

**MARK SCHEME for the October 2006 question paper**

**CAMBRIDGE INTERNATIONAL DIPLOMA IN TRAVEL AND TOURISM**

**5261      Travel and Tourism Core Module, 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 instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began.

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.

The grade thresholds for various grades are published in the report on the examination for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses.

- CIE will not enter into discussions or correspondence in connection with these mark schemes.

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1 (a)	Advantages are to attract visitors to the country, to increase visitor spending in China, increasing foreign currency earnings, to establish employment opportunities and have funding for restoration and improvement of infrastructure. (2 + 2) Any acceptable economic advantage explained.	4
(b) (i)	Foreign funded travel agencies The article makes several references to these e.g. Jalpak International. This indicates that there is a strong market for both incoming and outbound travellers thus creating a development opportunity for commercial providers in making profit and creating business for China. 1 mark for advantage and up to 2 further marks for amplification.	3
(ii)	Foreign funded hotel chains The development of the hotel industry will lead to enhanced employment opportunities, world wide awareness, development of the regions infrastructure and enhanced visitor experiences. Hotel chains are always keen to gain footholds in developing tourist destinations to eliminate competition and create profit. 1 mark for advantage and up to 2 further marks for amplification.	3
(c)	<ul style="list-style-type: none"> <li>China is poised to become one of the top generating markets for the rest of the world.</li> <li>China's development puts other nations under pressure, therefore this has cheered them up.</li> <li>Other destinations in Asia/Pacific can strengthen their commercial positions in the Chinese market.</li> <li>The development of China has led to economic benefits which have enabled Chinese travellers to travel and experience other destinations.</li> </ul> Any of the above or other reasonable point given 1 mark and up to 2 further marks for amplification x 2.	6
(d)	<i>Levels of response</i> <b>Level 1 (up to 3 marks)</b> Brief statements of benefits of tourism training and good customer service. <b>Level 2 ( up to a further 3 marks)</b> Analysis of above recognizing the good tourism training and customer service leads to word of mouth, repeat business, employment opportunities and helps to raise self esteem and pride in the country.	L1 1 – 3  L2 4 – 6
(e)	<i>Levels of Response</i> The case study refers to the fact that the wall is a UNESCO listed world heritage sites and therefore receive funding for restoration and conservation. Although some sections of the wall are in ruins, the sheer scale of the wall does not detract from its appeal or its cultural importance. Answers should reflect both cultural and environmental impacts of tourism and the ability to discuss the measures necessary to create a balance between the economic impact and the possible environmental damage to the wall by too much tourism. Long term sustainability is a priority. <b>Level 1 (1-3 marks)</b> Key detail from case study identified with attempt to explain either environmental or cultural measures. <b>Level 2 (4-6 marks)</b> Good use of examples from the case study explained and applied and knowledge of suitable measures given for both cultural and environmental. <b>Level 3 (7-8 marks)</b> Case study understood and discussed with understanding of the measures necessary to sustain tourist activity in the long term. Higher level candidates will recognise that co-operation with all sectors will lead to cultural and environmental benefits.	1 – 3  4 – 6  7 – 8

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2 (a)	<p>Advantages: Direct marketing, all aspects of Singapore can be easily advertised, the importance of reminding customers of products addressed in easy to use format. Customers are more likely to use coupons if they 'feel' they are getting a discount.</p> <p>Disadvantages can include, expensive to produce, may be over produced, no guarantee of pick up, may lead to fraudulent use.</p> <p>Any reasonable advantage or disadvantage explained.</p> <p>(2 marks for each)</p>	4
(b)	<p>Advantages of this partnership:</p> <p>The Singapore Tourist Board (Public Sector) is responsible for issuing a number of guides, the private sector will benefit economically by being featured in the guides as there will be an awareness and demand for their products and services. It also provides an incentive for them to be included because of the possible financial gain. For the STB it provides a source of funding in the production of the leaflets. Sharing in the promotion of the destination is beneficial to both parties for the long-term success.</p> <p>(Up to 3 for each advantage explained.)</p>	6
(c)	<p>Surveys and questionnaires have a low response rate; however it is necessary to obtain this source of primary research. By offering incentives for completion it is hoped that more people will be encouraged to respond.</p>	2
(d)	<p>Any above the line communication methods to the consumer acceptable e.g. newspapers, posters, radio, T.V. internet etc. Answer must give method and brief description for 2 marks each. Max. 6 marks</p>	6
(e)	<p><i>Levels of Response</i></p> <p><b>Level 1 (0-3 marks)</b> Limited knowledge of terminology with little attempt at judging the effectiveness of training to the travel trade or knowledge of public relation methods.</p> <p><b>Level 2 (4-6 marks)</b> Understanding of terminology with examples given and an explanation of the effectiveness of the training methods used.</p>	6
3 (a)	<p>Factors can be holiday travel, water sports, natural facilities, history, culture, water sports etc. Geographical factors such as climate and landscape are also acceptable.</p> <p>1 mark for each factor identified to a max of 4.</p>	4
(b)	<ul style="list-style-type: none"> <li>• History and culture are important aspects of tourism and can create a diverse tourism product in destinations such as Malta.</li> <li>• It is important that destinations retain national identity and a sense of pride in their history and culture.</li> <li>• History and culture may become a unique selling point to destination and may attract a niche market.</li> </ul> <p>Up to 2 marks for each reason up to maximum of 4.</p>	4
(c)	<p>Any of the following taken from the list in Fig. 3.</p> <ul style="list-style-type: none"> <li>• Further additions to the accommodation sector were halted.</li> <li>• A major re-classification for all hotels.</li> <li>• New permits only given to 4* or 5* hotels.</li> <li>• Setting up conference facilities.</li> <li>• General infrastructure developments.</li> </ul> <p>(1 mark for benefit + 1 for explanation) up to a max of 4.</p>	4
(d)	<ul style="list-style-type: none"> <li>• It is becoming more accessible via chartered and scheduled flights.</li> <li>• Meetings and incentive markets have been established.</li> <li>• It has more properties to appeal to the upper end of the market.</li> <li>• It is creating diving and other water sports activities.</li> <li>• It is being marketed as an off peak destination.</li> <li>• Ongoing phases of development have been set in place for the future.</li> <li>• It has all the characteristics of successful destination management.</li> </ul> <p>Any of the above reasons identified and explained (2 marks each to a max of 6).</p>	6

