



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

TRAVEL AND TOURISM

5260/01

5261/01

Core Module

October 2008

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



Question 1**Thailand tourism returns**

Since the tsunami hit Thailand's western coast on 26 December 2004, tourists have been fewer. They have already had SARS and bird flu in Thailand. The tsunami disaster, which killed more than 6,000 people in Thailand, left many tourist resorts in ruins.

Visitors are gradually returning to some areas, but others remain in urgent need of tourist cash. Patong, the main tourist strip on the island of Phuket, has so far been the most successful area at attracting holidaymakers back to its beaches. The main road, full of bars and restaurants, looks almost as crowded as usual. Many of the tourists visiting Patong are surprised at how quickly the area has recovered.

In the regions most affected by the disaster, such as Khao Lak and Phi Phi, practically all the foreigners in the area are volunteers, helping with the reconstruction effort. Many tourists have come because the hotels are cheaper, and they are not interested in spending money in the shops or on excursions. This leads to people not selling goods and many small businesses in Thailand might not survive the huge drop in revenue after the tsunami.

Thailand's tourist agency is anxious to get the message out that its beaches, bars and shops are back open for business as usual.

Fig. 1a**Suvarnabhumi Airport**

The official opening of Suvarnabhumi Airport, Bangkok's new international airport, on 28 September 2006, gave new impetus to the country's quest to make Bangkok and Thailand the aviation hub of the region. The development of Suvarnabhumi Airport as the aviation hub of the region is of strategic importance to Thailand's future and is a priority on the 'national agenda'. The passenger terminal is currently the largest in the world. The airport also features the world's longest runway and the world's tallest control tower. When in full operation, the airport will help boost Thailand's economic, social, communication, and tourism development, and advance the government policy of making Thailand an aviation hub in Southeast Asia.



'The passenger terminal is currently the largest in the world.'

Fig. 1b

TAT

The Tourism Authority of Thailand (TAT) was established on March 18, 1960, the first organisation in Thailand to be responsible specifically for the promotion of tourism. TAT supplies information and data on tourist areas to the public, publicises Thailand so as to encourage Thai and international tourists to travel to Thailand, conducts studies to set development plans for tourist areas, and co-operates with and supports the production of development of personnel in the field of tourism.

Since the creation of the first local office of TAT in Chiang Mai in 1968, there are now 22 local offices throughout Thailand. TAT has also established many overseas offices, the first being the New York office in 1965. TAT has since established 15 more offices in different parts of the world during the past 40 years.

Fig. 1c

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

- (a) Identify and briefly explain **three** objectives for Thailand in attracting visitors following the tsunami disaster. [6]
- (b) Other than the tsunami, identify the **two** other natural disasters that have occurred in Thailand. [2]
- (c) Explain the positive **or** negative economic impacts that the following may have on Thailand:
- (i) Volunteers helping with reconstruction. [3]
- (ii) Holiday makers looking for cheap deals and accommodation. [3]
- (d) Refer to Fig. 1b. Analyse the impact of tourism development in the region created by the building of the new Suvarnabhumi Airport in Bangkok. [8]
- (e) It is predicted that visitor numbers to Thailand will continue to rise. Discuss the ways in which national organisations such as TAT (Tourism Authority of Thailand) can maximise and sustain tourism development. [8]

[Total: 30]

Question 2

Thailand is ranked eighth among 'Top Overall Country Brands' in the first Country Brands Index Award. Italy was ranked first, followed by Australia, USA and France. Thailand is one of the two countries in Asia ranked in the top ten; the other being the Maldives.

The FutureBrand Company, a famous global brand consultant in the United States, offered this award for the first time in 2005. There are 10 other award categories in addition to 'Top Overall Country Brands'. These are Art and Culture, Beach, Business Conventions, Families, History, Improved, Nightlife, Outdoor and Rising Star.

Thailand is listed in the top 10 in five categories, namely:

- **4th** in the Best Country Brand for Nightlife
- **5th** in the Rising Star Country Brands
- **7th** in the Best Country Brand for Beach
- **8th** in the Most Improved Country Brands
- **9th** in the Best Country Brand for Families.

The awards aim to give credit to the creativity of a country in building its own brand. These processes not only need good planning but also strong marketing efforts and time to achieve their goal.

Fig. 2a

TAT to focus on brand building

Strong brand building is to be the primary strategy of the Tourism Authority of Thailand (TAT) as it seeks to achieve a target of 15 million international arrivals in 2007. The new marketing slogan, "Thailand Unforgettable", is expected to be used for at least three years. It is a key component of the strategy which will also include strong efforts to maintain a market share, boost tourism revenue earnings, and enhance Thailand's competitive edge.

