



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

TRAVEL AND TOURISM

5260/01

5261/01

Core Module

October 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.

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 **10** printed pages and **2** blank pages.



Question 1

NEPAL

The Nepal Tourism Board (NTB) is a national organisation created by an Act of Parliament in the form of a partnership between the government and the private sector tourism industry of Nepal.

The Board has been created to provide leadership, continuity of promotional efforts, good management and guidance to Nepal's tourism industry. The funds for NTB are collected from entirely tourism-related businesses in the form of tourist service fees, thereby keeping it financially independent. The Board is working towards re-positioning the image of the country so as to market and promote Nepal aggressively and extensively, both domestically and internationally. This is crucial as Nepal, though small in size, has immense cultural and natural diversity and is one of the most beautiful countries in the world. The friendliness and hospitality of the people of Nepal, the variety of exciting adventure activities combined with a culture that epitomises peace and harmony, make a visit to Nepal a memorable experience.

The Nepal Tourism Board (NTB) has been active in promoting Nepalese tourism with its continuous efforts in the international tourism arena. Despite the best efforts of the NTB, the government and the private sector, the aim to make Nepal the premier holiday destination has not been achieved due to the series of adverse political and economic events.

Incoming tourists to Nepal

Month	2004	2005	% Inc. (04/05)
January	22 552	19 032	-16%
February	24 456	14 001	-43%
March	31 198	20 137	-35%
April	30 402	18 879	-38%
Total	108 608	72 049	-34%

*Source: Immigration Office, TIA
compiled by Nepal Tourism Board*

Fig. 1a

Tamu Cultural Festival

The week-long Tamu Cultural Festival is organised with a view to promoting both domestic and international tourism. The festival is aimed at preserving the cultural heritage, traditional customs, language and religion of Nepal. Organised by the District Development Committee (DDC) and promoted by the Nepal Tourism Board (NTB), the cultural festival plans to attract as many as 100 000 visitors from all over the world. The organisers also envisage that the event will be of benefit for promoting the cultural and natural heritage of the area as a method of tourism development.

The festival aims to promote cultural and adventure tourism by preserving age-old cultures, traditional customs and other related heritage events, which are abundant in Lamjung.

The festival will feature mainly the Gurung cultural heritages like Lama dance and other endangered customs. The Gurungs are one of the many ethnic groups living in Nepal. Food festivals, exhibitions of local products, cultural shows, indigenous games and entertainment will be the major attractions in the event.

The event will be a part of cultural renaissance and is expected to play a greater role in generating awareness of cultural heritage among the young generation. The revenue generated from the event will be used for building the Gurung museum and cultural study centre at Beshisahar in Nepal.



Fig. 1b

Read the articles in Figs 1a and 1b giving information on the Kingdom of Nepal as a tourist destination. Using your knowledge of tourism development together with information from the articles, answer the following questions.

- (a) Identify and explain the **two** aims of the Nepal Tourism Board. [4]
- (b) Explain **two** strategies used by the Nepal Tourism Board to encourage tourism development. [4]
- (c) Fig. 1a shows visitor numbers to Nepal in 2004 and 2005. Explain the impacts that may have occurred due to the decrease in visitor numbers for:
- (i) the national economy; [3]
 - (ii) overseas investment in the tourist infrastructure. [3]
- (d) Nepal is rich in history and culture. Analyse the importance of the Tamu Cultural Festival described in Fig. 1b both for maintaining the cultural identity of Nepal and for sustaining tourism development in the area. [10]
- (e) A series of adverse political and economic events have had a negative impact on tourism worldwide. Using an example of your choice, discuss how such events have had an impact on your chosen destination. [6]

[Total : 30]

Question 2

MEDIA CENTRE

With the growing impact of media on international travellers in recent years, the idea arose of developing a Media Centre, which would disseminate correct and reliable information about Nepal's tourism. Recognising the media's role in influencing public opinion throughout the world, the Nepal Tourism Board in consultation with various stakeholders has established the Media Centre within its existing set up. The Media Centre aims to assist Nepal-based foreign journalists, as well as the national media community, by disseminating accurate information related to Nepalese tourism products and activities. This centre also plays an active role by interacting with the international media in promoting Nepal and its image as a premier destination.

Fig. 2a

Nepal participated in World Travel Market in the UK

Press Release November 18, 2005

Eighteen Nepalese travel companies took part in the 26th World Travel Market, held in London, under the banner of the Nepal Tourism Board. Nepal's pavilion was beautifully designed and decorated, with displays promoting various Nepalese tourism attractions, including new tourism areas. Travel tour operators and media visiting Nepal's stand were mainly from Europe and America.

