

CAMBRIDGE INTERNATIONAL EXAMINATIONS

GCE Advanced Subsidiary Level and GCE Advanced Level

MARK SCHEME for the May/June 2014 series

9395 TRAVEL AND TOURISM

9395/12

Paper 1 (Core Paper), maximum raw mark 100

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the May/June 2014 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

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- 1 (a) State **four** ways in which the concierge team is likely to provide a service to hotel guests. [4]

Award one mark for the identification of each of four valid services. Correct ideas include:

- give advice e.g. directions
- order taxi
- open/close doors
- carry luggage/parcels/shopping
- make reservations
- order/obtain tickets

- (b) Justify the hotel's policy for welcoming guests. [6]

The candidate is expected to interpret the information and comment on issues such as:

- So that the guest knows that you have noticed him or her.
- To make the guest feel welcome and recognised in the hotel.
- Creating a positive first impression in the guest's mind.

Use level of response criteria

Level 1 [1–2 marks] will identify up to two valid aspects of welcome procedure but will be mainly descriptive from the table.

Level 2 [3–4 marks] can be awarded for an analysis of selected aspects, clearly explaining the use and value of the greeting.

Level 3 [5–6 marks] can be awarded for comment justifying the approach. The better answers will reach a reasoned conclusion.

- (c) Hotel employees may sometimes have suggestions to make about their job role and/or their conditions of service. Describe how the employee is likely to benefit from **each** of the following: [6]

The task here is to describe what might happen and it is very much an applied exercise. We should award one mark in each case for a simple descriptive statement about what takes place in each of the three interactions and award a second mark for some amplificatory development i.e. additional detail. Valid responses might therefore include:

- *Being observed and receiving feedback from their manager*
seen doing a job and the manager offers advice or criticism (1) – can reply seeking clarification (1), make additional suggestion for improvement (1) or request input of additional resources (1)
- *Taking part in an annual review as part of the hotel's appraisal system*
this is performance management (1) – can negotiate targets (1), get point of view documented (1) feed into HR system (1), opinion now recorded in formal documentation etc. (1)
- *Using the staff suggestion box*
this is a process for listening to every individual in the organisation without fear of reprisal (1) staff can write idea in hard copy and place in box (1), now often done on-line (1)

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- (d) With reference to a travel and tourism organisation with which you are familiar, discuss how rewards are used to motivate staff. [9]

Generic answers, not set in the context of an identifiable T&T organisation, will be subject to a **6 max limit**.

The content is likely to vary, depending on the organisation chosen, but the syllabus document is clear about the level of detail expected:

Candidates should be able to explain identifiable customer service procedures that are appropriate for a particular operation.

Rewards can come in various forms:

- informal and formal feedback praising performance following mystery shopper and/or supervisor observation and the review of customer comment cards
- promotion or additional responsibility
- salary increase or bonus
- additional holiday entitlement
- quick progress through probationary period
- awards e.g. employee of month/year

Use level of response criteria

Level 1: [1–3 marks]

Candidate identifies/describes some valid types of job-related rewards within an identifiable T&T organisation. Information may be a list of types but explanations are incomplete and arguments partial (if present) and lack coherent organisation or reasoned conclusions. There is little or no attempt to discuss.

Level 2: [4–6 marks]

Candidate identifies a number of valid types of reward relating to employee performance within an identifiable T&T organisation. Candidates will show an understanding of the question and include explanations/analysis of a number of these, clearly indicating the link with motivation.

Level 3: [7–9 marks]

Candidates will show a clear understanding of the question and include detailed identification and explanation of particular job rewards, clearly indicating their relative importance and significance to service delivery motivation. The candidate effectively discusses a range of circumstances leading to a valid conclusion.

- 2 (a) Identify from Fig. 2 (Insert) **four** countries which are expected to be attractive to medical tourists paying in US dollars. [4]

Award one mark for the correct identification of each of four from:

- India
- Mexico
- Singapore
- Turkey
- South Africa
- Vietnam

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- (b) **Currency fluctuations are one of a series of external factors that can be a threat to particular destinations. Other external factors include natural disasters and acts of terrorism. Give a named example of each of these types of threat and briefly describe the impacts they had on the destination.** [6]

Award one mark for name of valid example of each and then award a second/third mark for appropriate details of the impact on the chosen destination. **Do not credit invalid examples.**

For example: Natural disaster:

Floods at Machu Picchu 2010 (1)

Some 20 000 people had their lives disrupted by the floods (1) and local officials predicted US\$ 240 m worth of damage to infrastructure and farming (1), losses to the tourist industry at least US\$ 1 m a day (1).

