruise**
Spain, Tunisia & Malta
7-night fly-cruise from Savona
Departing 22 December 2007

from only £785

**Costa Fortuna
Mediterranean History**
Egypt, Greece & Turkey
11-night fly-cruise from Savona
Departing 8, 19 Jan; 9, 20 Feb;
3, 14 Mar; 2 Apr 2008

from only £695

GREAT VALUE HOLIDAYS AT SEA FROM COSTA CRUISES

Reservations: 020 7940 4499 Book on Amadeuscruise.com

To find out more about Costa Cruises call agency sales on **020 7940 5374**
or visit www.costacruises.co.uk and for Costa Cruises concessions call **0870 041 1034**.

*Prices shown are based on two people sharing the lowest grade inside cabin on the lowest priced departure date. Higher lead prices apply to certain dates. Subject to availability, prices are guaranteed until 31 July 2007.



Fig. 3a

European Cruise Council announces 2003 cruise statistics

There were more than 2.6 million ocean cruise holidays taken by Europeans in 2003 according to figures released by the European Cruise Council (ECC). The UK represents the largest cruise market in Europe with a massive 962 000 passengers (a 36% share of the European market) taking a cruise in 2003. This figure reached the 1.05 million mark in 2004. Following the UK closely comes Germany with more than

half a million cruise passengers (20%) and Italy with nearly 346 000 passengers (13%). The Italian figures were greatly boosted in 2005 with the introduction of a new ship, the Costa Magica. The Magica carries out year round cruising in the Mediterranean. The Mediterranean was the top cruise destination for Europeans with more than 1.5 million passengers or 59% flocking to the region in 2003.

Fig. 3b

Cruise ports set for €200m fillip

EUROPEAN ports are expected to invest €200 million over the next three years on cruise industry infrastructure across the Mediterranean.

Port consortium MedCruise said many of its 56 port members were planning to invest in cruise terminals, berths and other port facilities.

Projects set to be completed this year include a €1 million terminal and berth at Italian port Ancona, the €10 million rebuilding of Terminal B and refurbishment of Terminal C at Barcelona, and new facilities at Kusadasi in Turkey and Valletta in Malta.

New berths are due to open next year at Livorno, while new terminals are planned for Malaga and the Croatian port of Split.

Limassol plans to unveil a terminal in 2007, while Cagliari is spending €25 million on a pier extension due to open in 2008.

MedCruise president Juan Madrid claimed the planned investments in Europe followed similar expenditure at ports in the US.

Royal Caribbean International's new Cape Liberty Cruise Port in New York is an example of the trend. From May, the port will be the seasonal homeport to two of

Royal Caribbean's ships, including the 3 114-passenger Voyager of the Seas.

With the weak dollar expected to deter US visitors from coming to Europe this year, cruise lines claim that taking a holiday at sea is an economical way of seeing multiple sights.

Both Celebrity Cruises and Crystal Cruises have highlighted a rise in interest for their European sailings from American passengers. Celebrity recently announced the deployment of a second ship in the Mediterranean to meet demand.