Nepal's participation in World Travel Market 2005 was very significant because the UK is the largest market for the Nepalese tourism industry in terms of tourist arrivals. In 2005, British arrivals were up by 1.4% compared to the corresponding figures for the previous year.

The World Travel Market has always been

one of the most important travel trade fairs, in view of its global importance as the second biggest tourism rendez-vous in the world. The 26th World Travel Market (WTM-2005) had more than 50 000 exhibitors, and over 45 000 travel industry professionals from over 180 countries.

Moreover, the gathering of tourism leaders and journalists from around the globe highlighted its importance further. Nepal's participation in WTM-2005 was a good forum for the Nepali travel trade to disseminate the positive news along with showcasing Nepal's tourism products and services. During the Market, NTB actively promoted existing tourism areas along with new areas.

Fig. 2b


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Name (Mr/Mrs/Miss/Ms) _____ Address _____ Town _____ County _____ Postcode <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Tel no. _____ Date of birth (Mr) <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Date of birth (Mrs/Miss/Ms) <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> email address _____	
<p><small>Saga holidays are exclusively for today's over 50s. Telephone calls may be monitored or recorded for staff training purposes. Saga Holidays would like to send or email you information about services provided by other Saga companies and may pass information to these companies to enable them to do so. If you give us your email address it will not be sent outside Saga Group. By giving us your email address you are consenting to us using it for administrative purposes and for sending you information about other Saga products and services.</small></p>	
 	
<div style="border: 1px solid black; padding: 2px; display: inline-block;">JEC46</div>	

Fig. 2c

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

- (a) Describe **two** reasons why the Media Centre in Nepal is important in marketing terms. [4]
- (b) Describe **two** methods of sales promotion that the Nepalese travel companies could have used at the World Travel Market to attract tour operators to their exhibition. [4]
- (c) The World Travel Market is primarily a public relations event. Explain **three** objectives of public relations. [6]
- (d) Refer to Fig. 2c, a newspaper advertisement for Saga Holidays, a UK tour operator.
- (i) Identify **three** methods of obtaining Saga brochures. [3]
- (ii) Identify this type of marketing strategy. [1]
- (e) Discuss how Saga Holidays will evaluate the information received in response to this advertisement. [8]

[Total : 26]

Question 3

Sun City - South Africa

Sun City resort is set in the stark ruggedness of the North West Region of South Africa, and is surrounded by mountains and the untamed majesty of the African bushveld. It is close to the Pilanesberg National Park, where elephants, rhinos, lions and antelope roam freely.

Sun City, known as Africa's kingdom of pleasure, is an opulent extravaganza of luxurious hotels, scintillating entertainment centres, restaurants, shops, discos and extensive, beautifully landscaped grounds and championship golf courses. Sun City is the ultimate destination for a family holiday or a weekend getaway.

Sun City is an ideal venue for conferences with a multitude of venues, both large and small with resident stage designers, lighting and sound engineers and a full range of audio-visual equipment available to accommodate every need.

RESORT FACILITIES

Sun City in South Africa provides entertainment and facilities for everyone! A huge variety of sports activities can be enjoyed at Sun City.

SAFARIS

Sun City is surrounded by the magnificent mountains of South Africa's Pilanesberg National Park and the game viewing opportunities are superb.

Sun City boasts four hotels, each of which offers a unique holiday experience, from romance to family fun.



Palace of the Lost City



Cascades Hotel



Sun City Hotel



The Cabanas

Information adapted from www.sa-venues.com

Fig. 3a

The extraordinary Sun City resort is internationally recognised as the ultimate African Experience. Well-known on the international golf circuit for the incomparable Nedbank Golf Challenge and famous for the Lost City.

The austere surrounds of the Pilanesberg embrace the Resort which glitters like a jewel in a platinum setting. It's First Class all the way! From sizzling entertainment, to one of the world's most exciting water parks, the Sun City rhythm beats its own drum.

Sun City resort facilities

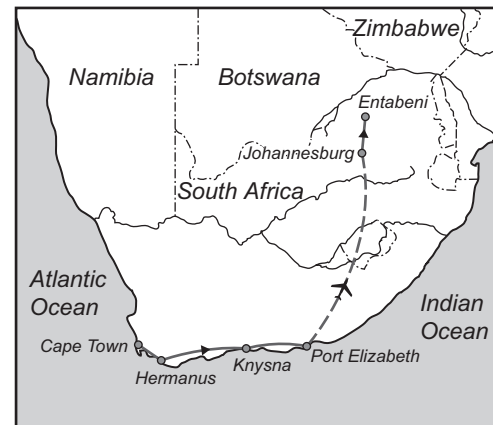
The Sun City resort has amazed the international community with its glamorous entertainment venues, gourmet restaurants, extensive sports facilities and star-studded spectacles. The full variety of entertainment on offer ranges from shows to safaris; the theatre extravaganza to entertainment for children; horse riding to golf; the Valley of Waves to The Lost City... whatever it is you're looking for, you'll find it at Sun City...

