TRAVEL AND TOURISM   **9395/01**

Paper 1 The industry   **For Examination from 2017**
SPECIMEN MARK SCHEME

                                                2 hours 30 minutes

MAXIMUM MARK: 100

This document consists of **17** printed pages and **1** blank page.

CAMBRIDGE
International Examinations

Question	Answer	Marks
1(a)	**Describe <u>two</u> likely ways in which staff at a resort might meet the needs of guests during their stay.** Award one mark for the identification of each of two resort-type service environments and then award a second mark for a description of a typical service provided therein. Responses may include the following and/or other relevant information: • lobby/reception (1) – guests check-in and are issued with keys (1) • guest rooms (1) – daily housekeeping (1) • restaurant (1) – guests served their meals by waiting staff (1) • bar (1) – guests served beverages (1) • pool/beach (1) – guests issued towels (1). Other relevant responses should also be credited.	4
1(b)	**State <u>three</u> examples of problems that staff working in a resort might have to deal with. In <u>each</u> case suggest a suitable response from the member of staff.** Details will vary according to the choice of service environment selected. In each case award one mark for the identification of a valid problem and then award a second mark for an appropriate response from the organisation. For example, candidates selecting the **guest room** service environment might suggest: • bathroom leak (1) – housekeeping arranges for maintenance to send plumber (1) • air conditioning set too cold (1) – room attendant checks settings and shows guest how to regulate (1) • no complimentary bottled water left in room (1) – room attendant supplies on receiving request (1). Other relevant responses should also be credited.	6

Question	Answer	Marks
1(c)	**Assess the types of market research methods the resort might use in order to obtain information about customer service standards.** Candidates should be aware of the following methods: • surveys • mystery shoppers • focus groups • observation. Each method will yield valid primary data but each will have varying degrees of usefulness depending on the service environment under consideration. Mark according to the levels of response criteria below: **Level 3 (5–6 marks)** Candidates will show a clear understanding of the question and include detailed identification and analysis of the types of market research methods the resort might use in order to obtain information about customer service standards. Candidates effectively assess some of the options listed above and clearly attempt to show the importance of each one mentioned. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology. **Level 2 (3–4 marks)** Candidates will show an understanding of the question and include explanations/analysis of one or two valid ways in which the resort might obtain information about customer service standards. When explaining or offering analytical comment, candidates clearly indicate how particular methods yield appropriate information. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. **Level 1 (1–2 marks)** Candidates identify/describe some market research methods the resort might use in order to obtain information about customer service standards. Information may be a list of actions but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and 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 appropriate terminology. **Level 0 (0 marks)** No rewardable content.	6

Question	Answer	Marks
1(c)	**Exemplar response** Most international travel and tourism organisations use a range of market research methods in order to obtain information about customer service standards. Primary market research requires organisations to go out into the marketplace to find out about customers' experiences and expectations. Such research methods include self-completion questionnaires which are a series of open-ended, closed or multiple choice questions. These can be given directly to the customer or potential customer to fill in. These are relatively easy to organise, cheap to carry out and yield valid data. Mystery shoppers perform specific tasks such as asking questions, registering complaints or behaving in a certain way and then provide feedback about their experiences. The mystery shopper submits the data collected for review and analysis. This allows for a comparison on how particular outlets are doing against previously defined criteria. The resort could also use a focus group. Focus groups are an example of a qualitative research method where opinions and views of a small targeted group of consumers on a certain topic are gathered by researchers. All these methods allow the resort to assess customer satisfaction levels and identify areas of improvement in order to exceed their customers' expectations.	

Question	Answer	Marks
1(d)	**With reference to one travel and tourism organisation, evaluate the ways in which it attempts to meet the needs of its internal customers.** The details are likely to vary depending on the chosen travel and tourism organisation. Responses may include the following and/or other relevant information: • safe working conditions • training opportunities • procedure knowledge • job satisfaction • incentives and rewards • respect and fair treatment. Generic responses, not set in the context of an identifiable organisation, will not progress into Level 3 and will be subject to a maximum limit of 6 marks. Mark according to the levels of response criteria below: **Level 3 (7–9 marks)** Candidates will show a clear understanding of the question and include detailed identification and analysis of the ways in which a named travel and tourism organisation attempts to meet the needs of its internal customers. Candidates effectively evaluate a range of options and clearly attempt to weigh up the significance of the aspects mentioned. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology. **Level 2 (4–6 marks)** Candidates will show an understanding of the question and include explanations/analysis of a number of valid ways in which an identifiable travel and tourism organisation meets the needs of its internal customers. When explaining or offering analytical comment, candidates clearly indicate how particular procedures meet employee needs and wants. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. **Level 1 (1–3 marks)** Candidates identify/describe some ways in which internal customer needs are met by travel and tourism organisations. Information may be a list of actions but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology. **Level 0 (0 marks)** No rewardable content.	9

