



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

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**TRAVEL AND TOURISM**

**5260/01**

**5261/01**

Core Module

**May 2008**

**2 hours and 30 minutes**

Additional Materials: Answer Booklet/Paper

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**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.

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This document consists of **9** printed pages and **3** blank pages.



## Question 1

## Glasgow is one of the UK's most visited cities

It hosted the highly popular Glasgow Garden Festival in 1988, was European City of Culture in 1990 and was designated the UK City of Architecture and Design in 1999. It welcomes over 3 million tourists from all over the world each year who are drawn by its wealth of cultural attractions and activities.



Glasgow has long been established as an excellent place to live, work, rest and play. As a major European cultural capital, it is also a great place to visit. Glasgow has a vibrant nightlife where one can visit any number of restaurants, pubs, clubs and cafes in the city. For a more restful pace, there are 13 free museums and galleries to choose from. With over 70 parks and gardens spread across the city, tourists are sure to find something for every taste.

During the last 10 years, Glasgow has enjoyed steady growth in visitor numbers, expenditure and total bed nights. In 2005, UK tourists took 2.8 million trips per year to Glasgow and stayed an average of 7 million bed nights per year and spent £558 per year in the area. Trips to Glasgow represent around 16% of all UK trips taken to Scotland. During the same period, 0.4 million overseas visitors came to Glasgow, staying an average of 6 nights in the area, resulting in a

total of 2.4 million bed nights. Total expenditure by overseas visitors was £149 million.

Glasgow's key overseas market is the USA, which represents 28% of all overseas visitors. Other key markets are Germany (11%), Canada (8%) and Australia (5%). The majority of visitors, both UK and overseas, come to Glasgow for holiday purposes. Glasgow is now one of the fastest growing conference destinations and is number 25 in the list of world premier conference destinations.

Tourism in the city supports 29,184 jobs, representing around 7.6% of all employment and generating expenditure of £730 million.

Fig. 1a

## Major supporters of Glasgow 2014

Clydesdale Bank, First Group, Highland Spring and O2 have signed up to become major supporters of Scotland's bid for the 2014 Commonwealth Games.



All four companies will contribute significant cash, goods and marketing support to the bid.

Some of the biggest companies have shown their faith in the bid and have made it clear that they are ready to invest in the future of Scotland. They know that winning will provide a boost to the economy, but they know that it will do more. It will inspire young people; it will show the world what kind of country Scotland is becoming. That is an investment that will always pay dividends.

Mary Dickson, Managing Director, First Group said:

"First Group is totally committed to Glasgow's bid and we will be passionate in our support over the coming months to ensure that this vibrant, exciting city is announced as a worthy winner by the Commonwealth Games Federation. There's a lot at stake. If Glasgow wins, the city will have an unprecedented opportunity to showcase itself as the friendly city hosting the friendly games. The benefits will ripple throughout Scotland."

"With over 8,500 employees in Scotland and more than 200 million passenger journeys completed in Scotland every year, First Group provides the backbone of Scotland's public transport infrastructure. Let's all work together to ensure that Glasgow's bid is successful."

Fig. 1b

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

- (a) Explain **two** possible reasons for the appeal of Glasgow to visitors. [4]
- (b) Glasgow attracts over 3 million tourists a year. Using Fig. 1, explain **two** ways in which the economy of Glasgow has benefited from tourism. [6]
- (c) Glasgow has many famous cultural attractions. Explain **two** reasons why the preservation of cultural attractions is so important to tourist destinations such as Glasgow. [6]
- (d) (i) Refer to Fig. 1b Identify **three** supporters of Scotland's bid for the Commonwealth Games in 2014. [3]
- (ii) Discuss the reasons why such private sector organisations are keen to sponsor major events such as the 2014 Commonwealth Games. [6]
- (e) Evaluate the range of benefits to Scotland if Glasgow is successful in its bid to host the 2014 Commonwealth Games. [8]

[Total: 33]

## Question 2

### Marketing Opportunities of VisitScotland (National Tourist Board)



#### United States Campaign

VisitScotland's campaigns in the United States have shown that past experience influences the media choices of the next campaign. In spite of Foot and Mouth, 9/11 and the Iraq war, VisitScotland's campaigns continue to generate increased interest among prospective travellers. They hope that their co-operation with direct carriers US Airways and Continental Airlines, which they started in 2004, will continue to unlock the demand generated in previous years.

