

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Advanced Level

MARK SCHEME for the May 2006 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN TRAVEL AND TOURISM

5261

Core, maximum mark 100

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 discussion or correspondence in connection with these mark schemes.

Page 2	Mark Scheme	Syllabus
	Cambridge International Diploma – May 2006	5261 (8953)

1 (a)	<p>Reasons are:</p> <ul style="list-style-type: none"> to attract visitors to the country to increase visitor spending in Namibia to increase foreign currency earnings to establish employment opportunities have funding for improvement of infrastructure to develop social and economic policies in Namibia. <p>(2 + 2) 1 mark for identification and 1 further mark for amplification</p>	4
(b)	<p>The article clearly states the policy for tourism development. Candidates should be able to pick out social/cultural objectives and state how the increase in numbers will benefit, e.g.:</p> <ul style="list-style-type: none"> Namibia is sparsely populated, with the increase in visitor numbers more development will take place which will benefit the local population disadvantaged groups and women will gain employment opportunities and training which will enhance their lifestyle cultural activities, handicrafts and traditional customs will be sustained and developed to protect national pride and identity. <p>Social benefit identified and clearly understood. Up to 3 marks for each benefit.</p>	6
(c)	<ul style="list-style-type: none"> Namibia's diverse environment and rugged environment is what attracts tourists to this country protection of the environment and the wild game must be a priority to ensure that tourism continues to be sustainable any given reference to valid environmental objectives accepted. <p>1 mark for identification + 1 mark for amplification.</p>	4
(d)	<p>Any from:</p> <ul style="list-style-type: none"> deserts wild game rugged coastline hilly plateaus. 	2
(e)	<p>Advantages of partnership:</p> <p>Level 1: Brief response that does not fully understand the link between the 3 sectors – up to 3 marks.</p> <p>Level 2: Clear understanding in the roles and benefits of organisations in encouraging development, funding tourist activities, marketing and promoting activities and reference to article given – up to 3 further marks.</p>	6
(f)	<p><u>Levels of Response</u></p> <p>This is a relatively new question and we are looking for methods used to maximise and sustain tourism development. References to other destinations in context with the question are accepted together with the use of Namibia as example. Principles of tourism development in context are essential.</p> <p>Level 1 (0-3 marks) – Brief answer without specific examples or justification of importance.</p> <p>Level 2 (4-6 marks) – Good explanation of example and applied with knowledge of importance of the system given in context.</p> <p>Level 3 (7-8 marks) – Classification system understood and justified in context. Higher level candidates will recognise that a worldwide recognisable system will lead to increased visitor satisfaction. Customer service skills will be improved through tourism training in line with other tourist destinations.</p>	max 8

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2 (a)	Namibia is keen to increase visitor numbers, therefore it is important to promote the destination for the following: <ul style="list-style-type: none"> • increase customer awareness • stimulate demand for Namibia • marketing concepts explained • fight off competition. (2 marks for each if explained)	4
(b) (i)	<ul style="list-style-type: none"> • above the line • media • printed material. 1 mark for valid description of marketing communication method and 1 further mark for amplification.	2
(ii)	Attacking strategy or developing strategy identified and explained.	2
(c)	<u>Level of response</u> Level 1 (up to 3 marks) – Either role or benefit explained briefly with little amplification. Level 2 (up to a further 3 marks) – Role and benefits explained with clear understanding. Advertising agencies are likely to create, design, prepare and place the campaign. They are likely to have statistical information that may not be readily available to the tourist board. The benefits are that the NTB can leave it the hands of the professionals who are accountable for its success.	6
(d)	<u>Distance learning</u> Advantage: Through a range of promotional material, e.g. CD's DVD, videos, printed material etc. travel agents can learn about the destination without visiting the country. Disadvantage: The material may not be used and therefore be a waste of money. <u>Familiarisation trips</u> Advantage: Agents can see at first hand the destination and be more likely to promote it on their return. Disadvantage: Very expensive to operate and they only reach a small number of people. Any reasonable advantage or disadvantage accepted. Up to 2 marks for each.	8