Question	Answer	Marks
1(d)	**Exemplar response** Jumeirah Hotels & Resorts are regarded as being among the most luxurious and innovative travel and tourism companies in the world and have won numerous international travel and tourism awards. The company's vision is to be a world class luxury international hotel and hospitality management company, committed to being the industry leader in all of its activities through dedication to their stakeholders, including the workforce. The company attempts to ensure that its salaries and benefits are competitive and that they attract the top talent needed to deliver the service that exceeds guests' expectations. The company currently employs over 10,000 members of staff from over 90 different countries. There are many benefits available to every employee at Jumeirah and this allows the company to meet a variety of internal customer needs. A competitive base salary (tax free in the UAE) is benchmarked against relevant markets to provide economic security for workers. Employee health needs are provided through medical insurance. Discounted accommodation, food and beverages are provided worldwide and employees are allowed to have flexible working hours to help them manage domestic arrangements. Social activities help to ensure that staff work in a fun environment. The organisation offers a variety of professional development opportunities and extensive learning opportunities are provided for everyone to learn and grow. Short and long term incentives mean that staff turnover is reduced and that employees feel a valued part of the organisation.	

Question	Answer	Marks
2(a)	**Using the data from Fig. 1 (Insert), describe the trends in this market for 2012–2013.** The data shows the following for the 15–29 age group: • Australia + 5.8% • UK + 1.3% • USA + 10.5% • Germany + 6.4% • Korea + 6.3% • Japan – 4% Award one mark, up to four, for valid comments based on an **interpretation** of the above figures. For example: • five out of six youth markets show growth (1), • the highest percentage growth is the USA (1), • the lowest growth is the UK (1) • Japan is now declining in importance (1).	**4**

Question	Answer	Marks
2(b)	**Explain three likely advantages to visitors of using online sources of information prior to their arrival in a country.** Award one mark for the identification of each of three valid advantages and then award a second mark for an appropriate explanatory development about each. Responses may include the following and/or other relevant information: • speed and convenience of getting current information (1) – use of cell phone to access (1) • content of posts can be based on first person accounts (1) – so the logistics of travelling to a particular destination are recorded through the eyes of experienced travellers (1) • social media channels like Facebook, Twitter, YouTube, and Podcasts create trends (1) – thus a source of inspiration (1) • key benefit to users is the ability to actually witness personal experiences through photos, reading stories, watching videos, listening to podcasts (1) – provide tips and advice from other travellers who have already been there and done particular activities that are of interest to the individual (1). Other relevant responses should also be credited.	6

Question	Answer	Marks
2(c)	**Discuss the advantages to international leisure travellers of making their holiday arrangements in person at a local travel agency.** Responses may include the following and/or other relevant information: • easily accessible locations (work or home) • convenience (one stop shop) of booking and purchasing ancillary services • security/peace of mind from having face to face contact and questions answered in person • help, advice, information readily available • cost savings from 'special offers' and similar. Other relevant responses should also be credited. Mark according to the levels of response criteria below: **Level 3 (5–6 marks)** Candidates will show a clear understanding of the question and include detailed identification and analysis of the advantages to international leisure travellers of making their holiday arrangements in person at a local travel agency. Candidates effectively discuss some of the features listed above and clearly attempt to weigh up the significance of each aspect mentioned. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology. **Level 2 (3–4 marks)** Candidates will show an understanding of the question and include explanations/analysis of one or two valid advantages to international leisure travellers of making their holiday arrangements in person at a local travel agency. When explaining or offering analytical comment, candidates clearly indicate how particular aspects benefit the traveller. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. **Level 1 (1–2 marks)** Candidates identify/describe some advantages to international leisure travellers of making their holiday arrangements in person at a local travel agency. Information may be a list of actions but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology. **Level 0 (0 marks)** No rewardable content.	**6**

Question	Answer	Marks
2(c)	**Exemplar response** Many international leisure travellers will use the services of a local travel agency for a variety of reasons. Being local it will be both convenient and accessible as travel agencies tend to occupy prominent sites in key shopping areas. They provide customers with brochures and additional travel information as well as all appropriate help and advice. Customers value this face to face contact as it allows them to ask questions and get instant clarification. However, the key advantage for most customers is the fact that a range of ancillary services (car hire, insurance etc) can be purchased at the time of booking. The convenience of the agency acting as a 'one stop shop' for travel requirements is the most significant advantage.	

