

MARK SCHEME for the May/June 2010 question paper
for the guidance of teachers

9395 TRAVEL AND TOURISM

9395/01

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 must be read in conjunction with the question papers and the report on the examination.

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Q. No.	Expected Answer	Mark	Focus	AO
1 (a)	<p>The three members of staff shown in the photographs each have direct contact with the hotel's external customers. Suggest <u>two</u> ways in which each member of staff is likely to provide a service to hotel guests.</p> <p>Award one mark for the identification of each of two valid services provided by the member of staff:</p> <p>Photo A: Door Attendant/Commissionaire</p> <ul style="list-style-type: none"> • Meet and greet • Open car door • Take luggage • Open hotel door • Hail taxi etc. <p>Photo B: Concierge</p> <ul style="list-style-type: none"> • Give advice/directions • Make bookings/reservations • Guest services etc. <p>Photo C: Beach attendant</p> <ul style="list-style-type: none"> • Give out towels • Move sun loungers • Put up umbrellas etc. <p>Credit all valid services in context.</p>	3 × 2	1.4.3 3.1 3.2	AO1 (3) AO2 (3)
(b)	<p>Explain <u>two</u> ways in which the performance of hotel staff is likely to be monitored and evaluated by the organisation.</p> <p>Award one mark for the correct identification of each of two valid methods and award a second mark for an appropriate explanatory comment, such as:</p> <ul style="list-style-type: none"> • Observation (1) – line manager or mystery shopper (1) • Guest comment card (1) – naming those providing good service (1) • Peer review (1) – performance standards (1) • Complaints (1) – records analysed (1) <p>Credit all valid reasoning.</p>	4	3.3	AO1 (2) AO3 (2)

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Q. No.	Expected Answer	Mark	Focus	AO
(c)	<p>Discuss how travel and tourism organisations are likely to benefit by providing effective customer service to their <u>internal</u> customers.</p> <p>This should result in:</p> <ul style="list-style-type: none"> • High quality service to external customers • Good communication between departments • Better organisation operation • Happy and efficient workforce • Employee loyalty • Reduced staff turnover etc. <p><u>Use Level of Response Criteria</u></p> <p>Level 1 (1 or 2 marks) – the candidate identifies/describes one or two valid issues such as those listed above.</p> <p>Level 2 (3 or 4 marks) – the candidate analyses one or two appropriate benefits.</p> <p>Level 3 (5 or 6 marks) – the candidate evaluates the identified benefits and comes to a conclusion as to which one(s) are most significant.</p>	6	3.1	AO1 (2) AO3 (2) AO4 (2)

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Q. No.	Expected Answer	Mark	Focus	AO
(d)	<p>Assess the extent to which a customer service situation of your choice involves the three components (often referred to as “<u>The Moment of Truth</u>”):</p> <ul style="list-style-type: none"> the nature of the service task being performed; the service standards expected, both by the customer and the provider; the service delivery system for the task at hand. <p>This represents a slightly different question structure and candidates should address at least two of the aspects asked for. Precise details of an identifiable customer service situation must be considered.</p> <p><u>Use Level of Response Criteria</u></p> <p>Level 1 (1 to 3 marks) – the candidate identifies/describes up to three valid aspects of an identifiable service situation.</p> <p>Level 2 (4 to 6 marks) [4 marks] – the candidate makes valid analytical comment(s) in relation to one aspect. [5–6 marks] – the candidate makes valid analytical comment(s) in relation to two or more aspects.</p> <p>Level 3 (7 to 9 marks) [7 marks] – the candidate makes valid evaluative comment(s) in relation to one or more aspects. [8–9 marks] – the candidate makes valid evaluative comment(s) in relation to two or more aspects and comes to a conclusion as to which one(s) are most significant.</p>	9	3.2	AO1 (3) AO3 (3) AO4 (3)
2 (a)	<p>Identify <u>three</u> Caribbean destinations at risk from the reduction of transport services to the region.</p> <p>Award one mark for the identification of each of the following:</p> <ul style="list-style-type: none"> Puerto Rico Dominican Republic Aruba 	3	2.3	AO2
(b)	<p>Identify <u>two</u> Central American destinations that are starting to compete with traditional Caribbean resorts.</p> <p>Award one mark for each of:</p> <ul style="list-style-type: none"> Costa Rica Belize 	2	2.3	AO2