Watersports and activities

A variety of sports activities may be enjoyed at Sun City. Year-round good weather in this part of South Africa ensures that tennis, squash, swimming, golf, mountain biking, horse riding, and parasailing are all on offer throughout the year. Sun City has laid out spectacular jogging trails. Sun City's gym and health spa keep you perfectly toned, and a beauty treatment is the perfect way to wind down after a workout. A wide range of water sports including water-skiing, parasailing and sunset cruises can be enjoyed at the resort's water world.

Sun City nightlife and entertainment

The Super Bowl is Africa's finest venue for concerts. Stars such as Queen, Bryan Adams, Frank Sinatra and Rod Stewart have performed at this 6000 seat arena. This arena is also one of South Africa's favourite venues for beauty pageants and sporting events. The Sun City Resort spectacular is famed throughout South Africa as a glamorous and sophisticated theatre production. This stage revue pulsates with energy and is well-known for spectacular sets, trapeze acts and glorious costumes.



Information adapted from www.sa-venues.com

Fig. 3b

Read the information in Figs 3a and 3b on the Sun City resort in South Africa.

Using your own knowledge of destination management together with information from the destination websites, answer the following questions.

- (a) Describe **three** major factors which account for the increase in popularity of purpose-built resorts such as Sun City. [6]
- (b) Outline **two** reasons why domestic visitors from Africa may be motivated to travel to Sun City. [4]
- (c) Explain why it is important for Sun City to attract different target markets. [4]
- (d) Explain the role of the private sector in contributing to the success of Sun City. [4]
- (e) Evaluate the characteristics of Sun City, which enable it to be a successful tourist destination. [6]

[Total : 24]

Question 4

Take action to stop tourist resort in the Bahamas!

Save Bimini

The multimillion dollar Bimini Bay Resort is threatening both local communities and their environment. The project, which once built will include a golf course, marinas and apartments, has outraged local community members who have staged a protest outside the development to stop the construction.



Protests to stop Bimini tourist resort

The Miami-based owner of the development has promised, amongst other things, a primary school, fire truck and that the project would be friendly to the environment. But these promises have failed to materialise:

- A gate has been erected denying local Biminities access to five miles of the seven-mile long island. This is said to leave only 2 miles of land (only a quarter mile wide) for a population of 1600. Beaches are also restricted for locals.
- Water supplies are being used for the tourism development resulting in water to local communities being frequently turned off.
- Mangroves have been bulldozed, land has been carved up, the seafloor dug and destroyed and the North Bimini lagoon has been silted with dredge effluent.

The devastating tsunami illustrated that the mangroves are the best defence there is when hurricanes and tidal waves strike. But the government decision to permit a developer to destroy Bimini island's protective mangroves and replace it with a tourist resort puts the island in jeopardy. The habitats of species, such as dolphins, turtles and sharks and some species which are endangered, is seriously threatened. Local communities, along with the Bahamian environmental organisations, the scientific community and fishermen, are desperately fighting to protect their ecosystems and fight their exploitation.

Save Bimini - We must act now!

Phase 1 of the development has already taken place, destroying mangroves and large areas of Bimini's pristine habitat and coastline. In the last few days alone, they have removed hundreds of metres of mangroves from the shoreline.

Phases 2 and 3, which include marinas, apartments and a golf course is about to happen and will cause irreparable damage.



Fig. 4

Refer to Fig. 4 about the Bahamas in the Caribbean.

- (a) The article was written by Tourism Concern.
- (i) Identify the sector to which Tourism Concern belongs. [1]
 - (ii) Describe the aims and funding of this sector. [3]
- (b) The local population has been denied access to 5 miles of the island. Explain **two** negative socio-cultural impacts that this may cause. [4]
- (c) Explain the benefits of a 'triangular relationship' between the different parties involved in the new development in Bimini. [6]
- (d) Evaluate the impact on the natural environment of the area if the proposed development goes ahead. [6]

[Total : 20]

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Copyright Acknowledgements:

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Question 3	Fig. 3a © www.sa-venues.com
Question 3	Fig. 3b © www.sa-venues.com
Question 4	Fig. 4 © www.tourismconcern.org.uk

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