#### Focus Group Research

VisitScotland conducted Focus Group Research in New York City, San Francisco, Chicago and Boston with the main objectives to:

- assess the existing brand relationship that consumers currently hold with Scotland
- evaluate which aspects of the Scotland Brand are the most motivating
- determine which aspects of the brand are most appealing to consumers
- establish the optimum positioning of Scotland in terms of advertising and creative strategies.

#### Creative Strategy

The new creative strategy was born out of the Focus Group Research. VisitScotland spent £1.5m in 2004 on promoting Scotland to Americans. This included the above campaign plus numerous other activities i.e. tactical advertising with direct transport providers such as Continental and US Airways, travel trade engagement and PR activities.

The campaign focused on two key points:

1. Social engagement potential
2. Specific itinerary proposals.

It was designed to generate requests for detailed information, not least via their US gateway website which links from the main [www.visitscotland.com](http://www.visitscotland.com) website.

The 2005 campaign included a programme of double-sided leaflets that appeared in the April/May issues of key travel and lifestyle publications in the US. This was followed by extensive online and tactical campaigns, including co-operative promotions with Continental Airlines and US Airways.

Fig. 2

Refer to Fig. 2 'Marketing Opportunities of VisitScotland'. This is information provided by VisitScotland the National Tourist Board.

- (a) Explain **two** reasons for the importance of promoting Scotland in the United States. [4]
- (b) Describe the meaning of the term 'Focus Group Research'. [2]
- (c) Identify and explain **two** ways in which VisitScotland will use the information gained from its Focus Group Research. [4]
- (d) Explain the usefulness of PR (Public relations) to both the consumer and the travel trade. [4]
- (e) Compare the effectiveness of **each** of the following marketing communication methods used by VisitScotland:
- (i) website [www.visitscotland.com](http://www.visitscotland.com)
  - (ii) double sided leaflets in key travel and lifestyle magazines. [6]
- (f) VisitScotland wishes to work closely with the transport providers Continental and US Airways. Justify the advantages of this partnership in marketing terms. [6]

[Total: 26]

## Question 3

## Machu Picchu Under Threat From Pressures of Tourism

Machu Picchu, an Inca citadel located in the Andes Mountains of Peru, is one of the world's most well known sacred places. A marvel of human engineering in a natural setting of profound beauty, it's no wonder this place has been adopted as a pilgrimage destination for spiritual seekers of all races and beliefs. But in becoming a tourist 'hotspot' and a significant source of revenue for Peru, this shrine of stone has lost its connection with the descendants of the people who created it. As visitor numbers and the infrastructure to support them have grown, so has the burden on the site and its surrounding ecosystem.

More than 300,000 people a year make the trek to Machu Picchu to marvel at the 500-year-old structures built from blocks of granite chiseled from the mountainside. They come by helicopter, train and foot. They snap photos, meditate and lounge in the sun. They come for a variety of reasons - to fulfill a romantic dream, tap into the energy of the Inca soul, or simply to tick off a box on the list of the world's must-see sights.

It certainly has an appeal for everyone, whether they are interested in history, the magic or just the stupendous beauty.

### Possible Landslide Risk

As a result of the overwhelming interest, Machu Picchu may be at risk. Amid the growing concerns about the impact of tourism, some geologists also warned that a massive landslide could send the stone ruins crashing into the river below.

The concern about landslides has led to arguments against a proposal to install a cable car that would replace the diesel-powered buses that carry tourists up to the mountaintop ruins. Conservation and cultural preservation organisations,



including the United Nations Educational Scientific and Cultural Organisation (UNESCO), say a cable car would spoil the natural vistas and increase tourist traffic to an unsupportable level of at least 400,000 visitors a year.

### Protecting the Inca Trail

Tourists who decide to trek along the 48-kilometre portion of the Inca Trail to reach Machu Picchu have a new set of regulations to consider. The stone trail, which crosses several high-altitude passes, has not escaped the effects of the boom in tourism. The number of people hiking along the pathway rose from 6,000 in 1984 to 66,000 in 1998, according to UNESCO. Tea bags and water bottles litter the route, where campsites are scarce.