Question	Answer	Marks
2(d)	**Discuss the ways in which health issues can affect tourism. Use examples to support your answer.** Candidates have the opportunity to consider public health issues in a variety of contexts and all valid responses are to be awarded appropriate credit. However, unless there are two or more valid exemplifications the answer cannot progress into Level 3 and will be subject to a maximum limit of 6 marks. Responses may include the following and/or other relevant information: • oil spills, e.g. Gulf coast USA • air pollution, e.g. Beijing • outbreaks of disease, e.g. Ebola in West Africa • aftermath of natural disasters, e.g. Haiti. The public health implications of events such as these can in turn lead to any of the following: • immediate decline in visitor numbers • travel advice warnings • reduced destination carrying capacity • strained infrastructure • negative media coverage. Other relevant responses should also be credited. Mark according to the levels of response criteria below: **Level 3 (7–9 marks)** Candidates will show a clear understanding of the question and include detailed identification and analysis of the ways in which health issues can affect tourism in named destinations. Candidates effectively discuss a range of health issues and clearly attempt to weigh up the significance of the aspects mentioned. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology. **Level 2 (4–6 marks)** Candidates will show an understanding of the question and include explanations/analysis of a number of valid ways in which health issues can affect tourism. When explaining or offering analytical comment, candidates clearly indicate how particular health issues can affect tourism. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. **Level 1 (1–3 marks)** Candidates identify/describe some ways in which health issues can affect tourism. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.	9

Question	Answer	Marks
	Level 0 (0 marks) No rewardable content. **Exemplar response** The 2003 Asian outbreak of SARS could potentially have become a global problem resulting in the death of millions. However, infections were limited to 8422 people, 11% of which died. The actual number of SARS cases was relatively small but the epidemic provoked a high degree of public anxiety. The fear of transmission caused foreign tourists to choose other destinations. Travel to affected areas in Asia was brought to a virtual standstill and this drained billions of dollars from local economies across the entire region. The local population felt safer avoiding restaurants and other public places, and people spent less on non-essential items. As a result, the estimated cost of the epidemic to Asian countries was approximately US$20 billion, which breaks down to over US$2 million per infected person. On August 8, 2014, the World Health Organization (WHO) declared the Ebola virus disease outbreak in West Africa a Public Health Emergency of International Concern. Travel restrictions and active screening of passengers on arrival at sea ports, airports or ground crossings in non-affected countries were put in place and the media coverage of the outbreak created a negative perception of travel to the region. Worldwide, countries should provide their citizens traveling to disease-affected countries with accurate and relevant information about a particular outbreak and measures to reduce the risk of exposure. In this way, negative impacts on tourism can be minimised and issues pertaining to the health of the travelling public can be managed in an appropriate way.	

Question	Answer	Marks
3(a)	**State <u>four</u> facilities you would expect a visitor attraction such as the Mount Rushmore National Memorial to provide for visitors.** Award one mark for the identification of an appropriate facility, up to a total of four. Responses may include the following and/or other relevant information: • car park • toilets • visitor centre • information point • restaurant/café • souvenir shop • wheelchair/baby stroller hire. Other relevant responses should also be credited.	4

Question	Answer	Marks
3(b)	**Define and give a named example of <u>each</u> of the following types of special interest tourism.** Award one mark for each appropriate definition and then award a second mark for the identification of a valid named example. Responses may include the following and/or other relevant information: **Dark tourism** Trips to the locations of former conflicts, such as battlefields or concentration camps (1) – such as visiting Auschwitz (1). **Slum tourism** A type of reality tourism that involves visiting impoverished areas, mainly in cities of the less developed world (1) – such as going on a tour of the Rochina favela in Rio de Janeiro (1). **Film tourism** Trips to visit the locations featured in particular films and TV programmes (1) – such as visiting Alnwick Castle, the location used for Hogwarts in Harry Potter films (1). Other relevant responses should also be credited.	6
3(c)	**Explain <u>three</u> ways in which a travel and tourism organisation might attempt to overcome the problem of seasonality.** Award one mark for the identification of each of three valid ways and then award a second mark for an appropriate explanatory development. Responses may include the following and/or other relevant information: • holding new events outside peak times such as Valentine's Day, Halloween, etc. (1) to help extend the season (1) • special off-peak discounts (1) such as 'Buy One Get One Free' to encourage extra visits (1) • use as business venue (1) hire of facilities to groups such as meetings, weddings (1) • open new facilities (1) such as spa and gym which can be used all year (1). Other relevant responses should also be credited.	6

