

# UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Advanced Level

## MARK SCHEME for the October 2005 question paper

### CAMBRIDGE INTERNATIONAL DIPLOMA IN TRAVEL AND TOURISM

5261      Travel Organisation, maximum mark 100

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. 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 discussion or correspondence in connection with these mark schemes.

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1 (a)	<p>This is an economic objective of tourism development and therefore tourism is seen as a way:</p> <ul style="list-style-type: none"> <li>to attract visitors back to the country;</li> <li>to further increase visitor spending in Turkey;</li> <li>to increasing foreign currency earnings;</li> <li>to re-establish employment opportunities and increase funding to contribute to balance of payments.</li> </ul> <p>1 mark for reason up to 2 marks for extension (3 + 3)</p>	6
(b)	<p><b>Visitor Spending</b> Candidates should recognise and be able to explain that a fall in the exchange rate is beneficial to tourist spending as their money is worth more and as a result tourists are likely to spend more. 1 mark for understanding the effect and up to 2 further marks for expansion.</p> <p><b>The country of Turkey</b> Candidate should recognise and be able to explain that this will have a negative effect on the country as their currency is falling in value and they will have to pay more for imported goods and services. 1 mark for understanding the effect and up to 2 further marks for expansion.</p>	Total 6
(c)	<p>The article states that July, August and September are the busiest months so to maximise travel and tourism development they are:</p> <ul style="list-style-type: none"> <li>encouraging visitors to come in the winter e.g. city breaks;</li> <li>encouraging visitors to the mountains e.g. walking and activity holidays;</li> <li>golf is developing fast e.g. 4 championship courses;</li> <li>sailing holidays e.g. Gullet cruises are becoming more popular.</li> </ul> <p>Any example described 2 x 2.</p>	4
(d)	<p>Commercial organisations must continue to promote their destinations in a positive manner to ensure that tourists continue to travel to Turkey.</p> <ul style="list-style-type: none"> <li>The retail travel market is worth US 6 billion \$. This is a very lucrative business and commercial organisations need to ensure that they achieve a maximum share of this business;</li> <li>Competition will be even fiercer due to the political situation.</li> </ul> <p>(4x1 or 2x2) credit all valid points to a max of 4.</p>	4
(e)	<p>Use level of response criteria: Turkey has a strong eastern Mediterranean and Middle Eastern culture which is evident through its architecture, religion, food and customs. The advantages of this are that tourism helps to re-enforce traditional arts and crafts, festivals, national pride etc. The disadvantages may be that the rise in tourism has led to a shift in employment structures, family structures, imitation of western ideals and morals etc.</p>	Max 10

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	<p>Level 1 (0-4 marks) Brief attempt at either an advantage or disadvantage with little detail or explanation given.</p> <p>Level 2 (5-7 marks) Good explanation of advantage and disadvantage with some analysis.</p> <p>Level 3 (8-10 marks) Clear understanding of advantages and disadvantages with good analytical comments given. Reasonable advantages and disadvantages not mentioned above accepted in context.</p>	
2 (a)	<p>Niche marketing basic statement x 1 mark. Use of extended example e.g. golf or activity holidays and how this is used to promote niche marketing activities up to a further 2 marks.</p>	3
(b) (i)	<p>Above-the-line methods are direct to the public, i.e. the underground, newspapers, posters, television and radio. Two advertising campaigns and the Turkish Embassy Award. Marks for identification of examples.</p>	2
(ii)	<p>Direct to the trade, i.e. Joint advertising with tour operators; Accommodation to agents (incentives) and educational visits; Roadshows. Award marks for identification of examples.</p>	2
(c)	<p>1 mark for identification of:</p> <ul style="list-style-type: none"> <li>• Attention;</li> <li>• Interest;</li> <li>• Desire;</li> <li>• Action.</li> </ul> <p>1 further mark for how the advert has used each of the above.</p>	8
(d)	<p>Use level of response criteria:</p> <p><b>Roadshows</b> Advantages - can reach wider audience and target market, can stimulate demand, can remind people of the existence of product, good public relations, and personal selling. Disadvantages - not running all year round (only starting in autumn), reliant on trade partners to further promote and sell, limited uptake of trade support.</p> <p><b>Turkish Week</b> A method which is being used more frequently to raise awareness of destination and product. Good method to generate interest, can influence specific target groups dependent on which stores selected. Disadvantages - localised, only in London, not easily accessible to wider market, no way of monitoring success, can be expensive.</p>	