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(e)	<p><i>Levels of response</i></p> <p>All three sectors have a role to play. Public involvement in providing the necessary infrastructure and protection of the environment. The text links tourism transport and construction, which requires input from all sectors. Private investment (local or foreign) is highly encouraged. Local people are needed to produce local crafts and maintain customer service and employment in the face of new development. Voluntary involvement, e.g. environment protection.</p> <p><b>Level 1 (1-3 marks)</b> Brief statement of examples with little amplification.</p> <p><b>Level 2 (4-6marks)</b> Award marks for examples from text explained and reference to all three sectors.</p> <p><b>Level 3 (7-8 marks)</b> 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 all sectors evident.</p>	8
4 (a)	<p><b>GDP</b> Gross Domestic product is the total amount earned by a country through a range of activities, in this case 8% is earned through tourism.</p>	2
(b)	<p>Economic impacts are more pronounced in developing countries due to:</p> <ul style="list-style-type: none"> <li>• Lack of understanding of current trends in tourism and the benefits it may bring.</li> <li>• Lack of development of infrastructure to enable easier access to destinations and the provision of greater visitor numbers.</li> <li>• Low take up of international offers on grants loans etc.</li> <li>• Lack of awareness of the impact tourism can have on jobs and income.</li> </ul> <p>(2 + 2 marks)</p>	4
(c)	<p>The dropping of border controls may lead to increased visitor number for any of the following:</p> <ul style="list-style-type: none"> <li>• Lifting of political constraints, freedom of movement.</li> <li>• Ease of travel i.e. time.</li> <li>• Creation of new and interesting destinations for visitors, EU and International.</li> <li>• Geographical proximity.</li> <li>• Motivation for travel i.e. business, VFR, religion, cultural etc.</li> <li>• Any of the above identified and amplified for up to 2 marks each.</li> </ul>	4
(d)	<p>The importance of sustaining the natural environment is necessary due to the following reasons:</p> <ul style="list-style-type: none"> <li>• Conservation and protection of natural resources are important on a local, national and international scale.</li> <li>• General landscaping and cleaning of rivers etc. is necessary to enhance the visitor experience.</li> <li>• Pollution control to preserve natural resources e.g. forests and rivers in the EU from over use by industry.</li> </ul> <p>Any reasonable answer relating to sustaining the natural environment acceptable.</p> <p>1 mark for identification + 1 mark for amplification up to a max. of 4 marks.</p>	4
(e)	<p><i>Levels of Response</i></p> <p><i>Look for the principles of successful destination management.</i></p> <p>The total tourism product, heritage attractions, leisure, entertainment, shopping, business facilities, hospitality providers etc. The involvement of local and national public sector to approve planning and development of area.</p> <p><b>Level 1 (0-3 marks)</b> Brief answer which indicates that there is an important relationship between host and other sectors to work together in planning and promoting new destinations.</p> <p><b>Level 2 (4-6 marks)</b> Development of a relationship between the sectors, public and private to optimize visitor spending and provide facilities for local people without damage to their existing lifestyles. To maximise visitor spending through working with private sectors in the establishment of hospitality e.g. hotels and other economic activities to support tourism development.</p>	Max 6