



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

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**TRAVEL AND TOURISM**

**5250/01**

**5251/01**

Core Module

**May 2008**

**2 hours**

Candidates answer on the Question Paper.

No Additional Materials are required.

**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.

You may use a soft pencil for any diagrams, graphs or rough working.

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.

For Examiner's Use	
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This document consists of **16** printed pages and **4** blank pages.



Question 1

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Fig. 1(a)

Refer to Fig. 1(a), which shows part of a major 5\* international beach resort property.

(a) Identify **four** different ways in which the property's beach appeals to guests.

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- 3 .....
- 4 ..... [4]

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(b) Many 5\* resort hotels provide beachfront food and drink facilities such as the one shown in Fig. 1(b).

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Fig. 1 (b)

Explain **two** ways in which food and drink outlets, such as the one shown in Fig. 1(b), provide a comfortable service environment for guests.

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(c) Explain **four** personal skills and qualities that members of staff in 5\* resort properties would be expected to possess.

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(d) Suggest **three** ways in which food and drink outlets at 5\* resort properties might promote special offers to guests.

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(e) Discuss the range of negative environmental impacts that may result from the development of large coastal resort properties.

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**Question 2** Refer to Fig. 2, a recent article about Malaysia.

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**Malaysia ranked 31st in world tourism**

Only six Asian countries made the top 50 in the first ever Travel and Tourism Competitiveness Index produced by the World Economic Forum (WEF). The rankings are based on findings from 124 countries. The aim is to identify the "most attractive" environments for developing the travel and tourism industry.

Hong Kong and Singapore made the top 10, Japan and Taiwan made the top 30 and Malaysia and Thailand made the top 50. Meanwhile, Pacific countries Australia and New Zealand were ranked 13th and 14th respectively.

"The study is aimed to measure factors that made it attractive to develop the travel and tourism industry of individual countries," said Jennifer Blanke, a senior economist at WEF who worked on the report.

Malaysia has been ranked second for fair attendances in the world, in addition to sixth for destination marketing campaigns. "Malaysia has good ground transport infrastructure and excellent price competitiveness, in the form of low ticket taxes and airport charges."

"The government has prioritized travel and tourism, with a policy conducive to the development of the industry," added the report. "The country's policy environment is conducive to the development of the travel and tourism industry."

According to the United Nations World Tourism Organization (UNWTO), the travel and tourism industry is one of the most important international economic activities, and the main industry in many countries. It is also the fastest growing economic sector in terms of foreign exchange earnings. "The sector is an important driver of growth and prosperity, and within developing countries, for poverty reduction," said UNWTO. "In fact, in developing countries most new jobs are created in tourism industries."

**Fig. 2**

**(a)** Identify **three** Asian countries included in the WEF top 30 most attractive environments for the development of tourism.

- 1 .....
- 2 .....
- 3 ..... [3]



(b) Identify and explain **two** ways in which the United Nations World Tourism Organization says countries like Malaysia benefit from tourism.

1 .....

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2 .....

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..... [4]

(c) Located between 2° and 7° north of the Equator, Peninsular Malaysia is separated from the states of Sabah and Sarawak by the South China Sea. To the north of Peninsular Malaysia is Thailand while its southern neighbour is Singapore. Kuala Lumpur, Malaysia's capital city, is located on the western side of the peninsula.

(i) What term best describes the climate of Malaysia?  
..... [1]

(ii) Will local time in Kuala Lumpur be in advance of or behind local time in the Middle East?  
..... [1]

(iii) How many degrees of latitude does Peninsular Malaysia cover?  
..... [1]

(iv) State whether Kuala Lumpur is located south or north of Singapore.  
..... [1]

(d) Explain **four** marketing and promotion methods that the Malaysia Tourism Promotion Board may use in order to increase the number of overseas visitors to the country.

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(e) Discuss the ways in which major city destinations such as Kuala Lumpur meet the needs of business tourists. You should refer to examples with which you are familiar.

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## Question 3



### Traditional Markets

- **In Calvià Vila.** Mondays from 8:00 to 13:30. The oldest and most typical market is celebrated every Monday in the town of Calvià, the oldest town in the region.  
This traditional market has more than 60 stalls positioned along the length of the Calle Major. These include food, clothing, footwear and handicrafts. The market is located very close to the parish church of San Juan, which was finished towards the end of the nineteenth century. Other buildings of interest in Calvià are the Casa Consistorial, Can Verger and Sa Capelleta, apart from the traditional Majorcan houses.
- **In Galatzó housing estate.** Tuesdays from 8:00 to 13:30. This market was recently created to meet the needs of a small residential area located between Santa Ponça and Calvià. In the Galatzó market, held every Tuesday, one can find a wide variety of fresh fruit, meats, pickled foodstuffs, typical Majorcan products, clothes and footwear.
- **Son Ferrer.** The market is held each Friday in Son Ferrer, a residential area between El Toro and Magaluf. You can also find a wide variety of fruit and vegetables, childrens' and adults' clothing, characteristic products from the Balearic Islands, handicrafts and Iberian cold meats.
- Summer handicraft market. Every day, from Monday to Sunday, 18:00 to 24:00, in Peguera, Santa Ponça, Magaluf and Palma Nova.