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	<p>Level 1 Brief example or explanation of each or one of the promotional methods with comparison.</p> <p>Level 2 Attempt at comparison of each method and understanding of differences evident. At least 1 advantage and 1 disadvantage given.</p> <p>Level 3 Good detailed response with clear evidence shown of the advantages and disadvantages of each method and their differences. Comparison and conclusion given.</p>	<p>1–4</p> <p>5–8</p> <p>9–10</p>
3 (a)	<p>The main reasons are for leisure travel, affluence of travellers, a 'new' destination to attract travellers, leisure and sports, climate, natural facilities e.g. desert. Quality of hotels and facilities shopping. Cultural and religious reasons are also acceptable.</p> <p>3 x 2</p>	6
(b)	<p>Any two activities from Fig. 1.</p> <p>1 mark for identification + 1 mark for why it appeals.</p>	4
(c)	<p>The extract clearly shows that there is tremendous development taking place in Dubai to make it a successful tourist destination. This is mainly down to private sector involvement. Candidate should use examples from the text to explain the private sector involvement and how there needs to be a working relationship with the host community to ensure long term success. E.g. horse riding, falconry, and camel riding are appealing tourist activities, however to enable a good working relationship, the private sector must ensure that the needs of the local population are met and not abused.</p> <p>More than one example should be used to gain the highest marks</p> <p>Marks awarded for development and understanding of question with good use of examples to show the need for a good working relationship between the private sector and the host community.</p> <p>1 + 5, 3 + 3</p>	6
(d)	<p>A <b>victim of its own success</b> indicates that Dubai has been so successful in promoting itself that there is not enough bed space to accommodate all the arrivals.</p>	2
(e)	<p>Use level of response criteria:</p> <p>The long-term impact is to optimise visitor spending and maximise the economic opportunity and to set long-term goals to ensure that the needs of the host community are met, whilst at the same time ensuring that there is no conflict between the host community and their cultural identity. Private investment (local or foreign) is highly encouraged. Local people are needed to staff the forecasted rise in hotel development but also to produce local crafts, and maintain cultural identity in the face of all the new development.</p>	

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	<p>Level 1 Brief statement of examples with little amplification.</p> <p>Level 2 Award marks for examples from text explained and reference to private sector and cultural needs of host community.</p> <p>Level 3 The role of the private sector explained and how this sector will benefit by meeting customer needs and displaying a positive attitude to destination management. Clear understanding of private sector and cultural needs of host population evident.</p>	<p>1-3</p> <p>4-6</p> <p>7-8</p>
4 (a)	Voluntary sector.	1
(b)	Any recognised national or international voluntary organisation identified x 1 mark. Up to a further 3 marks for brief outline of aims and objectives.	4
(c)	<p>Candidates should be able to suggest three acceptable methods such as:</p> <ul style="list-style-type: none"> <li>• Limit number of snowmobiles to park to a certain number;</li> <li>• Issue passes for snowmobile access;</li> <li>• Introduce speed limits;</li> <li>• Advertise in brochures, magazines, TV, radio etc, that use of snowmobiles is limited;</li> <li>• Introduce specific times when snowmobiles may be used e.g. early morning or evening;</li> <li>• Ban snowmobiles from the vicinity of geysers.</li> </ul> <p>An acceptable measure 1 mark for identification 1 mark for amplification.</p>	6
(d)	<p>Use level of response criteria: It is important for the future success of tourist destinations that the public and private sector instigate measures to control the negative impact of tourism. Unless measures are put into place now there is a danger of long-term irreversible damage to the environment. Candidates should be able to suggest measures that both sectors can enforce to tackle this issue.</p> <p>Level 1 Brief answer which indicates that there is an important role between the sectors to work together in minimising negative impacts in tourist destinations.</p> <p>Level 2 Suggestion of measures that may be undertaken between the sectors, public private to minimise the negative impacts of tourism. Analysis attempted.</p>	<p>1–3</p> <p>4-6</p>

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	<p>Level 3          Considers the long-term effect of the future of popular tourist destinations such as the Himalayas and Andes. The necessity to overview the role that investing income in long-term measures by both sectors can help towards the management of such destinations. Opinions and analytical comments from the text given.</p>	7-8
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