

MARK SCHEME for the May 2007 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN TRAVEL AND TOURISM

5260 Travel and Tourism Core Module, Maximum mark 100

This mark scheme is published as an aid to teachers and candidates, 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.

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

CIE is publishing the mark schemes for the May/June 2007 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

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Question Number	Answer to question	Mark
1 (a)	<p>Economic objectives are:</p> <ul style="list-style-type: none"> to attract visitors and to increase visitor spending in the Caribbean to increase foreign currency earnings to help the balance of payments and GDP to establish employment opportunities and have funding for improvement of infrastructure. <p>1 mark for identification + 1 for amplification x 2</p>	4
(b)	<p>Factors identified and explained:</p> <ul style="list-style-type: none"> the Caribbean is a long-haul destination and tourists usually opt for a package holiday as there is a wide choice of hotels. It is a gentler introduction to the country. familiar brand names of hotels encourage guests to have confidence in staying explained affluence, many visitors to the region are generally more affluent and therefore like to have everything arranged for them. The range of hotels in the Caribbean can provide this. it is a well known destination for business, VFR, and cultural purposes with limited opportunity to stay anywhere other than organised hotels 1 mark for identification of factor + up to 1 further marks for development and explanation <p>2 x 2 marks</p>	4
(c) (i)	<p>Dive tourism</p> <p>Benefits to the region include:</p> <ul style="list-style-type: none"> more employment opportunities for local population increase in visitor numbers through diversification brings economic benefits to the islands use of natural environment is cost effective as minimal investment is required and reference to environmental awareness accepted can attract specialist groups and different target market which helps to boost income and arrivals <p>Development of above points or any other reasonable response accepted. 1 mark for identification + 1 further mark for amplification</p>	4
(ii)	<p>Inter-Island tourism</p> <p>Benefits to the region include:</p> <ul style="list-style-type: none"> development of the infrastructure to cater for the movement of people, i.e. roads, airports, telecommunications, etc. diversification of product may attract more visitors competition from cruises who only pay short visits, the regions hotels will benefit jobs and income in context accepted <p>1 mark for identification + 1 further mark for amplification</p>	4
(d)	<p>The Caribbean Tourism Organisation (CTO) represents the interests of the Caribbean collectively in terms of marketing the Caribbean as a tourism destination. The Caribbean Hotel Association (CHA) promotes investments, human resource development, product excellence, customer satisfaction and technology-driven marketing.</p> <p>To gain maximum marks the response must be fully discussed from both sides and a clear understanding of the importance of this involvement of the public sector stated in tourism development terms.</p> <p>Up to 3 marks each for the CTO and the CHA 2 x 3</p>	6

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Question Number	Answer to question	Mark
(e)	<p>Level 1 – Key impacts i.e. social, economic, environmental from article identified only.</p> <p>Level 2 – Good identification and description of impacts from the article explained and applied with understanding to the host population of Barbados. Impacts should be positive and relate to economic, social and environmental.</p> <p>Level 3 – Article understood, analysed, and applied in a mature fashion, which shows how impacts can be positive to the host population in tourism development terms.</p> <p>The article clearly shows the objectives of the Minister and the Barbadian Government and gives emphasis to the long-term planning of a sustainable tourism development strategy.</p> <p>Higher level candidates will recognise that such policies will lead to economic, social, cultural and environmental benefits. Look at links between these aims and sustainable tourism</p>	<p>L1 1–3</p> <p>L2 4–6</p> <p>L3 7–8</p>
2 (a)	<ul style="list-style-type: none"> increase customer awareness, unless the trade and consumer know about the product, sales cannot be made stimulate demand, to prevent products declining in popularity. It is important to advertise their products on a regular basis. remind existing customers of existing products. This is necessary through PR and other methods to maintain sales. other valid marketing principles accepted, if accurate. <p>Each point briefly explained 3 x 2</p>	6
(b)	<p>Advantages – TV advertising will reach millions of viewers, it is visually pleasing, there will be 4 different advertisements to maintain interest, they will help to stimulate demand, they are 30 seconds long, which is enough to capture viewers attention.</p> <p>Disadvantages – expensive, cannot chose who watches them, limited time span (1 month), limited use of future research and collation of success statistics. Difficult to monitor response.</p> <p>3 + 3</p> <p>Any reasonable advantage or disadvantage explained. 1 mark for identification and up to 2 further marks for explanation.</p> <p>Alternatively up to 3 marks for number of advantages or disadvantages</p>	6
(c)	<p>Either: a concentrated marketing or attacking strategy is the primary method used, however the use of toll free number and web site address is a developing strategy. Marks will be awarded to those candidates who recognise and describe the effectiveness of a relevant strategy and show their understanding of the terms.</p> <p>Or: types of strategies may be inferred such as travel agents using persuasive tactics, or the benefits of using travel agents accepted in this case</p> <p>1 mark for a strategy given and up to 3 further mark for explanation</p>	4
(d)	<ul style="list-style-type: none"> direct response – used to tempt the reader to respond immediately to the offer of a free prize draw. This is below the line advertising to the trade and is used to remind the trade of existing products the company who are running the competition (First Choice Holidays) are advertising their products to the trade and, by offering a free familiarisation trip, they are encouraging the trade to stimulate demand for their product, as they know that they will be rewarded if they book holidays with the company. <p>2 x 2</p>	4