Question	Answer	Marks
3(d)	**Choose <u>one</u> destination and assess its appeal to cultural tourists.** Responses may include the following and/or other relevant information: • culture • events • history • religion. Generic responses, not set within the context of an identifiable destination, will not progress into Level 3 and will be subject to a maximum limit of 6 marks. Mark according to the levels of response criteria below: **Level 3 (7–9 marks)** Candidates will show a clear understanding of the question and include detailed identification and analysis of the ways in which a named destination appeals to cultural tourists. Candidates effectively assess a range of attractions and clearly attempt to weigh up the cultural appeal of each aspect mentioned. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology. **Level 2 (4–6 marks)** Candidates will show an understanding of the question and include explanations/analysis of the ways in which particular destination attractions appeal to cultural tourists. When explaining or offering analytical comment, candidates clearly focus on cultural appeal. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. **Level 1 (1–3 marks)** Candidates identify/describe some ways in which destinations can appeal to cultural tourists. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and 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 appropriate terminology. **Level 0 (0 marks)** No rewardable content.	9

Question	Answer	Marks
3(d)	**Exemplar response** Latvia has a rich cultural heritage, UNESCO sites, strong performing and visual arts, distinctive festivals and significant creative industries. Riga, the capital of Latvia, has long been the trade and cultural hub of the Baltic region and Latvians have preserved their particular national identity, language and cultural traditions. Tourists cannot help but notice Riga's architecture, national opera, concert and theatre venues, art galleries and museums. Music is an important part of Latvian culture both as a tourism product and a symbol of national identity and the slogan adopted by the Latvian tourism industry is "The Land That Sings". A variety of music events are held which attract international visitors. Riga possesses many museums. Traditional crafts are still widely practiced in Latvia, providing possibilities for revenue generation via souvenirs as well as becoming cultural attractions in their own right. Many workshops are open to the public and a large annual Crafts Market takes place at the Open-Air Ethnographic Museum. Outside Riga the most obvious cultural heritage appeal is provided by castles, palaces, manors and churches. The Latvian Tourism Development Agency launched a special initiative in religious tourism. Its purpose was to give financial support to maintain churches and increase tourist accessibility. The largest annual celebration by far is the Midsummer Festival, which has a long history going back to pagan times. Visitors to Latvia during this period are amazed by the spectacles that are staged and these all help to reinforce a unique sense of 'Latvian-ness'. The importance of Riga as a cultural tourism destination was the fact it was awarded the title of European Capital of Culture in 2014.	

Question	Answer	Marks
4(a)	**Describe <u>two</u> ways in which an international airport is likely to use technology to improve a departing passenger's travel experience.** Award one mark for the correct identification of each of two valid ways and award a second mark for a descriptive development about improving the passenger experience. Responses may include the following and/or other relevant information: • self-check-in (1) – avoid queues (1) • biometrics in passport control (1) – speed up process (1) • availability of information via displays (1) – keep passengers updated (1) • automated baggage handling (1) – efficient and easy to track (1). Other relevant responses should also be credited.	**4**

Question	Answer	Marks
4(b)	**State <u>three</u> ancillary services that might be provided within an international airport and explain why each might be used by an inbound tourist.** Award one mark for the identification of each of three valid ancillary services and then award a second mark for an appropriate explanatory comment about inbound use. Responses may include the following and/or other relevant information: • car hire (1) – so that can self-drive to various locations as required (1) • currency exchange (1) – so that they have cash to spend in destination (1) • tourist information (1) – so that they can obtain map/directions/travel advice (1) • hotel reservations (1) – no accommodation booked prior to departure (1). Other relevant responses should also be credited.	6
4(c)	**Identify <u>three</u> characteristics of these budget airlines and explain how each characteristic makes the airline popular with customers.** Award one mark for the identification of each of three valid characteristics of budget flights and then award a second mark for an appropriate explanatory comment about reason for popularity. Responses may include the following and/or other relevant information: • low cost (1) – cheap and affordable (1) • frequency (1) – increased choice of times (1) • convenience (1) – regional departures (1) • access (1) – range of destinations served (1) • 'no frills' (1) – not paying for services that are not required (1). Other relevant responses should also be credited.	6

