

CAMBRIDGE INTERNATIONAL EXAMINATIONS

MARK SCHEME for the October 2003 question papers

5261 TRAVEL AND TOURISM

5261 Core Module

These mark schemes are published as an aid to teachers and students, to indicate the requirements of the examination. They show the basis on which Examiners were initially instructed to award marks. They do not indicate the details of the discussions that took place at an Examiners' meeting before marking began. Any substantial changes to the mark scheme that arose from these discussions will be recorded in the published *Report on the Examination*.

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.

Mark schemes must be read in conjunction with the question papers and the *Report on the Examination*.

- CIE will not enter into discussions or correspondence in connection with these mark schemes.

CAMBRIDGE
INTERNATIONAL EXAMINATIONS

October 2003

CAMBRIDGE INTERNATIONAL DIPLOMA

MARK SCHEME

MAXIMUM MARK: 100

SYLLABUS/COMPONENT: 5261/01

TRAVEL AND TOURISM
Core Module



UNIVERSITY of CAMBRIDGE
Local Examinations Syndicate

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1 (a)	Objectives are to attract visitors back to the country, to further increase visitor spending in Croatia, to increase foreign currency earnings, to re-establish employment opportunities and have funding for restoration and improvement of infrastructure (2 + 2).	4
(b)	The benefits of Croatia joining major international organisations are that they will be able to qualify for loans, grants and assistance, they will receive economic benefits on an international scale which will contribute to total world taxes, etc. Joining the IMF has helped to stabilise the Croatian currency (Kuna). The roles of international organisations are clearly understood. Up to 3 marks for each benefit.	6
(c)	The case study refers to the fact that buildings are UNESCO listed as world heritage sites and, therefore, receive funding for restoration and conservation. The national parks are ecologically controlled therefore negative impacts such as air, vegetation, wildlife and other pollution issues are addressed. Up to a max of 4 marks for only one aspect well developed.	6
(d)	<i>Levels of Response</i> National organisations have an important part to play in Croatia through ensuring that visitor spending is maintained and that effective marketing, human resources, financial control are carried out effectively. An active national organisation will ensure that by investing money in public and social projects, the long-term sustainability of tourism development is assured. Level 1 (0-3 marks) Key facts from case study identified with attempt to justify the role of national organisations. Level 2 (4-6 marks) Good description of examples from the case study explained and applied plus knowledge of the role evident. Level 3 (7-8 marks) Case study understood, analyzed and evaluated. Higher level candidates will recognise that co-operation with these organisations will lead to economic, social, cultural and environmental benefits. Look for links between aims, objectives and conclusions for tourism development in Croatia.	max 8
2 (a)	Advantages: Direct marketing, all aspects of Singapore can be easily advertised, the importance of reminding customers of products addressed in easy-to-use format. Different languages access all visitors, printed material is the most useful marketing communication method in this instance. Answer must only relate to the question stem and NOT to the questionnaire. Disadvantages can include: expensive to produce, may be over-produced in various languages, no guarantee of pick-up. Any reasonable advantage or disadvantage explained (2 marks for each).	4
(b)	Actions can include: <ul style="list-style-type: none"> • Enter details onto database for future mail shots • Collate and evaluate information • Make necessary adjustments in light of comments, e.g. improvements and suggestions • Update supplies to distribution centres • Evaluate effectiveness of campaign by use of statistical evidence (3 x 2 marks)	6

