

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Advanced Level

MARK SCHEME for the May 2005 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.

May 2005

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 – MAY 2005	5261

1 (a)	<p>Any 3 objectives explained from the following:</p> <ul style="list-style-type: none"> • increase visitor spending • increasing income for commercial operators • economic development of their own countries • create employment • increase foreign earnings. <p>(1 mark for reason + 1 for amplification of reason)</p>	6
(b)	<p>Look for reasonable suggestion or suggestions with amplification for up to three marks for each section e.g.</p> <p>Transport:</p> <ul style="list-style-type: none"> • use of tourist buses • use of fuel types • New Zealand has many natural lakes and waterways, effective use of boats • limit the amount of small vehicles to certain attractions etc. 	3
	<p>Accommodation</p> <ul style="list-style-type: none"> • signs and notices with regard to water • signs and notices with regard to fresh linen, towels etc. to save on washing and use of detergents • sympathetic use of bright lights in a natural environment • use of solar powered energy. <p>Any reasonable answer accepted.</p>	3
	<p>Visitor Attractions</p> <ul style="list-style-type: none"> • visitor management of numbers in peak and off peak times • partnerships between operators to reduce competition and range of providers • efficient use of energy • tourism training for commercial and non-commercial providers in energy and cost effective systems <p>Any reasonable suggestion accepted.</p>	3
(c)	<p>With the trend towards continuing growth the role of national organisations such as TRIANZ is to:</p> <ul style="list-style-type: none"> • explain public sector objectives • explain International Marketing and promotional activities • refer to the principles of environmental performance • refer to the principles of sustainable tourism • set indicators for the tourism companies • set indicators for the local communities • encourage further development whilst continuing to control the use of the countries resources. 	5

Page 2	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – MAY 2005	5261

(d)	Level of Response Level 1 – Brief summary of either the positive or the negative effect, possibly only one impact addressed in detail. Little understanding of the issues evident.	Level 1 1 – 4
	Level 2 – Both positive and negatives effects and some comparison attempted. Countries that are rapidly developing attract investment from multi national organisations. General development and conservation of attractions, (built and natural) etc. can take place. There is often revitalisation of traditional customs, crafts etc. (Maoris). Negative issues such as employment structures, morals, traditions can be lost.	Level 2 5 – 7
	Level 3 – Any of the above points further amplified with good evidence of both aspects covered and a suitable conclusion drawn.	Level 3 8 – 10
2 (a)	The advantage of a partnership in this instance is: the sharing of knowledge and expertise; the article states that the Maoris have the product but not the knowledge to enable promotion. It is backed by the NZ government to enable effective promotion of all the regions. 1 mark for suggestion and up to 2 further marks for amplification.	3
(b)	Three reasons for marketing and promotion can be from the following: <ul style="list-style-type: none"> • the need to increase customer awareness of Maori tourism • the need to stimulate demand for Maori tourism • the importance of reminding customers of the product • to ensure sustainable tourism development in New Zealand. 3 x 2	6
(c)(i)	Producing updated imagery <ul style="list-style-type: none"> • this is important especially for a range of tour operators who may wish to include images in the production of brochures • updated imagery is important e.g. web-sites are used much more frequently and an updated version is important for international marketing and promotion of the area 	3
(c)(ii)	Sign-posting area This is to promote the area to passing traffic. Use of regional maps and boards. Many areas worldwide produce touring maps and leaflets to encourage tourists who are driving to take in tourist attractions en-route. This method of marketing can maximise visitor number.	3