Question	Answer	Marks
4(d)	**Assess the range of public transport options that are available for tourists in a destination.**	**9**
	A very straightforward question that invites candidates to show their knowledge and understanding of a destination with which they are familiar.	
	For example, candidates writing about Dubai might include: • The RTA operates over 75 bus routes within Dubai city and 15 inter-emirates buses. • There are about 7000 taxis operating in Dubai and they are all regulated by the Government. • Dubai Metro will have a total of 70 km (43 miles) of lines, and 47 stations (including 9 underground stations) making it the longest fully automated rail system in the world. • Traditional 'abras' on Creek and the new Waterbus. • Over the past two decades, Dubai has built an impressive road system. The Road and Transport Authority (RTA) with its customer-focused approach is powering a change through its vision "Safe and smooth transport to all". A massive expansion is currently underway and number of projects are in varying degrees of completion including double decker roads and creek crossings among others. The new roads and facilities will ease the traffic jams in this fast paced and ever growing city.	
	Mark according to the levels of response criteria below:	
	Level 3 (7–9 marks)	
	Candidates will show a clear understanding of the question and include detailed identification and analysis of a range of public transport options. Candidates effectively discuss the availability of all public transport options in their destination and clearly attempt to evaluate this provision. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.	
	Level 2 (4–6 marks)	
	Candidates will show an understanding of the question and include explanations/analysis of a range of public transport options. When explaining or offering analytical comment, candidates clearly focus on the availability of public transport options in their destination. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.	
	Level 1 (1–3 marks)	
	Candidates identify/describe a range of public transport options. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and 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 appropriate terminology.	

Question	Answer	Marks
4(d)	**Level 0 (0 marks)** No rewardable content. **Exemplar response** Sydney's public transport system features a comprehensive network of train, bus and ferry services. Light rail lines, airport links, sightseeing buses and taxi services complement the network. Bus services allow the public to travel through the city and beyond almost 24 hours a day. Most of the bus routes within the City of Sydney are prepaid only to reduce delays, so passengers need to buy a ticket before they get on board. There are ticket outlets all over the city and you can usually find one near bus stops. The main bus stops in the city centre are at Circular Quay, Wynyard and Central Stations, and the Queen Victoria Building where tourists can find visitor information kiosks. A free city centre shuttle bus (route 555) operates every 10 minutes on a circuit from Central Station to Circular Quay, along George and Elizabeth streets. Visitors will find this particularly convenient when travelling between Sydney's various visitor attractions. The service operates from 9.30am to 3.30pm on weekdays, with a late finish at 9pm on Thursday evenings, and from 9.30am to 6pm at the weekend. Train stations in central Sydney include Central, Museum, St James, Town Hall, Wynyard, Circular Quay, Martin Place and Kings Cross. They are easy to travel between or to connect with services going to the northern, southern and western suburbs. Trains to the eastern suburbs, including Bondi Beach, leave from Martin Place Station. Services run from 4am to around midnight on most train lines. Information kiosks can be found at Central and Circular Quay stations. All stations on the network have 24 hour ticket vending machines. Sydney's vast metropolitan train network not only links the wider region with the city, it also allows visitors to travel to nearby major cities and attractions like Newcastle and the Hunter Valley region to the north, Wollongong to the south and the Blue Mountains to the west. Ferry services across Sydney's famous harbour leave from the terminal at Circular Quay and travel to various harbourside destinations including Taronga Zoo and suburbs such as Balmain and Rose Bay. Services also travel to the northern reaches of the harbour at Manly and west along the Parramatta River. For the convenience of visiting tourists, information kiosks are located at Circular Quay and Manly. All visitors can benefit by purchasing a multi-day travel pass. This all-in-one ticket is a great way to explore the City of Sydney as it allows you to travel on Sydney Trains, Sydney Buses, Harbour City Ferries and light rail services. The visitor can then easily and conveniently access the tourist attractions of their choice.	

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