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(c)	Surveys and questionnaires have a low response rate, however it is necessary to obtain this source of primary research. By offering incentives for completion it is hoped that more people will be encouraged to respond.	2
(d)	Advantages of this partnership: The Singapore Tourist Board (Public Sector) is responsible for issuing a number of guides, the private sector will benefit economically by being featured in the guides as there will be an awareness and demand for their products and services. It also provides an incentive for them to be included because of the possible financial gain. For the STB it provides a source of funding in the production of the leaflets. Sharing in the promotion of the destination is beneficial to both parties for the long-term success (up to 3 for each advantage explained).	6
(e)	<i>Levels of Response</i> Above the line methods are: Direct to the public, i.e. newspapers, posters and radio. Direct to the trade, i.e. discounted flights and accommodation to agents (incentives) and educational visits. Level 1 (0-3 marks) Limited knowledge of terminology with no comparison of methods. Level 2 (4-6 marks) Understanding of terminology with examples given and an attempted comparison of effectiveness. Level 3 (7-8 marks) Comparison and opinion given of each type of activity.	8
3 (a)	Factors can be: holiday travel, affluence of travellers, water sports, and natural facilities or accept proximity to USA, and political stability following Sep 11 th . Geographical factors such as climate and landscape are also acceptable. Accept extra flights by BA Virgin (1 mark) (2 + 2).	4
(b)	Following three hurricanes Antigua has had over \$100 million investment. Major benefits include improved infrastructure, e.g. more robust buildings, an improved transport system, including extra flights and the provision of many more up-market hotels. Also accept: care of the environment and an increase in visitor satisfaction and spending (1 mark for benefit + 2 for explanation).	6
(c)	<ul style="list-style-type: none"> • It has more properties to appeal to the upper end of the market • It is creating a new golf course • Involvement of new carriers, e.g. BA and Virgin • It is developing a new health club and spa • Ongoing phases of development have been set in place for the future • It will introduce other economic activities to compliment and support the development • It will appeal to a whole range of clients who have different interests • It has all the characteristics of successful destination management Any of the above reasons identified and explained (2 marks each to a max of 6)	6
(d)	Short-term impact is to optimise visitor spending and maximise the economic opportunity. The long-term impact is to set long-term goals to ensure that the needs of the host community are met and, at the same time, ensuring that there is no conflict between the host community, the cruise passengers and the short term holidaymakers. Economic impacts only accepted. (2 x 2 marks or 3 x 1 mark)	4

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(e)	<p><i>Levels of Response</i></p> <p>All three sectors have a role to play. Public involvement in providing the necessary infrastructure and protection of the environment. The text links tourism, transport and construction, which requires input from all sectors. Private investment (local or foreign) is highly encouraged. Local people are needed to produce local crafts and maintain cultural identity in the face of all the new development. Voluntary involvement, e.g. environment protection.</p> <p>Level 1 (0-4 marks) Brief statement of examples with little amplification. Level 2 (5-8 marks) Award marks for examples from text explained and reference to all three sectors. Level 3 (9-10 marks) The role of partnerships explained and how each sector will benefit by meeting customer needs and displaying a positive attitude to destination management. Clear understanding of all sectors evident.</p>	max 10
4 (a)	<p>Socio-cultural impacts are more pronounced in developing countries due to:</p> <ul style="list-style-type: none"> • Lack of understanding of the needs of the local population • Loss of identity and culture • Loss of traditional ways • Displacement of homes and habitats • Lack of trust/respect can cause conflict <p>(2 + 2 marks)</p>	4
(b)	<p>If local communities are involved in planning and decision-making it can enhance self-esteem of locals and bring benefits to customers when standards are maintained. Chance of repeat business or word of mouth recommendation can prolong the long-term success of the destination. It may protect reputation and enhance image and perception of area and provide long-term economic benefit. Development of the triangular relationship between all sectors.</p> <p>Up to three marks for reasonable amplification (6 x 1 mark, 2 x 3 marks or 3 x 2 marks)</p>	max 6
(c)	<p>Ways that education can benefit are:</p> <ul style="list-style-type: none"> • Tourism training can provide employment prospects in tourist related activities, e.g. tourist guides, traditional activities, etc. • It enhances self esteem bringing benefits to both customers and local population • It promotes higher standards of service • Customer Service skills become more developed and the importance of staff awareness of tourist opportunities is realised 	2
(d)	<p><i>Levels of Response</i></p> <p>Level 1 (0-3 marks) Brief answer which indicates that there is an important relationship between all sectors to work together in promoting new destinations.</p> <p>Level 2 (4-6 marks) Development of a relationship between the sectors, public private and voluntary to optimise visitor spending and provide facilities for local inhabitants without damage to their traditional way of life. To maximise visitor spending and reconcile differences between communities and tourists. Some evaluative comment attempted.</p> <p>Level 3 (7-8 marks) Consideration of the long-term effect of the future of traditional cultures and lifestyles in an ever-changing world. The necessity to overview the role that investing income in public and social projects can play. Opinions and evaluative comments from the text given.</p>	max 8