In an effort to preserve the trail, Peru has imposed restrictions that limit to 500 the number of people allowed on the trail each day. The fee to hike the trail rose from US\$17 to US\$50, and hikers must trek with a registered guide.

Unfortunately, the regulations have had little positive effect on trail conservation. The locals say that there is still pollution, waste-disposal problems, and at times overcrowding. The trail is not that long, so even 500 people every day make it busy.

Fig. 3

Study the article in Fig. 3 on Machu Picchu in Peru.

- (a) The Inca Trail at Machu Picchu is a desirable tourist destination. Identify **four** reasons that may explain its popularity. [4]
- (b) Machu Picchu is rich in history and ancient culture. Explain **two** reasons why history and culture are important to tourist destinations. [4]
- (c) With reference to Fig. 3, describe **two** ways in which the Inca Trail has been affected by the increase in tourism. [4]
- (d) Discuss the advantages and disadvantages of the measures that could be taken to minimise the impact of tourism in Machu Picchu. [10]

[Total: 22]



## Question 4

## Tour Operators Drop 'Mass-Market' Zakynthos

Zakynthos, one of the Ionian Islands situated off the coast of mainland Greece, is in danger of being too reliant on package holidaymakers. Tourist demand for the island is growing faster than any other Greek Island with numbers reaching almost 500,000. A director of one of the many tour operators who use the island said: "It has just become too mass-market."

He also stated that, "the island has learned no lessons from Corfu which made the mistake of expanding rapidly, depending too much on one market and going for the big tour operators."

While Corfu has since taken



corrective action, Zakynthos could face similar difficulties in a few years time. "It is a perception problem as much as anything else", he said. "There are some delightful parts but our clients have the impression the whole island is busy. Our sales have suffered quite a lot this year and we were forced to come out with a lot of special offers for June and July."

Samos, Patmos and Ikaria are three new islands which will be introduced for package holidaymakers as a result of falling visitor numbers to Zakynthos. Samos, which is well known for walking holidays, has a much better balance of visitors than Zakynthos and is not swamped by mass-market tourism.

Fig. 4a





**Please *help* us to keep it that way**

Many visitors to Greece will have heard of the Loggerhead turtles which come ashore every year to lay their eggs on the sandy beaches of Laganas Bay on the island of Zakynthos (Zante).

The turtles have been following this annual pattern for millions of years - long before man began to use the beaches for his own activities.

Today however, these magnificent creatures are in danger of becoming extinct, as the ever increasing number of tourists causes nesting sites to be destroyed and the nesting turtles to be disturbed.

***How* to help**

- Do not use the beach between the hours of sunset and sunrise, it is against the law.
- Do not stick umbrellas in the sand of turtle nesting zones.
- Take your rubbish with you when you leave.
- Do not take mopeds, scooters or cars onto the beach, it is illegal.
- Do not dig up turtles nests.
- When you leave the beach, flatten any sandcastles which children may have built.

**Laganas Bay is now the most important known remaining nesting area for Loggerhead turtles in the whole of the Mediterranean**

Fig. 4b

Refer to Figs. 4a and 4b which relate to the island of Zakynthos in Greece.

- (a) Describe the meaning of 'mass-market' tourism. [2]
- (b) Explain **two** reasons why tourist destinations such as the Greek Islands are able to attract and generate 'mass-market' tourism. [6]
- (c) WWF is a voluntary organisation. Discuss why the information in Fig. 4b is given to visitors to the islands. [5]
- (d) The public, private and voluntary sectors play an important part in destination management. Discuss how the partnership between these sectors benefits destinations such as Zakynthos. [6]

[Total: 19]





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*Copyright Acknowledgements:*

Question 1	Fig. 1b © <a href="http://www.glasgow2014.com/Support-Our-Bid/Major-Supporters/">www.glasgow2014.com/Support-Our-Bid/Major-Supporters/</a>
Question 2	Fig. 2 © <a href="http://www.visitscotland.com">www.visitscotland.com</a>
Question 3	Fig. 3 © <a href="http://news.nationalgeographic.com/news/2002/04/0415_020415_machu.htm">http://news.nationalgeographic.com/news/2002/04/0415_020415_machu.htm</a>
Question 4	Fig. 4a © <i>Travel Trade Gazette</i> , September 2000.
Question 4	Fig. 4b © WWF Greece.

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