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Q. No.	Expected Answer	Mark	Focus	AO
(c)	<p>Fig. 1 states that “Caribbean resorts have had a long history of being environmentally friendly”. State <u>three</u> environmentally friendly actions hotels may take and explain how each might result in a positive local environmental impact.</p> <p>Award one mark for the identification of each of three valid (i.e. local) impacts and award a further one mark for an appropriate explanation of each. For example:</p> <ul style="list-style-type: none"> Hotels often designed to minimise impact (1) – built with selected materials (1) Many are built by using energy saving devices – cuts energy demand (1) Many have water saving measures (1) – so as not to deplete local supplies (1) Not washing linens every day (1) – reduces detergent waste disposal (1) Built in appropriate style (1) – so as not to cause visual pollution (1) <p>Credit all valid reasoning.</p>	6	2.2	AO1 (3) AO3 (3)
(d) (i)	<p>Name the natural hazard that is a seasonal risk at the resort.</p> <p>Award one mark for hurricanes.</p>	1	2.3	AO2
(ii)	<p>Suggest and explain <u>two</u> strategies which could be used by the resort to maintain occupancy rates throughout the year.</p> <p>Award one mark for the correct identification of each of two valid strategies and award a second mark for an appropriate explanatory comment, such as:</p> <ul style="list-style-type: none"> Lower prices (1) – more attractive (1) Free nights (1) – better value (1) Free half board (1) – another incentive (1) Special events (1) – themed stays etc. (1) <p>Credit all valid reasoning.</p>	4	1.1	AO1 (2) AO3 (2)

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(e)	<p>Discuss the reasons why many leisure travellers to the Caribbean will make their holiday arrangements using the services of a local travel agency.</p> <p>This is set in the context of travel agency products and services meeting customer needs. Candidates are expected to be aware of the chain of distribution and the fact that agencies provide the following:</p> <ul style="list-style-type: none"> • Accessible high street locations • Brochures and additional information • Opportunity for help and advice (most customers value face to face contact) • Ancillary services • Promotion of special offers • Offer security via ABTA, ATOL etc. <p><u>Use Level of Response Criteria</u></p> <p>Level 1 (1 to 3 marks) – the candidate identifies/describes up to three valid reasons such as those listed above.</p> <p>Level 2 (4 to 6 marks) [4 marks] – the candidate makes valid analytical comment(s) in relation to one aspect. [5–6 marks] – the candidate makes valid analytical comment(s) in relation to two or more whereby the use of the service provided is clearly explained.</p> <p>Level 3 (7 to 9 marks) [7 marks] – the candidate makes valid evaluative comment(s) in relation to one aspect. [8–9 marks] – the candidate makes valid evaluative comment(s) in relation to two or more aspects and comes to a conclusion as to which one(s) are most significant and why.</p>	9	1.4.3	AO1 (3) AO3 (3) AO4 (3)
3 (a) (i)	<p>The <u>two</u> Top-Ten source markets that increased their number of visitors to Sri Lanka from 2006 to 2007.</p> <p>Award one mark for each of:</p> <ul style="list-style-type: none"> • UK • Maldives 	2	1.2	AO2

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Q. No.	Expected Answer	Mark	Focus	AO
(ii)	<p>The <u>three</u> Top-Ten source markets that increased their percentage share of visitor arrivals from 2006 to 2007.</p> <p>Award one mark for each of:</p> <ul style="list-style-type: none"> • UK • Maldives • Australia 	3	1.2	AO2
(b)	<p>Many visitors to Sri Lanka will be on a holiday or business trip. Suggest <u>three</u> other reasons why international travellers are likely to visit countries such as Sri Lanka.</p> <p>Award one mark for each of three valid suggestions, including:</p> <ul style="list-style-type: none"> • VFR • Health (allow medical) • Religion (allow pilgrimage) • Sport e.g. tour • Refugee • Education visit or course of study <p>Do not allow leisure pursuits or business!</p>	3	1.1	AO1

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Q. No.	Expected Answer	Mark	Focus	AO
(c) (i)–(iv)	<p>Briefly explain how tourism development might do each of the following:</p> <p>In each case the candidate is to be awarded one mark for the identification of one valid factor and a second mark is to <u>only</u> be awarded for an appropriate explanatory amplification of <u>that</u> valid point.</p> <p>(i) Play a significant role in the economic advancement of the country</p> <p>Credit any valid economic impact e.g.</p> <ul style="list-style-type: none"> • More jobs (1) – less unemployment (1) • More foreign exchange (1) – helps balance of payments (1) etc. <p>(ii) Preserve the country's cultural values</p> <p>Credit any valid cultural impact e.g.</p> <ul style="list-style-type: none"> • Demand for local souvenirs (1) – traditional craft items (1) • Local folklore (1) – visitor shows (1) <p>(iii) Preserve the country's rich natural environment</p> <p>Credit any valid environmental impact e.g.</p> <ul style="list-style-type: none"> • Conservation (1) – local species (1) • Building controls (1) – limit damage/loss (1) <p>(iv) Win the approval of the local population</p> <p>Credit any valid social impacts such as:</p> <ul style="list-style-type: none"> • Provision of new facilities (1) – provides additional opportunities • Encourages integration (1) – people get new opportunities (1) <p>Credit all valid responses where there is a link made between cause and effect.</p>	2x4	2.2	AO1 (4) AO3 (4)