Act of terrorism:

9/11 New York (1) Twin Towers collapsed within two hours (1) 3 000 dead (1) GDP down \$27.3 billion (1).

- (c) **Destinations can decline in popularity for a variety of reasons. One way to prevent decline is to create additional attractions such as a new theme park or an exhibition centre. Explain three positive economic impacts that are likely to result from creating additional attractions.** [6]

Award one mark for the identification of each of three valid positive economic impacts and award a second mark for an appropriate explanatory development of each. Correct ideas will include:

- jobs (1) – both direct and indirect (1)
- increased incomes (1) – multiplier effect (1)
- rising demand (1) – increased standard of living (1)
- increased tax revenues (1) – rising GDP (1)
- foreign currency increases (1) – balance of payments improved (1)

Credit all valid economic reasoning.

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- (d) **Medical tourism is one type of tourism activity that has encouraged tour operators to offer specialised packages. Discuss the range of products that is currently available for one other specialised niche tourism market with which you are familiar.** [9]

This will test knowledge and understanding of changing consumer needs and expectations in a somewhat different way. We may accept **any** type of niche market but vague statements and generic details will NOT warrant much credit. The products MUST relate to the particular niche and better answers are likely to be based on familiar topics such as SPORT, ADVENTURE, ECO AND RELIGION.

Use level of response criteria

Level 1: [1–3 marks]

Candidate identifies/describes some valid types of product in the chosen niche. Information may be a list of types but explanations are incomplete and arguments partial (if present) and lack coherent organisation or reasoned conclusions. There is little or no attempt to discuss what is available.

Level 2: [4–6 marks]

Candidate identifies a number of valid types of niche product. Candidates will show an understanding of the question and include explanations/analysis of a number of these, clearly indicating links with consumer needs and wants.

Level 3: [7–9 marks]

Candidates will show a clear understanding of the question and include detailed identification and explanation of particular niche products, clearly indicating their relative importance and significance to consumer needs and wants. The candidate effectively discusses a range of products leading to a valid conclusion.

- 3 (a) **Using Fig. 3 (Insert), identify and describe two ways in which Bushman Rock Safaris has developed the local natural environment for tourism.** [4]

Award one mark for the identification of each of two **natural** environment features and award a second mark for an appropriate description. Fig. 3 contains **only** the following:

- Bushman Rock Cave (1) – organised tours to see rock paintings (1)
- stream/small lakes (1) – fishing (1)
- fauna/flora (1) – game walk/drive (1)

- (b) **Explain three ways in which Bushman Rock Safaris is likely to benefit from its association with the Zimbabwe Tourism Authority.** [6]

This is about the role of tourist boards. Award one mark for the identification of each of three valid benefits and award a second mark for an appropriate explanatory comment about each. Correct ideas will include:

- quality standard (1) – meets Ministry required criteria (1)
- promotion (1) – appears on listings (1)
- marketing (1) – flyers distributed at TICs (1)
- representation (1) – can contribute to plans and development issues (1)
- research (1) – access to Ministry data (1)

Credit all valid reasoning in context.

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- (c) **Accommodation providers such as Bushman Rock Safaris can help to promote sustainable or ‘green’ tourism. State three practices that have been introduced by accommodation providers in many destinations and explain how they help to make tourism sustainable.** [6]

Award one mark for the identification of each of three green practices and award a second mark for an appropriate explanation of each. Valid ideas include:

- energy saving (1) – bulbs/switches/panels (1)
- local building materials (1) – eco-friendly (1)
- linen (both towels and sheets) reuse programme (1) – cut down washing/water usage (1)
- low flow showerheads (1) – reduce water consumption (1)
- provide guestroom recycling baskets/bins (1) – support recycle programmes (1)
- uses bulk soap and toiletries (1) – cuts waste, as opposed to individually wrapped (1)
- apply window tint/film (1) – reduce heating and cooling loads in guestrooms (1)
- provide guests with bicycles, walking maps, information on public transportation (1) – reduce tourist carbon footprint (1)
- educate staff and/or guests about greenness (1) – by offering brochures and signs for guests to follow and learn about hotel practices (1)

Credit all valid illustrations.