Under the new "Thailand Unforgettable" slogan, the marketing activities will seek to accentuate Thailand's key strengths as a destination:

1. Sun, Sand and Sea
2. Modern and Traditional
3. Shopping, Dining and Golfing.

Five new tourism products and services have been identified to cater to the needs of specific market segments, Classic Destinations, Emerging Destinations, Sport Activities, Trendy Products and Special Product of the year. A spokesperson from TAT said, *"We want to ensure that all visitors have good memories of Thailand as a kingdom of unforgettable beauty, luxury, culture and adventure. This will allow us to target better the required market segments and also promote the geographical distribution of visitors nationwide so as to distribute better tourism earnings and also prevent over-congestion at popular tourist spots."*

Fig. 2b



www.thairways.co.uk

London to Thailand. Two Jumbos a day, every day.

Our new Thursday flight isn't something you'll want to forget. Not when it gives your customers the choice to fly direct between London Heathrow and Bangkok in the morning or the evening, seven days a week starting 16 June. Making it easier to enjoy smooth Thai Airways service all the way to Thailand - the gateway to South East Asia, Indo-China, Australia and New Zealand. From October, our new premium on-board experience will make every journey even more memorable.* Visit our website now and discover the smooth way to fly.

*To be progressively introduced on London to Bangkok flights from 26 October 2005.



Fig. 2c

- (a) Give **three** reasons for the importance of continuous marketing and promotion of Thailand as a successful worldwide tourist destination. [6]
- (b) Fig. 2a shows that Thailand is listed in the top 10 in the world in five categories of travel and tourism products and services. Justify **two** marketing communication methods you would use to promote this award. [4]
- (c) Fig. 2b states that TAT (Tourism Authority of Thailand) is introducing a new slogan 'Thailand Unforgettable'.
- (i) State **two** benefits of this type of strategy. [2]
- (ii) Describe **one** method of evaluating the effectiveness of this type of strategy. [2]
- (d) With reference to Fig. 2b, explain **two** advantages of market segmentation. [4]
- (e) Refer to Fig. 2c, an advertisement for Thai Airways. Analyse the advertisement using the AIDA principle. [8]

[Total: 26]

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Question 3



WELCOME TO CROATIA

Situated on the cross-roads between Central Europe and the Mediterranean, this enchanting corner of Europe is the perfect holiday setting for people looking for that something special. Known as the "Land of Thousand Islands" and with one of the most varied coastlines in the world, Croatia is a unique country of fascinating culture, unrivalled natural beauty and rich history and tradition. It basks in almost constant sunshine and has a wealth of glorious long beaches and secluded bays shelving gently into the warm waters of the Adriatic, one of the cleanest seas on Earth. There are remote islands, mighty mountains, Roman ruins and mediaeval towns and castles. So don't just stay on the beach or you'll miss half of the magic that draws people back year after year.

ACTIVITIES

Most places offer a spectacular choice of watersports such as waterskiing, windsurfing, boat rides and scuba diving in the crystal clear waters of the Adriatic. Tennis, table tennis, bowling, mini-golf and volleyball are just as popular. With a mountain-climbing tradition dating back to the early 1800s and a stunning unspoilt landscape, this is hiker's paradise.

ENTERTAINMENT

Almost every large resort on the Adriatic coast organises its own summer festivals and there are different open-air concerts, fishermen's nights and folk dancing shows to enjoy. Dancing is a major form of entertainment and there are plenty of bars and discos which stay open late. Many larger hotels organise their own entertainment.

FOOD AND DRINK

Eating out is inexpensive and delicious and there is a huge variety of local and international dishes to enjoy. This area of the Adriatic is fish lovers' paradise with over 370 species cooked in almost as many ways. Excellent choice are the 'Prsut', the dark smoked Dalmatian ham, the paprika flavoured salami or the mature domestic cheeses. In addition, the wine-bearing region of Dalmatia produces



some great white and red wines.

MONEY MATTERS

The monetary unit in Croatia is the Kuna and there are approximately 11.95 Kunas to £1.00. Foreign currency can be exchanged at the airports, banks, exchange bureaux, post offices and hotels with cash machines available in all larger cities and the more important tourist areas. All major credit cards are accepted at the large resorts.



Fig. 3a

Operator opts for a winter in Croatia

HOLIDAY OPTIONS is to launch its first winter programme to Croatia.

The brochure, which should be available in late October or early November, will feature short breaks and one-week stays in Dubrovnik and Split, as well as spa holidays in Dubrovnik and Opatija.

Special-interest short breaks covering cookery and painting are also likely to be included.

