

CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge Career Awards

MARK SCHEME FOR the October 2002 question paper

**CAREER AWARD IN TRAVEL AND TOURISM
ADVANCED LEVEL**

5261 Core Module

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

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

The mark scheme must be read in conjunction with the question paper.

- CIE will not enter into discussions or correspondence in connection with this mark scheme.

MARK SCHEME

Question Number	Answer to question	Part mark
1a	Any from increase visitor spending, increasing income for commercial operators, economic development of their own countries,, create employment, increase foreign earnings, attract visitors, 1 mark for reason +1 for amplification of reason	4 x 1
1b	There are a variety of answers which are acceptable for this question, however the main ones are as follows: *Please note, the benefits must be to the countries of South America and not the cruise company. <ul style="list-style-type: none"> • There will be an increase in foreign currency earnings • There will be increased employment opportunities for a range of jobs at all the ports of call • There will be a need to provide services such as transport, guides, food etc at all ports of call • There will be a need for an improved infrastructure to cope with the arrivals so international grants and loans may be possible Any reasonable answer accepted 1 mark for identification + 2 marks for explanation	2 + 2
1c (i)	Any from: Samba - Traditional music Carnivals - Catholic rituals Indian Jujuy	2
1c ii	Cultural activities are important for countries who are developing a tourism industry because they offer a new 'product' for tourists to view or participate in. They revitalise local arts and crafts and maintain traditional and historical customs. This in turn leads to a sense of national pride and identity	4
1d	The article states, poverty, safety and racial tension, all of these can have a negative impact as the majority of travellers are 'put off' by any of the above when travelling for leisure purposes. A negative reputation is difficult to shake off and can take years of promotion and political intervention. Any reasonable answer acceptable.	3
1e	<p>LEVEL OF RESPONSE</p> <p>Level 1 – One advantage or 1 disadvantage given and explained</p> <p>Level 2 - Good explanation of at least one advantage and one disadvantage.</p> <p>Level 3 – Environmental impacts understood and analyzed in a mature fashion, which shows both advantages and disadvantages and how they can have an effect nationally and internationally.</p> <p>Points of note for level 2 and 3</p> <p>Obviously the two major environmental features are the rainforest and the Amazon basin. The conservation of the environment and protection of species must be protected, however their plight can be highlighted by tourism. The creation of pressure groups e.g. Friends of the Earth etc, to protect endangered sites and species can be an advantage for examples such as ecotourism projects. The disadvantages can be overuse by mass tourism. The need for national and international org's to work together with the host population to sustain tourism.</p> <p>Look for clear levels of understanding in any acceptable response.</p>	<p>Level 1 1 – 3</p> <p>Level 2 4 – 6</p> <p>Level 3 6 - 8</p>

2a	A general explanation of the need to increase customer awareness, to stimulate demand of products, the importance of reminding customers of new products and services. 1 mark for each point mentioned, or 2 marks for reason well explained.	2 + 2
2b	PR activities mentioned are as follows: <ul style="list-style-type: none"> • Help with media • Agents trips • Work closely with tour operators • Raise awareness of new destinations 1 mark each 	2
2c	Accept any of the following strategies: <ul style="list-style-type: none"> • Differentiated marketing • Niche marketing • Developing strategy 1 mark for type and 1 mark for explanation or 1 + 3	4
2d	The methods used by the Orlando Tourism Bureau are as follow <ul style="list-style-type: none"> • Consumer advertising (direct to the public) • Printed material (brochure) • Direct response cards • Website • Telephone request line 1 mark for each method identified and up to 2 marks for the analysis of the method used and how effective it was. This can be quoted direct from article i.e. hopes to generate 5 to 8 % increase, 2 million consumers will receive brochure, campaign running until 2003 etc.	6
2e	Level of response. This question is looking for a comparison between the adverts using the AIDA principle i.e. Attention – Interest – Desire – Action There is no 'right' or 'wrong' comparison as it is totally reliant on the candidates' viewpoint, however, the important differential is the ability to compare each ad. And their relative strengths using this principle. Level 1 – Brief statements of each , or more developed response to 1 or more without any effective comparison Level 2 – An understanding of AIDA with comparison given. Level 3 –A developed answer that shows complete understanding of AIDA and effective comparison made.	Level 1 0 – 3 Level 2 4 – 6 Level 3 6 – 9
3a	Features can be from the following: <ul style="list-style-type: none"> • Geographical (beautiful coastline, 5 miles of beach, mountains, villages, fruit groves, palm forest etc) • Wide choice of accommodation and facilities • Culture • Shopping • Nightlife A reason why each chosen feature appeals	3 x 2
3b	Two reasons for domestic (Spanish) tourists in July and August are: There is no need to travel long distances to reach a good destination in their own holiday time Spanish tourists are used to the climate in July and August It is easily accessible, airport 45mins away Safe and familiar cuisine and customs	2 + 2
3c	Benidorm has it all explained as a total tourism package which includes culture, attractions, leisure facilities, entertainment, shopping and activities to cater for all ages. Article mentions the young and old. A good explanation for al marks with examples from above used.	4