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Q. No.	Expected Answer	Mark	Focus	AO
(d)	<p>Whilst tourism is increasing in destinations like Sri Lanka it is facing stagnation/decline in other areas. With reference to examples with which you are familiar, discuss reasons why destinations suffer stagnation and decline.</p> <p>This is set in terms of destination evolution or life cycle and two Butler Model terms have even been included in the title. Candidates should consider and illustrate ideas such as:</p> <ul style="list-style-type: none"> • Current trends are that tourists have higher levels of disposable income and greater leisure time. • They are also better educated and have developed more sophisticated tastes. • New competing destinations have emerged and now actively attract different visitor types and market segments. • There is now a demand for a better quality product in many destinations. • The old 'sun, sea, and sand' mass market has fragmented. • People are taking second holidays in the form of short breaks/city breaks, ranging from British and European cities to country hotels. • There has been a growth in niche markets catering for special interests or activities. <p>All the above have resulted in destinations such as Spain's Costa Brava experiencing a decline in visitor numbers.</p> <p><u>Use Level of Response criteria</u></p> <p>Level 1 (1–3 marks) – The candidate identifies/describes up to three reasons for the decline in popularity of certain destinations.</p> <p>Level 2 (4–6 marks) – The candidate explains/analyses one (at lower end of the range) or more reasons for decline in popularity. All 6 marks could be awarded for a thorough analysis of two factors influencing decline in a named destination.</p> <p>Level 3 (7–9 marks) – The candidate assesses/evaluates at least two reasons for stagnation or decline, reaching a justifiable conclusion.</p>	9	2.3	AO2 (3) AO3 (3) AO4 (3)
4 (a)	<p>Identify <u>two</u> key tourism target markets for Harrison County.</p> <p>Award one mark for each of:</p> <ul style="list-style-type: none"> • OAPs • Business travellers 	2	1.2	AO2

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(b)	<p>Fig. 3 indicates that tourism development can create a 'Multiplier Effect' in terms of visitor spending and job creation. Briefly explain how this happens.</p> <p>The candidate can be awarded up to two marks for identifying components of the Multiplier Effect as stated in Fig. 4 and a further mark for a brief explanatory comment. All 4 marks can be awarded as follows:</p> <ul style="list-style-type: none"> For each job created in the tourism Industry, five additional (1) indirectly related (1) jobs were also formed. For every \$1 spent in tourism, a further \$5 was spent (1) in the related industries (1). 	4	2.2	AO2 (2) AO3 (2)
(c)	<p>The area is developing because "officials joined with planners and funders as well as community based organisations". Briefly justify this approach to tourism development.</p> <p>This is essentially about partnerships between the sectors and the candidate can be awarded one mark for the identification of any appropriate benefit and awarded a further mark for a simple explanatory comment. Up to two additional marks can be awarded for a justification of the partnership approach. For example:</p> <p>Working together (1) – to meet objectives (1) – helps to meet stakeholder expectations (1) – benefit of all in destination (1). Shared values and attitudes (1) – to achieve planning goals (1).</p> <p>Credit all valid reasoning and development of explanation/ justification in the partnership context.</p>	4	1.4.1 1.4.2 1.4.3	AO1 (1) AO3 (1) AO4 (2)
(d)	<p>Organisations involved in tourism development have different sources of funding and meet stakeholder expectations in different ways. Complete the following table using information about <u>one</u> commercial and <u>one</u> non-commercial organisation with which you are familiar.</p> <p>Answers will vary with candidate's examples but points must be appropriate to the organisations named. Award one mark for each valid response.</p> <p>Expect to see:</p> <p>Main sources of funding: sales, donations, gifts etc. Additional source: F&B, ancillaries, memberships etc. Meeting expectations: profits, dividends, meeting a target or aim etc.</p>	6	1.4.1 1.4.2	AO2

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(e)	<p>With reference to examples with which you are familiar, discuss the ways in which national governments can influence the quality of the local tourism product.</p> <p>For example in Dubai:</p> <ul style="list-style-type: none"> • The DTCM is the principal authority for the planning, supervision and development of the tourism sector in the emirate. • As part of its marketing role, the DTCM plans and implements an integrated programme of international promotions and publicity activities. • This programme includes exhibition participation, marketing visits, presentations and roadshows, familiarisation and assisted visits, advertising brochure production and distribution, media relations and enquiry information services. • In assuming its administrative responsibilities within Dubai, the DTCM has now taken over the licensing of hotels, hotel apartments, tour operators, tourist transport companies and travel agents. • Its supervisory role also covers all tourist, archaeological and heritage sites, tourism conferences and exhibitions, the operation of tourist information services and the organisation and licensing of tour guides. <p><u>Use Level of Response Criteria</u></p> <p>Level 1 (1 to 3 marks) – the candidate identifies/describes up to three valid ways, such as those listed above.</p> <p>Level 2 (4 to 6 marks) [4 marks] – the candidate makes valid analytical comment(s) in relation to one such way. [5–6 marks] – the candidate makes valid analytical comment(s) in relation to two or more ways.</p> <p>Level 3 (7 to 9 marks) [7 marks] – the candidate makes valid evaluative comment(s) in relation to one way. [8–9 marks] – the candidate makes valid evaluative comment(s) in relation to two or more ways and comes to a conclusion as to which one(s) are most significant.</p>	9	2.1	AO1 (3) AO3 (3) AO4 (3)