

# UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

## MARK SCHEME for the May 2004 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.

CIE is publishing the mark schemes for the June 2004 question papers for most IGCSE and GCE Advanced Level syllabuses.

**May 2004**

**CAMBRIDGE INTERNATIONAL DIPLOMA ADVANCED LEVEL**

**MARKING SCHEME**

**MAXIMUM MARK: 100**

**SYLLABUS: 5261**  
**TRAVEL AND TOURISM**  
**Core Module**

Page 1	Mark Scheme	Syllabus	Paper
	TRAVEL AND TOURISM – MAY 2004	5261	CORE MODULE

Question 1	Answer to question	Part mark
(a)	<p>Economic objectives are:</p> <ul style="list-style-type: none"> <li>to attract visitors to increase visitor spending in India</li> <li>to increase foreign currency earnings</li> <li>to establish employment opportunities and have funding for improvement of infrastructure</li> </ul>	4
(b)	<p>Factors identified and explained:</p> <ul style="list-style-type: none"> <li>more affluent and less chaotic therefore a more gentle introduction to the country</li> <li>golden triangle, its proximity to other cities makes it a manageable destination</li> <li>well known destination for business, VFR, and cultural purposes</li> <li>popular choice for package holidays</li> </ul> <p>Up to 3 marks for each factor explained.</p>	6
(c)	<p>In tourism development terms the <b>preservation</b> and <b>promotion</b> of cultural and religious sites is important to India. Customs, historical celebrations, religious ceremonies are all part of national identity and as such are a major aspect of attracting visitors to a destination. Therefore the upkeep and preservation of these sites is paramount in sustaining tourism development.</p>	4
(d) (i)	<p>Benefits to India's monuments include:</p> <ul style="list-style-type: none"> <li>Conservation, enhancement and restoration of important tourist attractions. India's monuments do not receive funding from central government and are totally reliant on entry fees for conservation. Without this money the long-term effects of 1000's of tourists visiting the sites will be irreparable. It is beneficial in the long term to sustain and maximise visitor spending.</li> </ul>	4
(d) (ii)	<p>Benefits to International organisations include:</p> <ul style="list-style-type: none"> <li>The article refers to International Development Fund, UNESCO, Tour Operators and conservation bodies. If entrance fees to famous monuments and sites are widely accepted then organisations such as these can continue to protect endangered sites. They can also give grants and financial assistance to places that require funding. In this way the work of organisations to encourage control and use of sites will be internationally recognised and will encourage further funding from visitors.</li> </ul>	4
(e)	<p><b>LEVELS OF RESPONSE</b></p> <p>Level 1 - Key benefits from article identified only.</p> <p>Level 2 - Good description of benefits from the article explained and applied.</p> <p>Level 3 - Article understood, analysed, and applied in a mature fashion, which shows how benefits can be applied to tourism development. The article clearly shows the objectives of the Indian Government and gives emphasis to the role of the public sector and National government.</p> <p>Higher level candidates will recognise that a partnership between public and private organisations will lead to economic, social, cultural and environmental benefits. Look for links between aims, objectives and conclusions for both sectors.</p>	<p>1 – 4</p> <p>5 – 6</p> <p>7 - 8</p>

Page 2	Mark Scheme	Syllabus	Paper
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Question 2	Answer to question	Part mark
(a)	Increase customer awareness, stimulate demand, and remind existing customers of existing products. To encourage a greater market share, to target different market segments. Each point briefly explained 3 x 2	6
(b)	<b>Advantages</b> – Public Relations activity, can specify target groups, presents a favourable image, personal selling can be activated. Form of incentive for future sales.  <b>Disadvantages</b> - Small numbers only, expensive, can't chose who you take, limited opportunities, limited use of future extensive knowledge 3 + 3 Any reasonable advantage or disadvantage explained.	6
(c)	Concentrated marketing as an above the line activity explained, or aspects of AIDA identified relating to newspapers and magazines.	4
(d)	Direct mail or direct response – used to supply on demand information requests.	2
(e) (i)	It is necessary to obtain this source of primary research. By asking supplementary questions such as age, previous visits and business or leisure further direct target marketing can take place to different market segments and can be more effective.	3
(ii)	Attacking, concentrated, or developing strategy identified and any acceptable method explained. Must be a strategy and not a promotional method.	4

Question 3	Answer to question	Part mark
(a)	Factors can be holiday travel, affluence of travellers, winter-sports, natural facilities, something new after Europe, political stability. Geographical factors such as climate and landscape are also acceptable. Quotes from introductory article used and expanded acceptable 2 + 2	6
(b)	Appeal may be due to the fact of its proximity to US, shorter travelling time, no visa requirements, politically safe, air travel not always necessary, same language. Similarity to European destinations. Any reasonable appeal identified and explained to a max of 2 for each.	4
(c) (i)	The Public sector organisation is Tourism British Columbia.	1
(ii)	Private Sector: Any from Tour operator, Whistler North wind tourism train, golf courses or Spa Hotels.	1
(iii)	Both sectors have a role to play. Public involvement in providing the necessary infrastructure and marketing and promotion of the resort. Private in the development of further tourist activities such as the train and golf and spa breaks. 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 both sectors for maximum marks.	5

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(d)	<p>Answer must make use of article, e.g. Similar to successful European resorts, can walk to ski slopes, it is purpose built but retains character, good transport, good nightlife, it is a world class resort. It is developing a range of alternative activities such as a new golf course and spa. Ongoing phases of development have been set in place for the future. 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 – Brief or list of statements.  Level 2 – Examples from article given with attempt at amplification.  Level 3 – Examples from article given with appropriate evaluative comments.</p>	<p>1-3  4-5  7-8</p>
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Question 4	Answer to question	Part mark
(a)	Accommodation, meals, transport, activities are all included in price.	2
(b)	<p>The economy can be affected in the following ways:</p> <ul style="list-style-type: none"> <li>Leakage – money goes straight to the private sector organisations such as tour operators</li> <li>Less contribution to the balance of payments and GDP of Cyprus</li> <li>Many locals could lose their jobs – lack of multiplier effect</li> </ul> <p>Up to 2 marks for any point explained.</p>	4
(c)	<ul style="list-style-type: none"> <li>If local communities are involved in social activities it can enhance self-esteem and bring benefits to customers when good relationships are maintained</li> <li>Tourists who do not venture out of their hotel environment miss out on the cultural aspects and activities that are on offer and therefore this can cause hostility between hosts and tourists</li> </ul> <p>Up to 3 marks for each advantage.  To gain maximum marks candidates should be able to recognise the social and cultural aspects and give an explanation based on the above.</p>	6
(d)	<p>LEVEL OF RESPONSE</p> <p>The article states that all inclusive guests stay in their hotels and could be anywhere in the world. This does not promote the destinations reputation or enhance the image and perception of an area. It fails to provide long term economic benefit and development of the triangular relationship.</p> <p>Level 1 – Brief answer which indicates that there is an important relationship between all sectors to work together in promoting destinations.  Level 2 – Development of a relationship between the hosts and tour operators to optimise visitor spending and provide opportunities for employment.  Level 3 – Will look at the long term effect of the future of traditional holidays and new trends which can affect cultures and lifestyles in an ever changing world. The necessity to overview the role that foreign organisations can play.  Principles of sustainable tourism understood.  Opinions and evaluative comments from the text given.</p>	<p>1-3  4-6  7-8</p>