

CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Advanced Subsidiary and Advanced Level

MARK SCHEME for the October/November 2014 series

9395 TRAVEL AND TOURISM

9395/42

Paper 4 (Specialised Tourism), maximum raw mark 50

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- 1 (a) Using Fig. 1 (insert), explain two ways in which the Everglades National Park provides a natural environment for many species. [4]

Content

- Significant breeding ground for wading birds (1) acts as a sanctuary for these birds (1)
- Complex habitat supporting a high density of flora and fauna (1) such as the largest mangrove ecosystem in evidence (1)
- Mixture of sub-tropical and temperate wildlife species found nowhere else in the US (1) provides a refuge for endangered and threatened species (1)
- Provides foraging and breeding grounds for birds and is a major corridor for migrating birds (1)

Taken from Fig. 1 only please.

- (b) For a named area you have studied where ecotourism is important, evaluate its economic benefits. [9]

- Income generation
- Distribution of wealth
- Provides jobs to local community
- Multiplier effect
- Long-term prospects for the park linked to financing of projects and conservation strategies
- Ability to support infrastructure
- Balance of payments
- Foreign currency exchange/income

Generic responses L1 only

No mark for 'named destination'

Levels of response

- Level 1 (1–3) Candidate identifies/describes some possible methods. Information may be in the form of a list of ways. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.
- Level 2 (4–6) Candidate describes a number of possible methods. May include explanations of a number of possible ways which may be evaluated with some success. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.
- Level 3 (7–9) Candidate shows a clear understanding of the question and includes a detailed identification and explanation. Candidate effectively evaluates the possible methods. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary

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(c) Assess methods that authorities in areas such as South Florida, may use to prevent the negative environmental impacts caused by tourism. [12]

- Zoning – e.g. cordoning off areas such as moving adventure tourists away from the coral reefs
- Time and space management
- Charging for entrance fees and then using the money for conservation and preservation
- Employ more workers or volunteers to oversee the smooth running of the park
- Provide education to inform visitors of the negative impacts
- Pricing mechanisms
- Carrying capacity

Levels of response

Level 1 (1–4) Candidate identifies/describes some possible methods. Information may be in the form of a list of ways. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.

Level 2 (5–8) Candidate describes a number of possible methods. May include explanations of a number of possible ways. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.

Level 3 (9–12) Candidate shows a clear understanding of the question and includes a detailed identification and explanation. Candidate effectively assesses the possible methods. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.

2 (a) Explain two reasons why the number of tourists visiting Rome may cause negative social impacts for the host population. [4]

- Large number of tourists compared to the number of people who live in Rome this may cause congestion (1) for people living in the area and hamper their travel to and around the city (1)
- Large number of tourists may increase the level of crime (1) and unsocial gatherings such as begging on the streets (1)
- Cultural misunderstandings (dress/appropriate to religious understanding) causing conflicts between hosts and tourists (1)
- Local shops may not sell useful products for the local community (1) may prefer to sell souvenirs as they will gain more money from this (1)
- Cost of housing may increase (1) agencies and associations may prefer to let their accommodation to tourists rather than provide for the local community. This may also cause a price increase that is unaffordable for the locals (1)

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(b) Recommend the methods cities such as Rome can use to protect their artefacts and attractions from damage from tourists. Justify each of your recommendations. [9]

- Better policing and security at specific sites – CCTV
- Educating the tourists – to give greater understanding between cultures
- Working with tour operators and guides to create responsible tourists and link to a tourist code of conduct
- Providing more souvenir outlets
- Greater local community involvement

Accept pricing mechanisms/carrying capacity

Levels of response

- Level 1 (1–3) Candidate identifies/describes some possible methods. Information may be in the form of a list of ways. There is little or no attempt to justify or recommend. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.
- Level 2 (4–6) Candidate describes a number of possible methods. May include recommendations of a number of possible ways which may be not justified with some success. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.
- Level 3 (7–9) Candidate shows a clear understanding of the question and includes a detailed identification and explanation. Candidate effectively recommends possible methods. There is sound and frequent evidence of thorough, justifications are detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary

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(c) Many areas of Rome have been designated as a UNESCO World Heritage Site. Evaluate the benefits to destinations of having such a designation. [12]

- World recognition
- Used on marketing and to sell to the public
- Protects the cultural areas of the city
- Acknowledges the significance of the area, conserves the area and preserves at risk areas
- Preserves the livelihood of locals
- Preserves the cultures, traditions and customs of the Romans
- Can lead to restoration of areas and overall safeguarding of destinations
- May give tourists even greater reason to visit and therefore increase numbers further causing more congestion, crime and loss of privacy for the locals

Levels of response

- Level 1 (1–4) Candidate identifies/describes some possible methods. Information may be in the form of a list of ways. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.
- Level 2 (5–8) Candidate describes a number of possible methods. May include explanations of a number of possible ways which may be evaluated with some success. There may be a small amount of evaluation. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.
- Level 3 (9–12) Candidate shows a clear understanding of the question and includes a detailed identification and explanation. Candidate effectively evaluates the possible methods. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.