Page 3	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – MAY 2005	5261

(d)	<p>Accept any of the following strategies, ideally:</p> <ul style="list-style-type: none"> differentiated marketing developing strategy above the line strategy or - any marketing strategy provided that it is explained in context to the question the strategy chosen should be identified, clearly understood and its effectiveness analysed to gain maximum marks 	4
(e)	<p>TV and Film are two methods of marketing communication methods. Candidates should refer to the text and for each method evaluate their effectiveness in the case of New Zealand.</p> <p>Candidates will refer to the success of the film Lord of the Rings and its potential future impact on visitor numbers. It is an internationally recognised book and film and many people world wide will want to visit the places in which the film was made. Marketing campaigns can build on this success.</p> <p>TV holiday programmes are very successful marketing tools for destinations; they often give further details e.g. airline, tour operator, web-site and National Tourist Office information. This leads to a surge in interest and possible bookings.</p> <p>Level 1 – brief description of each method. Level 2 – evaluative comments given.</p>	<p>Level 1 1 – 3</p> <p>Level 2 4 – 6</p>
3 (a)	<p>Reasons can be from the following:</p> <ul style="list-style-type: none"> geographical (i.e. coral reefs, desert, mountains etc.) travellers attracted to this 'new' region outdoor adventure and diving tourist activities culture climate natural flora and fauna <p>(1 mark for suggestion + 1 for why each chosen feature appeals x 3)</p>	6
(b)	<p>Activities can be any from the stimulus i.e.</p> <ul style="list-style-type: none"> water sports culture (Bedouins) golf courses camel riding desert safaris etc. <p>Any activity from the stimulus identified and a reason given for appeal.</p> <p>Reasons include relatively new destination, low numbers of tourists, appeal of the wild, 'get away from it all' new experiences etc.</p>	4

Page 4	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – MAY 2005	5261

(c)	<p>The article states that there is a full range of hotels in the area with a large range of amenities. Major hotel companies must follow the market and invest in new destinations. They need to build alongside other major chains to provide competition and recognition of their own brand.</p> <p>Egypt is currently experiencing rapid growth (higher than the world average) with this in mind hotel capacity must grow at the same pace and it is an ideal investment opportunity by the major hotel chains.</p> <p>The Sinai peninsula has all the characteristics for a successful resort as it has other activities to support and complement the rapid growth of the destination therefore major private investors are keen to be part of the development.</p> <p>Up to 3 marks for any reason justified.</p>	6
(d)	<p>Candidates should address the principles of successful destination management.</p> <p>Without investment from the private sector it would be unlikely that this scale of operation could continue.</p> <p>To sustain employment and tourism, an awareness of the role of the private sector in tourism to the Sinai peninsula is essential.</p> <p>The organisation of facilities, accommodation, attractions, transport and entertainment should be beneficial and sympathetic to the host community.</p> <p>A working relationship with tour operators will sustain tourism and employment.</p> <p>Answer should address issues regarding employment, tourism, public and private sector and the demands of the local community for full marks.</p> <p>Level of Response Level 1 – Brief points given. Level 2 – In-depth answer with clear understanding.</p>	<p>Level 1 1 – 4</p> <p>Level 2 5 – 9</p> <p>Max 9</p>
(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)	<p>Objectives for the TDA</p> <ul style="list-style-type: none"> • To integrate international standards of sustainable tourism development to include: Employment creation, increasing foreign currency earnings, investment of funds for improving local area, and conditions. • Promote sustainable development of tourism in Egypt's main tourist destinations <p>(1 mark for objective + up to 2 for amplification) 2 + 2</p>	4

Page 5	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – MAY 2005	5261

(b)	<p>Working with international organisations such as USAID and PA Consulting Group will enable funding and knowledge to be available in the long term planning and decision making processes. Funding can become available for environmental law enforcement, such as the creation of Ras Mohammed National Park.</p> <p>Development of more than one suggestion fully understood to gain higher marks.</p>	6
(c)	<p>The fragile reefs are in danger of being damaged by the numbers of visitors to them. Snorkelling and scuba diving can cause damage by people touching, collecting and feeding the marine life. The illustration shows tourist boats anchored to the coral which can cause wear and tear.</p> <p>Level of Response Level 1 – Brief answer which shows little understanding of the area and of the negative impact of tourism. Level 2 – The development of environmental issues i.e. negative impacts of pollution on marine life discussed with understanding. Level 3 – Will look at the long term impact in a mature and fluent written response which highlights environmental issues.</p>	<p>Level 1 1 – 2</p> <p>Level 2 3 – 4</p> <p>Level 3 5 – 6</p> <p>Max 6</p>
(d)	<ul style="list-style-type: none"> • EIA – refer to text • tourist education • zoning and preservation of specific area • any reasonable method identified and explained 2 x 2 	4