

CAMBRIDGE
INTERNATIONAL EXAMINATIONS

May 2003

CAREER AWARD ADVANCED LEVEL

MARKING SCHEME

MAXIMUM MARK: 100

SYLLABUS: 5261
TRAVEL AND TOURISM
Core Module

Page 2	Mark Scheme	Syllabus	Paper
	TRAVEL AND TOURISM – MAY 2003	5261	CORE MODULE

1(a)	Any 3 objectives from increase visitor spending, increasing income for commercial operators, economic development of their own countries, employment, increase foreign earnings (1 mark for reason + 1 for amplification of reason)	6
1(b)(i)	Visitor Spending: <ul style="list-style-type: none"> • Tourists will spend more as they are getting good value • Tourists may be tempted to stay longer because of the price • Twin centre holidays, more independent travelling, use of additional Facilities, i.e. internal flights and car hire Any reasonable answer accepted (3 marks for explanation)	3
1(b)(ii)	The country: <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 • There will be economic benefit to improve services such as transport, guides, accommodation etc. • Economic benefit can lead to improved infrastructure so international grants and loans may be possible Any reasonable answer accepted (3 marks for explanation)	3
1(c)	<i>Level of Response</i> Level 1 (0-4 marks) Brief summary of either the positive or the negative effect, possibly only 1 impact addressed in detail. Little understanding of the issues evident Level 2 (5-7 marks) Both positive and negatives effects and some comparison attempted. Countries that are rapidly developing attract investment from multi-national organisations. General restoration and conservation of buildings etc. can take place. There is often revitalization of traditional customs, crafts etc. Negative issues such as employment structures, morals, traditions can be lost Level 3 (8-10 marks) Any of the above points further amplified with good evidence of both aspects covered and a suitable conclusion drawn	Max 10
1(d)	With the trend towards continuing growth the role of national organisations is to: <ul style="list-style-type: none"> • Maximise visitor spending by effective marketing and the development of secondary spending • To understand the principles of sustainable tourism • To encourage further development whilst continuing to control the use of the country's resources Foreign organisations: <ul style="list-style-type: none"> • Through successful marketing with tour operators and hotel developers a strategy for long term development can take place • Investment by foreign organisations into public and social projects to maintain growth and sustainability Any point reasonably expressed and explained (Max 4 per organisation)	8

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2(a)	<p>Answer must mention three from:</p> <ul style="list-style-type: none"> • Malaysia's diverse geographical range • the need to increase customer awareness of all its destinations • strong competition from Thailand • stimulate demand of Malaysian products is important • the importance of reminding customers of new products and services <p>1 mark for each point mentioned, or 2 marks for reason well explained (x3)</p>	6
2(b)	<p>Benefits to the travel agent of this training are as follows:</p> <ul style="list-style-type: none"> • Increase in sales due to referral from Malaysian Tourist Office • Incentives, specialised selling can often lead to agents trips or incentives • Opportunity to work closely with tour operators and gain mutual benefit • Raise awareness of new destinations with own clientele • Certificates are form of advertising which can promote the agent <p>(1 mark each benefit + 1 mark for explanation)</p>	6
2(c)	<p>Any reasonable explanation given with regard to the fact that a good agent can promote a destination (1) by any methods of personal selling (1)</p>	2
2(d)	<p>Any from: Advertising on buses and taxis, newspaper and magazine advertising, educational trips, TV programme NOT PATA conference</p>	2
2(e)(i)	<p>Accept any of the following strategies:</p> <ul style="list-style-type: none"> • undifferentiated marketing • developing strategy 	1
2(e)(ii)	<p>Methods can include monitoring the increase in visitor numbers or spending from the areas and/or countries represented at the conference</p>	3
3(a)	<p>Reasons can be from the following:</p> <ul style="list-style-type: none"> • Geographical (i.e. Okavanga Delta, National Parks) • Affluence of travellers attracted to this region • Outdoor adventure and sports tourism • Culture • Climate • Natural flora and fauna <p>(1 mark for suggestion + 1 for why each chosen feature appeals x3)</p>	6
3(b)	<p>Activities can be any from the stimulus, i.e. water sports, boat cruising, hunting, fishing, camping. Reasons include small numbers of tourists, appeal of the wild, 'get away from it all'</p>	4
3(c)	<ul style="list-style-type: none"> • Tourism accounts for 40% of the employment in Northern Botswana in the form of guides, accommodation, porters, cooks and cleaners in the camps, transport providers • Without investment from the private sector it would be unlikely that this scale of operation could continue • To sustain employment and tourism, an awareness of the role of the private sector in tourism to Botswana is essential • The organisation of facilities, accommodation, attractions, transport and entertainment • A working relationship with tour operators will sustain tourism and employment 	Max 8

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	<ul style="list-style-type: none"> Answer should address issues regarding employment, tourism and private sector for full marks. <p><i>Level of Response</i> Level 1 (0-4 marks) Brief points given Level 2 (5-8 marks) In-depth answer with clear understanding</p>	
3(d)	<p>The article suggests that low volume high cost will facilitate protection of the fragile natural environment and stimulate sustainable tourism development. Botswana is diversifying its facilities and not just concentrating on safaris to be able to attract high spending tourists e.g. hunting, fishing etc. This diversification will also minimise environmental impact whilst increasing visitor satisfaction. The accommodation provided is in small camps, which will have a limited effect on the environment. The uniqueness of the product will continue to attract high spending tourists</p> <p><i>Level of response</i> Level 1 (0-3 marks) These candidates will give brief statements from the above and not fully appreciate the economic and environmental impact. One may be developed Level 2 (4-6 marks) These candidates will have a more developed answer which will address the impacts in more detail of at least two issues Level 3 (7-8 marks) Candidates will provide a mature and developed response which fully addresses the impacts. Critical understanding of 'low volume, high cost'</p>	Max 8
3(e)	<p>The main reasons are:</p> <ul style="list-style-type: none"> Economic - the host community may depend on tourism for its main income Can still maintain cultural identity through the provision of traditional crafts and shows Advantages of triangular relationship given 	4
4(a)(i)	<p>Objectives for the local population:</p> <ul style="list-style-type: none"> Economic, employment creation, increasing foreign currency earnings, investment of funds for improving local area, and conditions. Improving quality of life and understanding of other cultures <p>(1 mark for objective + up to 2 for amplification)</p>	3
4(a)(ii)	<p>Objectives for commercial providers: also economic, creating a new market, profit maximization, partnerships between operators, increasing income, product awareness</p> <p>(1 mark for objective + up to 2 for amplification)</p>	3
4(b)	<p>Reasons for conflict can be caused by:</p> <ul style="list-style-type: none"> lack of respect for local culture racism anti social behaviour crime distrust each way lack of social awareness training by tourism providers <p>An reasonable answer identified (1) and explained (1) (x2)</p>	4
4(c)	<p><i>Level of Response</i> Level 1 (0-2 marks) Brief answer which shows little understanding of the area and of the measures necessary to minimise the impact of tourism</p>	6

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	<p>Level 2 (3-4 marks) The development of environmental issues i.e. conservation and protection of the area. Negative impacts of pollution on wildlife mentioned</p> <p>Level 3 (5-6 marks) Will look at the long term success and the future of such projects in a mature and fluent written response which highlights possible methods to sustain tourism</p>	
4(d)	<p>Any voluntary organisation or pressure group such as Greenpeace or Friends of the Earth (1) whose primary aim is to:</p> <ul style="list-style-type: none"> • preserve natural resources • provide statistics or evidence • help in the development of natural regions 	4