3d	Benidorm has had to spend heavily to maintain its quality image. This has been done by investing in new hotels, tree planting, a new promenade, beach clearing and general infrastructure improvements.	4 x 1 2 + 2 Max 4
3e	<p>Level of response</p> <p>The article suggests that the new theme park will spark investment throughout the whole region, which can be from the public and private sector. A variety of tour operators are now featuring the theme park and therefore will be working closely with the local community to provide the necessary services to promote and facilitate tourism. It will introduce other economic activities to compliment and support the development.</p> <p>It will appeal to a whole range of clients who have different interests. It has all the characteristics of successful destination management.</p> <p>Level 1 – these candidates will give brief statements from the above and not fully appreciate the impact of all three parties. One may be developed.</p> <p>Level 2 – these candidates will have a more developed answer which will address the impact in more detail of at least two parties affected.</p> <p>Level 3 – Candidates will provide a mature and developed response which fully address the impacts on all parties concerned.</p>	<p>Level 1 1 –3</p> <p>Level 2 4–6</p> <p>Level 3 7 – 9</p>
4a	<p>The main sectors involved are:</p> <ul style="list-style-type: none"> • The local authorities (public) that have come up with the idea to arrange bus tours of the district. • The voluntary sector (local sponsorship) has enabled teenagers to take crash courses in English • Also accept project manager for the Rochina tourist development project (public) 	2 + 2
4b	Look for economic benefits of employment, and future employment, the multiplier effect for the spread of income in a district, which is riddled with crime and poverty. Bars, shops, youth projects and the samba school will all receive visitors and potential income. 1 mark for example + 2 for explanation or 1 example well explained but max 3 marks	6
4c	<p>Teenagers have been used because local sponsors have agreed to fund the training of foreign languages to this group.</p> <p>They are young and able to lead the tourists around the area with confidence.</p> <p>It keeps the kids off the streets and gives them a sense of pride and national identity.</p> <p>Tourism training is important and they are at a good age to appreciate that training and education can give them a chance for the future.</p> <p>Any reasonable response explained, either 2 + 2 or 1+3</p>	4
4d	<p>LEVEL OF RESPONSE</p> <p>Essay type response but we are looking for specific assessment objectives.</p> <p>Level 1 – Brief answer which indicates that there is an identified initiative in a destination of their choice which relates to a project that has brought in extra tourists and economic benefits.</p> <p>Level 2 - As above and the development of a relationship between the sectors, public private and voluntary to optimize visitor spending and provide jobs, training for locals, maximise visitor spending</p> <p>Level 3 - Will look at the long term success and the future of such projects in a mature and fluent written response which highlights advantages and possible disadvantages</p>	<p>Level 1 1 –3</p> <p>Level 2 4 – 6</p> <p>Level 3 7 -9</p>