

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma

MARK SCHEME for the October 2004 question paper

5261 TRAVEL AND TOURISM

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. 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 discussion or correspondence in connection with these mark schemes.

October 2004

CAMBRIDGE INTERNATIONAL DIPLOMA
Advanced Level

MARK SCHEME

MAXIMUM MARK: 100

PAPER : 5261
TRAVEL AND TOURISM
Core Module

Page 1	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCT 2004	5261

1 (a)	<p>Objectives are from:</p> <ul style="list-style-type: none"> • Increase overseas visitor spending in Thailand • Create further employment opportunities • Increase foreign currency earnings • To further develop tourism development projects <p>1 mark to identify 1 to explain</p>	4
(b)	<p>Answer must be international and economic.</p> <p>Gateway cities can benefit economically by working closely with neighbouring countries to further develop the infrastructure of the region. They can attract grants, loans and financial assistance from International organisations. This contributes to worldwide employment, worldwide investment and contribution to worldwide GDP.</p> <p>In the case of Indo - China that has a poorly developed infrastructure, a good gateway with a range of facilities and amenities can contribute to enhanced visitor arrivals. Reference to both points to achieve maximum marks.</p> <p>2 marks for international, 2 for economic and a further mark for development</p>	5
(c)	<p>Tourism development has been maximised throughout Thailand as a result of the increased services.</p> <ul style="list-style-type: none"> • Travel to other destinations has become easier and therefore tourism spending is increased in other regions (Multiplier effect). • Access for all travellers is possible, increased visitor arrivals • The role of commercial operators in promoting and selling 'new' destinations to maximise tourist arrivals. • Principles of sustainable tourism, diversification <p>Valid and reasoned points that relate to tourism development in the region. (2 x 3).</p>	6
(d)	<p>These can be national government, or national agencies such as tourist boards.</p> <p>Main aims and objectives of National organisations:</p> <ul style="list-style-type: none"> • They have an important role in providing and distributing information • They play a key part in monitoring the market and collecting relevant data • They represent the country or region as a whole and reflect tourism policies of those countries/regions • They should liaise closely with commercial organisations such as tour operators who sell destinations by providing necessary support. • They encourage development, funding and planning. <p>Clear understanding of the aims and objectives of national organisations must be given to achieve maximum marks based on the above or any valid reference given or example given. Up to 3 for brief description of aims Up to 6 for clear understanding of aims and objectives</p>	6

Page 2	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCT 2004	5261

(e)	<p>Level of Response</p> <p>The article gives many examples of existing cultural activities and attractions such as Sukhotai, which is a UNESCO site (protected). It makes reference to the fact that hill tribes are treated well by tourists (triangular relationship). There are many locally produced souvenirs to buy (local employment). National pride and identity is strong in the region and must be maintained (tourism education). Travel is safe (customer benefits)</p> <p>Level 1 - Brief answer which does not fully address preservation of culture and tradition. Little use of text.</p> <p>Level 2 - Good use of examples from text linked to principles of sustainable tourism development.</p> <p>Level 3 - Well-developed and mature answer that uses the above examples and gives clear evidence of analysis of methods of sustainable tourism.</p>	<p>L1 1-3</p> <p>L2 4-6</p> <p>L3 7-8</p>
2 (a)	<p>Of the four marketing communication methods listed award up to 3 marks for each method explained in acceptable marketing terms, using appropriate terminology.</p> <p>3x3</p>	9
(b)	<p>Reasons for the increase in advertising:</p> <ul style="list-style-type: none"> • The need to increase customer awareness of the destination • The importance of reminding customers of existing products • The necessity to stimulate demand for the destination • The increased use of a variety of advertising media <p>Any 2 of the above points explained. (2 x 2)</p>	4
(c)	<p>Reasons for the decrease from:</p> <ul style="list-style-type: none"> • Once market research has been undertaken it is easier to top up existing secondary and primary research. • Research has identified where there is a gap in provision of marketing methods • Existing market research has shown that there needs to be an increase in advertising and therefore more funding has been put into this area. <p>Any two points explained for 2 marks. (2 + 2)</p>	4
(d)	<p>All aspects of AIDA principle to be applied for maximum marks. Answer dependent on individual opinion, however answer will be expected to compare the Attention, Interest, desire and action of the two adverts. Reference to consumer and trade is expected.</p>	4 + 4
3 (a)	<p>Mediterranean or Atlantic sea, Sahara desert, beaches, mountains, bird watching, climate</p> <p>1 mark for each feature + 1 for reason for appeal.</p>	1 + 1 x 3
(b)	<p>Muslim religious beliefs may not be known/understood by travellers, cuisine, customs, freedom of movement, dress code, use of alcohol and political beliefs.</p> <p>Any reason up to max. of 4</p>	4