A Holiday Options spokeswoman said: "The growth in scheduled flights to Croatia allows for the flexibility that a winter programme needs." There have also

been huge improvements to hotels over the past few years, particularly in Dubrovnik and Opatija.

"Spa prices in the country are also good. They are up to 25% below the prices in more traditional Mediterranean destinations."

Holiday Options aims to increase its focus on flexible holiday durations in its summer brochure to the destination.

The operator plans to add more islands and mainland resorts. New destinations thought to be under consideration include the Sibenik Riviera and the islands of Vis, Sipan and Rab.

Fig. 3b

Study the extracts Figs. 3a and 3b on the European country of Croatia.

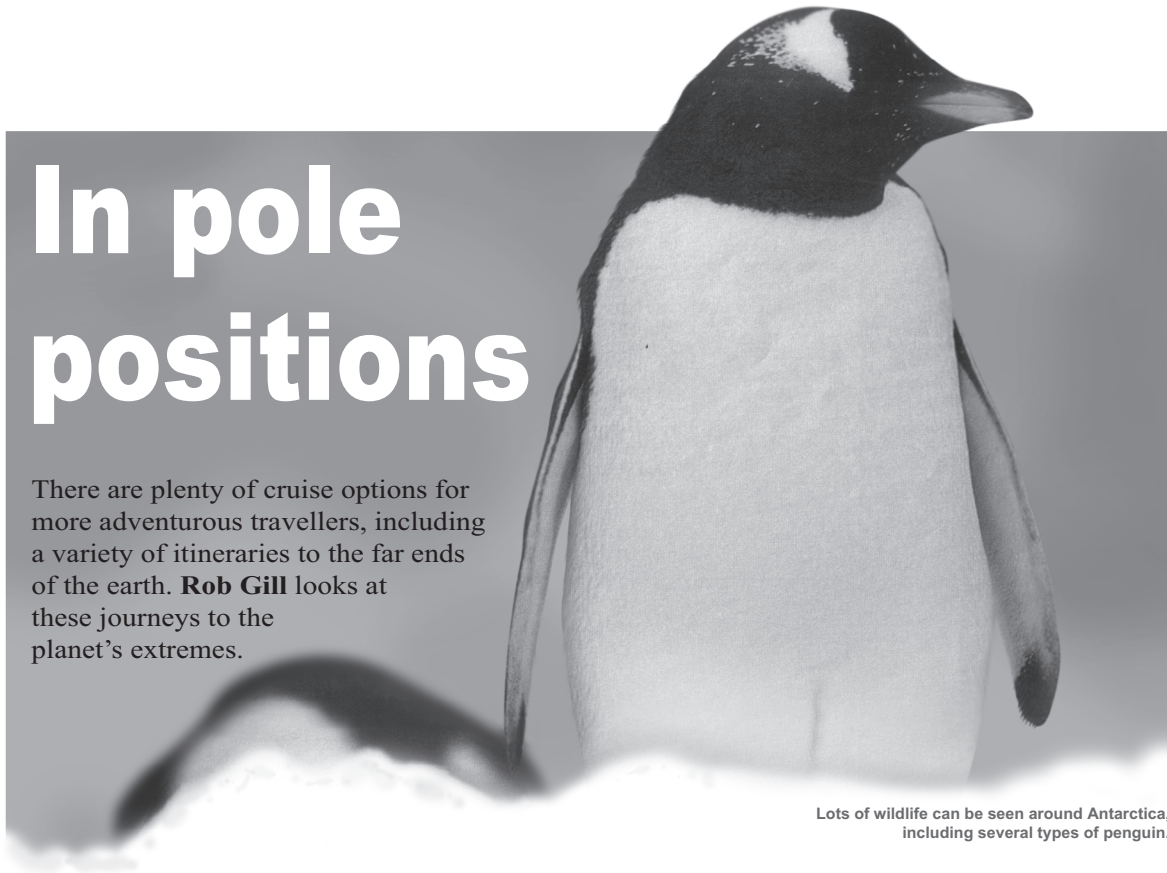
- (a) Identify and explain **three** reasons why international tourists may be motivated to travel to Croatia as a tourist destination. [6]
- (b) Apart from beach holidays, identify **two** activities available to tourists in Croatia and give **one** reason for the appeal of each activity. [4]
- (c) Croatia is outside of the 'euro-zone' and has the Kuna as its currency. Explain **two** disadvantages of Croatia having its own currency. [6]
- (d) Refer to Fig. 3b. Evaluate the methods that have been adopted to maximise and sustain tourism to the country. [8]

[Total: 24]

Question 4

In pole positions

There are plenty of cruise options for more adventurous travellers, including a variety of itineraries to the far ends of the earth. **Rob Gill** looks at these journeys to the planet's extremes.