- (d) **Discuss the social conflicts that can arise when tourist numbers increase at a destination.** [9]

This is simply a variation on the negative social impacts and candidates need to think carefully about making their various points in an appropriate manner. A key idea is the **Demonstration Effect** as it can lead to the **erosion of traditional culture and values** as the local population adopts visitor behaviour and this is often **a major cause of tension** within sections of local society. It is up to the candidate to point out the nature of the various conflicts and not just list them.

Use level of response criteria

Level 1: [1–3 marks]

Candidate identifies/describes some valid types of social conflict. Information may be a list of types but explanations are incomplete and arguments partial (if present) and lack coherent organisation or reasoned conclusions. There is little or no attempt to discuss what happens.

Level 2: [4–6 marks]

Candidate identifies a number of valid types of social conflict. Candidates will show an understanding of the question and include explanations/analysis of a number of these, clearly indicating links with increased tourist numbers.

Level 3: [7–9 marks]

Candidates will show a clear understanding of the question and include detailed identification and explanation of particular social conflicts, clearly indicating their relative importance and significance to the host population. The candidate effectively discusses a range of conflicts leading to a valid conclusion.

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- 4 (a) Fig. 4 (Insert) indicates that a combination of public, private and voluntary sector organisations are involved in campaigns to protect the Indian tiger population. Complete the following table by stating the sector to which each named organisation is likely to belong. [4]

Award one mark for each correct identification from Fig. 4 as follows:

- Aircel = **Private**
- Save The Tiger = **Voluntary**
- NTCA = **Public**
- Wildlife Protection = **Voluntary**

- (b) Discuss the view that the banning of tourists from certain National Park areas in India will lead to an increase in poaching. [6]

This requires an interpretation of Fig. 4's arguments and the candidate must come to an opinion. Logic suggests poor locals unable to earn money from tourists directly will then turn to poaching to generate income.

Use level of response criteria

Level 1 [1–2 marks] will identify up to two valid aspects of the ban but will be mainly descriptive from the information in Fig. 4.

Level 2 [3–4 marks] can be awarded for an analysis of selected aspects, clearly explaining the socio-economic implications of the ban.

Level 3 [5–6 marks] can be awarded for evaluative comment justifying their point of view. The better answers will reach a reasoned conclusion.

- (c) Identify and explain three ways in which the site is being managed to avoid negative environmental impacts. [6]

Award one mark for the identification of each of three control methods shown in the photo and then award a second mark for an explanation of how it works. The following are clearly shown:

- visitor centre (1) – manage arrivals avoiding congestion (1)
- opening times (1) – management strategy to limit access (1)
- litter bin (1) – reduces pollution (1)
- no smoking/fires (1) – reduces fire risk (1)
- no dogs/music and no touching (1) – disturb penguins (1)
- no drinks/glass (1) – reduces pollution (1)

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- (d) **Visitors to National Parks tend to be a mix of domestic and international tourists as well as day and staying tourists. Discuss the range of accommodation and catering options that are available in many National Parks. [9]**

This requires some thought and we are to credit all types of accommodation/catering provision that are viable in National Park context, ranging from 5* full-board luxury to camp sites and bunkhouses with limited services. Progress through the levels will be achieved by reference to visitor types and meeting their needs.

Use level of response criteria

Level 1: [1–3 marks]

Candidate identifies/describes some valid types of accommodation and catering provision. Information may be a list of types but explanations are incomplete and arguments partial (if present) and lack coherent organisation or reasoned conclusions. There is little or no attempt to discuss provision.

Level 2: [4–6 marks]

Candidate identifies a number of valid types. Candidates will show an understanding of the question and include explanations/analysis of a number of these, clearly indicating links with tourist numbers and types.

Level 3: [7–9 marks]

Candidates will show a clear understanding of the question and include detailed identification and explanation of particular accommodation and catering options, clearly indicating their relative importance and significance to the types of visitor. The candidate effectively discusses a range of options leading to a valid conclusion.