Page 3	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCT 2004	5261

(c)	<p>Positive attitude to destination management which has allowed a wide range of tourist activities to develop. These include: camel treks, rock climbing, golf, skiing, white water rafting and bird watching. It has developed the short break market and the city of Marrakesh has become one of the trendiest short haul destinations providing the infrastructure and encouraging private sector involvement e.g. golf, adventure tourism.</p> <p>Travellers enjoy the high level of service and the value for money that leads to a good reputation for future success.</p> <p>Level 1 - Limited use of references from article and brief justification.</p> <p>Level 2 - Good use of examples from article all justified.</p>	<p>2 Levels L1 1-4 L2 5-8</p>
(di)	<ul style="list-style-type: none"> • Tangier was unable to satisfy customer demands • Poor service and aggressive hassling discouraged visitors • The city has a poor reputation • The city has deteriorated, needs facelift and clearing of rubbish 	4
(dii)	<p>The investment by the Movenpick group of hotels represents investment from the private sector. As a leading hotel group the resort will gain international recognition through the publication of its hotel directories and from the different types of visitors it will promote the hotel to. Private sector investment can lead to the provision of further facilities, attractions etc. to support further development of the resort.</p> <p>The public sector in Tangier is responsible for improvements to the infrastructure, i.e. cleaning of the beaches and city, employment, training and education of the host population to improve customer standards.</p> <p>Credit reference to partnership between the sectors, e.g. planning control and promotion.</p> <p>(3 + 3)</p>	6
4 (a)	<p>Tribes Travel is different from regular tour organisers because:</p> <ul style="list-style-type: none"> • They clearly state their economic, environmental and social policy • They ensure that 75% of the cost of a trip remains in the destination • They avoid leakage as much as possible • They work closely with local communities • They encourage tourists to buy appropriate souvenirs from local traders. (2 x 2) 	4
(b)	<p>The advantages of the Tribes Travellers Code are:</p> <ul style="list-style-type: none"> • They reduce paper wastage by using inserts • Travellers are issued with environmental guidelines prior to departure so that all issues can be considered before arrival at destination • They include local conservationists who have a responsibility to care for local environments 	4

Page 4	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCT 2004	5261

(c)	<p>Voluntary organisations in tourism development terms can take on the roles of environmental protection, e.g. Friends of the Earth, Greenpeace, and Tourism Concern. All voluntary organisations rely on subscriptions and donations to fund their activities.</p> <p>Voluntary organisations are involved with the planning and provision of cultural activities and events, e.g. carnivals, religious festivals, which all contribute to tourism development.</p> <p>(4 x 1)</p>	4
(d)	<p>Factors - long term goals, triangular relationship between host, tourist and environments, policy to minimise environmental and cultural damage, economic factor – money is paid direct to locals through employment. Lack of hostility and conflict which creates a sustainable future.</p> <p>Level of response answer.</p> <p>Level 1 - Short brief statements. This will identify that this policy benefits all concerned.</p> <p>Level 2 - Relationship analysed, will give reasons e.g. given above such as long term goals, infrastructure etc. All aspects discussed</p> <p>Level 3 - will recognise the advantages of triangular relationship etc.</p>	6 L1 0-2 L2 3-4 L3 5-6