Lots of wildlife can be seen around Antarctica, including several types of penguin.

Antarctica

The White Continent remains the least explored area of the planet, and the ultimate journey for the adventurous cruise customer must be stepping ashore and walking in the footsteps of Ernest Shackleton and Robert Falcon Scott.

Antarctica is a true wilderness, yet there is plenty of wildlife to see. There are huge colonies of seals, penguins, whales, dolphins and a host of exotic seabirds including the curiously named Imperial Shag and the light-mantled sooty albatross.

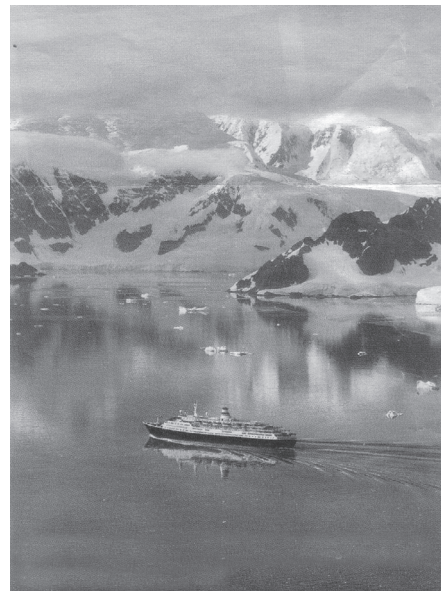
Voyages to Antarctica are offered by niche lines such as Hurtigruten, Quark Expeditions, Voyages of Discovery and Orient Lines, with itineraries between November and February, the

southern hemisphere summer. Antarctica also features on the itinerary of some South American cruises run by big-name lines such as P&O.

Experts are usually onboard to talk about the geology, zoology, birdlife and history of Antarctica, while excursions are made in inflatable rubber Zodiac dinghies.

To help preserve Antarctica's fragile environment, cruise lines and their passengers have to stick to several rules laid down by the International Association of Antarctica Tour Operators.

Most itineraries begin with flights to the Argentinian capital of Buenos Aires before heading further south to Ushuaia. Some cruises also call at the Falkland Islands and South Georgia.



Orient Lines' Marco Polo features an ice-strengthened hull for travel around Antarctica.

Fig. 4a



International Association of Antarctica Tour Operators

Founded by seven private tour operators in 1991, the International Association of Antarctica Tour Operators (IAATO) has grown to include 101 member companies from Argentina, Australia, Belgium, Canada, Chile, France, Germany, Italy, The Netherlands, New Zealand, Sweden, United Kingdom and United States. IAATO is dedicated to appropriate, safe and environmentally sound private-sector travel to the Antarctic.

AIMS:

- To represent Antarctica tour operators and others organising and conducting travel to the Antarctic, the international conservation community and the public at large.
- To advocate, promote and practise safe and environmentally responsible travel to the Antarctic.
- To circulate, promote and follow the Guidance for Visitors to the Antarctic and Guidance for Those Organising and Conducting Tourism.
- To foster continued co-operation among its members and to monitor IAATO programmes, including the pattern and frequency of visits to specific sites within the Antarctic. To co-ordinate itineraries so that no more than 100 people are ashore at any one time in any one place.
- To provide a forum for the international, private-sector travel industry to share expertise and opinions and to uphold the highest standards among members.
- To enhance public awareness and concern for the conservation of the Antarctic environment and its associated ecosystems and to better inform the media, governments and environmental organisations about private-sector travel to these regions.
- To ensure that the best qualified staff and field personnel are employed by IAATO members through continued training and education. To encourage and develop international acceptance of evaluation, certification and accreditation for Antarctic personnel.

Fig. 4b

Refer to Fig. 4a regarding cruises to Antarctica.

- (a) Describe **one** objective of tourism development in the Antarctic for:
- (i) the local population in the Falkland Islands. [2]
 - (ii) the commercial providers of tourist services in the region. [2]
- (b) The profits earned from Antarctic cruises return to the country of origin in the form of leakages. Explain **two** reasons why this may be a cause of conflict in the area. [4]
- (c) Refer to Fig. 4b. Assess the aims that are laid down by the International Association of Antarctica Tour Operators to minimise the negative environmental impacts of tourism on the region. [8]
- (d) Give **one** example of a voluntary sector organisation with which you are familiar, and describe its role in the development of 'new' tourist destinations. [4]

[Total: 20]

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Question 3	Fig. 3a © Balkan Holidays Ltd.
Question 3	Fig. 3b © <i>Travel Trade Gazette</i> , 04 August 2006.
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