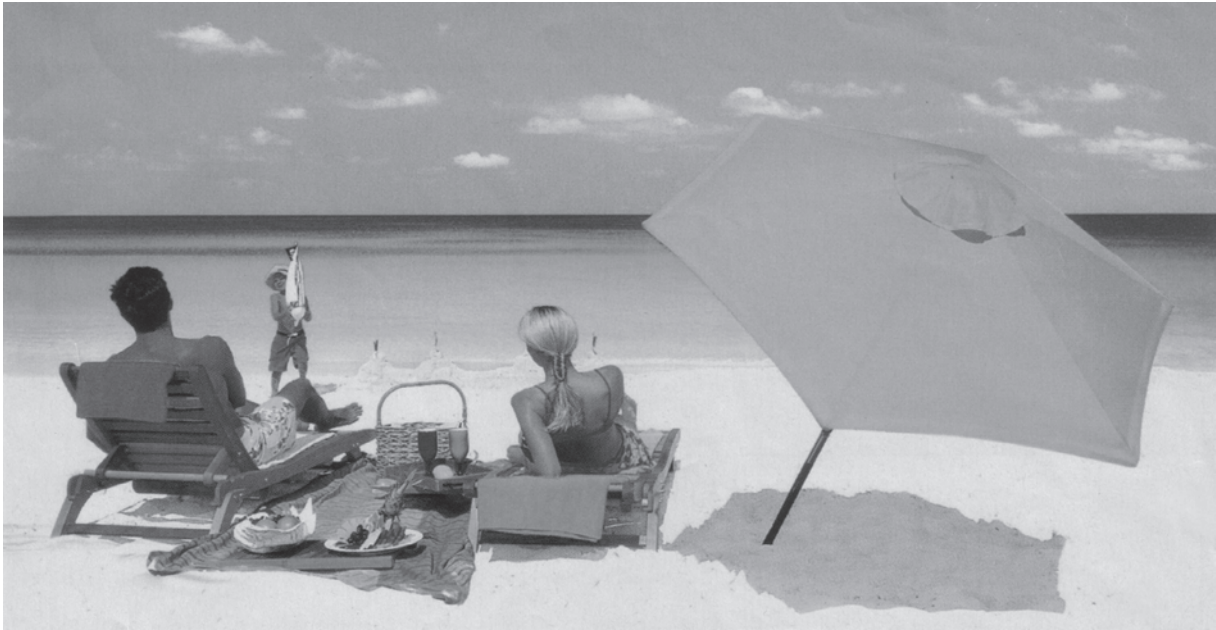
Fig. 3c

Read the information in Figs 3a, 3b and 3c on the cruise industry. Using your own knowledge of destination management, together with information from the articles, answer the following questions.

- (a) Explain **two** major factors which may account for the increase in popularity of European cruises. [4]
- (b) Explain **two** reasons why tourists from USA/Canada may be more inclined to take a cruise in the Caribbean rather than the Mediterranean. [6]
- (c) Discuss why the development of the infrastructure in and around cruise terminals is necessary in order to ensure long-term destination management. [6]
- (d) Evaluate the positive and negative economic impacts on the traditional resorts of the Mediterranean caused by the increasing number of cruise passengers in the region. [8]

[Total : 24]

Question 4



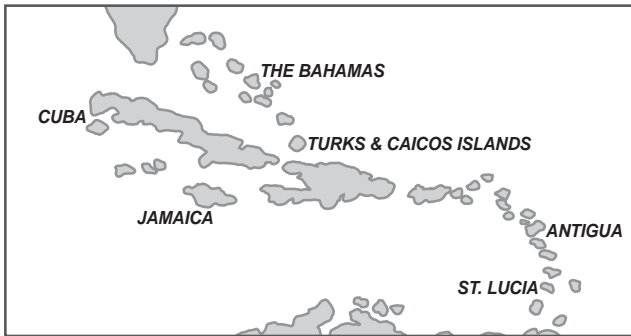
A PARTNERSHIP IN QUALITY



...FOR EVERYONE

CHOOSE FROM 11 SANDALS RESORTS IN JAMAICA, BAHAMAS, ANTIGUA, ST. LUCIA, CUBA

AND FROM 5 BEACHES RESORTS IN JAMAICA AND CUBA



Beaches Resorts are the most comprehensive all-inclusive getaways for singles, couples, families and friends. Where adults can act like children... and children get a holiday of their own.

Located in Jamaica and Turks & Caicos, there are four luxury resorts for families and two exclusively for adults. Where everything's included in one package price... so you're free to do what you want - without any unwanted additional expense.

Explore endless activities like tennis and scuba diving.

Supervised programmes for children include everything from Sega Dreamcast Centres to an action-adventure waterpark. There are even optional European spas (treatments at extra cost).

Your holiday package also includes unlimited dining at up to ten gourmet restaurants per resort, premium brand drinks, a choice of luxurious accommodations and a friendly staff to cater to your needs.

So celebrate at Beaches... voted the 'World's Best Family Resorts' four years in a row at the World Travel Awards.



Fig. 4

Read the information in Fig. 4, an advertisement from a package holiday brochure.

- (a) 'Beaches' resorts offer 'all-inclusive' holidays. Describe the concept of 'all-inclusive' holidays. [2]
- (b) Describe **two** disadvantages of 'all-inclusive' holidays to the economy of the Caribbean region. [4]
- (c) Discuss the social and 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 the Caribbean cannot be maintained if 'all-inclusive' holidays continue. [8]

[Total : 20]

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