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3 (a)	Factors can be holiday travel, affluence of travellers, watersports, natural and built facilities. Geographical factors such as climate and landscape is also acceptable. 1 for identification + 1 for amplification (2+2+2).	6
(b)	Following the war in Iraq and other terrorist threats, overseas travel from America has declined. Mexico offers an ideal destination that is easily accessible from the USA. Political and social and economic reasons accepted, e.g. travel by cruise ships. (1 mark for benefit + 2 for explanation)	4
(c)	To access full marks both preservation and promotion should be addressed. The public sector i.e. National Tourist Boards, local and National Government have a role to play in: <ul style="list-style-type: none"> • developing the infrastructure • preserving and maintaining sites that are desirable tourist attractions • ensuring that such sites are promoted as part of their cultural identity • using such sites as USP's to attract and increase visitor spending. Any reasonable response within context that presents understanding (3 + 3).	6
(d)	<u>Levels of response</u> Level 1 (0-3 marks) – Brief statement of examples with little amplification. Level 2 (4-6 marks) – Award marks for examples from text explained and reference to destination management. Level 3 (7-8marks) – The role of a triangular relationship and how it will benefit by meeting customer needs and displaying a positive attitude to destination management. It will appeal to a whole range of clients who have different interests. It has all the characteristics of successful destination management.	8

Page 5	Mark Scheme	Syllabus
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4 (a)	<p>Non profit or volunteer organisations are important because:</p> <ul style="list-style-type: none"> they can promote cultural understanding of a destination they can assist with tourism training to provide employment prospects in tourist related activities e.g. tourist guides, traditional activities etc. they can enhance self esteem to many undeveloped regions bringing benefits to local population it promotes awareness of local issues and projects. <p>Any valid reason identified (2 + 2).</p>	4
(b)	<p>Multiplier effect:</p> <ul style="list-style-type: none"> this is very important in developing countries as more visitors come and monies spent in the area are re-circulated within that area thus creating a better standard of living for the host population involved in tourist activities the multiplier effect is greater in countries with a low GDP as they are reliant on the benefits of tourism development any relevant point regarding multiplier effect accurately given is accepted. <p>1 mark for each of the above to a max. of 4 OR 2 points explained (2 x 2).</p>	4
(c)	<ul style="list-style-type: none"> leakage is the opposite of the multiplier effect many private sector owned tourist facilities are owned by overseas companies and the profits made return to the country of origin leakage happens in all-inclusive hotels leakage may cause conflict with the host population as they are not receiving any benefits from tourism development <p>Any relevant point regarding leakage, accurately given is accepted. 1 mark for each of the above to a max. of 4 OR 2 points explained (2 x 2).</p>	4
(d)	<p>Factors may include:</p> <ul style="list-style-type: none"> <i>planning and decision-making</i> with the local communities as it may enhance self esteem of locals and bring benefits to customers when standards are maintained <i>marketing and promotion of area</i> – chance of repeat business or word of mouth recommendation can prolong the long-term success of the destination <i>development of the triangular relationship</i> between all sectors – it may protect reputation and enhance image and perception of area and provide long term economic benefit. <p>2 marks for reasonable amplification of each factor.</p>	4
(e)	<p><u>Levels of Response</u> Level 1 (0-3 marks) – Brief answer which indicates that there is at least one impact to either tourist or host identified. Level 2 (4-6 marks) – Developed response which identifies at least 1 impact to host and 1 impact to the tourist. Answer will recognise benefits/advantages to both. Level 3 (7-8marks) – The answer will look at the long term effect of the future of traditional cultures and lifestyles in an ever changing world. The necessity to overview the role that volunteer organisations can have in sustaining cultural activities and minimising negative socio/cultural impacts. There will be opinions and evaluative comments given.</p>	Max 8