Fig. 3

Refer to Fig. 3, tourist information about traditional markets near Magaluf, on the Spanish island of Mallorca.

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(a) Identify the **four** locations that have a special handicraft market just during the main tourist season.

- 1 .....
- 2 .....
- 3 .....
- 4 ..... [4]

(b) Explain **three** ways in which the market held in the town of Calvià each Monday is likely to appeal to tourists.

- 1 .....  
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- 3 .....  
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(c) Many destinations are famous for their local food and drink. Complete the following table and identify a typical food or drink for each country.

Types of food and drink	Country
	USA
	Italy
	India
	China
	UK

[5]

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(d) In many destinations, visitors can go on ‘food-themed’ tours. Explain **two** ways in which such tours will be organised.

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(e) Discuss the visitor appeal of **one** cultural attraction with which you are familiar.

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## Question 4



**Stopover Seoul**  
Shopping Seoul



KOREA TOURISM ORGANIZATION  
*Tour2Korea.com*

## Stopover Seoul

Seoul is an ideal Stopover destination on your way to Australia or New Zealand (and many other Asia-Pacific destinations) with both Korean Air & Asiana Airlines serving this route. Seoul is a dynamic 600-year old capital that combines 'Old & New' in a continually evolving metropolis. Centuries-old palaces, temples and shrines sit amongst the modern facades of soaring skyscrapers. Koreans have a 'work hard play hard' ethic to life, nowhere more so than Seoul creating a vibrancy 24-hours-a-day. A quarter of the population lives in Seoul and the city is bisected by the Hangang River which is the main source of water for Seoul and lifeline of the city. **Here are some itinerary ideas for a 24 hour stay:**

24 hours

- **Cheongwadae** - The residence of the President of Korea, nicknamed the 'Blue House'.
- **Gyeongbokgung** - Gyeongbokgung Palace was built in 1395 by King Taejo and became the main royal palace of the Joseon Dynasty until 1910.
- **National Folk Museum** - Located inside Gyeongbokgung Palace and showcases the lifestyles of Korean people through the ages. [www.nfm.go.kr](http://www.nfm.go.kr)
- **Insadong Street & tea house** - Insadong is a pedestrianised street which boasts oriental tea houses, Insa Art Centre, Galleries and street performers.
- **Namdaemun Market** - Covering 10-acres and Korea's largest market, 'Namdaemun' (meaning Great South Gate) has more than 1000 shops selling everything from medicines to watches and clothing items.
- **Cheonggyecheon Stream** - used to be covered in concrete, but has been restored into an attractive stream running through downtown Seoul and perfect for an evening stroll. Cheonggye Cultural Center holds an exhibition on the past and present of the stream.

**Seoul City Tour Bus**  
Specifically designed for touring Seoul, these 35-seater luxury coaches all carry an expert tour guide. Day ticket holders can get off and on different tour buses at any time and at any of the designated tour bus stops.  
[www.visitseoul.net/english\\_new/index.htm](http://www.visitseoul.net/english_new/index.htm)

Fig. 4



Refer to Fig. 4.

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(a) Outline **three** reasons to explain why visitors with only 24 hours to spend in Seoul are advised to take the City Bus Tour.

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(b) Visitors planning a stopover in Seoul can research the destination before they travel. Explain how **three** different sources of information are of use to such visitors.

1 .....

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(c) Many European visitors arriving in Seoul will be travelling economy class on a long-haul scheduled flight. Identify **four** in-flight services provided for the convenience of economy class passengers.

- 1 .....
- 2 .....
- 3 .....
- 4 ..... [4]

(d) Seoul has many rival stopover destinations for travel between Europe and Australia.

In the table below, circle the **three** destinations that are important stopover destinations for passengers travelling to Australia from Europe.

Moscow	Dubai	New York
Amsterdam	Rome	Hong Kong
Singapore	Mexico City	Prague

[3]

(e) Not all passengers passing through Seoul will have a stopover. These passengers are described as being *'in-transit'*. Discuss the range of services that major international airports provide for passengers who are *'in-transit'*.

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