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Question Number	Answer to question	Mark
(e)	<p>Level 1: 1–2 marks Brief understanding of the relevance of sales promotion.</p> <p>Level 2: 3–4 marks Understanding of the term, sales promotion, and example given</p> <p>Level 3: 5–6 marks Developed answer that gives a relevant example of effective sales promotion techniques</p>	6
3 (a)	<p>Factors can be:</p> <ul style="list-style-type: none"> • changes in trends in holiday travel • rise in the popularity of cruising • marketing and promotion of cruising and new ships • tourists would like to see many more destinations – bored with regular 2-week holidays • more disposable income, cruising is generally more expensive <p>Any reasonable factor contextualized. 1 mark for identification and 1 further mark for amplification x 2</p>	4
(b)	<ul style="list-style-type: none"> • appeal may be due to the fact that many US cruises sail around the Caribbean and due to its proximity to US, shorter travelling time, no visa requirements, politically safe, air travel not always necessary, same language. Traditional stay holidays less appealing as US travellers usually prefer to take in more sights. Political safety in staying close to home. • accept the low \$ exchange rate which in this case would encourage US travellers to cruise as it would be cheaper <p>Any reasonable appeal identified 1 mark and explained to a max of 2 further marks for each.</p>	6
(c)	<p>With over 1.5 million cruise passengers in the Mediterranean alone, it is essential that the existing infrastructure:</p> <ul style="list-style-type: none"> • developed to cope with the increasing numbers • is developed to cope with the size of the new ships • transport providers, i.e. coaches, small boats need to have access to car parks and berths to enable swift disembarkation of vessels • all ports need to have similar facilities to equal competition from other ports and to ensure that they are accessible to all cruise operators <p>In awarding marks we must look for realistic issues, which have been analysed to give a reasoned response. L1 – 1 to 3 marks. Brief points explained L2 – 4 to 6 marks. More in-depth answer that realistically discusses some of the issues involved in infrastructure development.</p>	6
(d)	<p>The response to this question comes from prior knowledge of positive and negative impacts of tourism. In this case the major negative impact is the loss of traditional employment opportunities in the resorts of the Mediterranean caused by less visitor arrivals. The major positive impact is that these resorts can change their destination planning to include more short trips and excursions to cater for the increase of short stay visitors. Diversification of employment is necessary.</p> <p>Level 1 – brief or list of statements Level 2 – examples given of both a positive and negative impact Level 3 – appropriate evaluative comments on both negative and positive impacts.</p>	<p>Level 1 1–3</p> <p>Level 2 4–6</p> <p>Level 3 7–8</p>

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4 (a)	Accommodation, meals, drinks, transport, activities are all included in price. 2 marks for general understanding of term	2
(b)	The economy can be affected in the following ways: <ul style="list-style-type: none"> leakage – money goes straight to the private sector organisations such as tour operators less contribution to the balance of payments and GDP to the countries of the Caribbean many locals could lose their jobs – lack of multiplier effect up to 2 marks for any point explained.	4
(c)	<ul style="list-style-type: none"> if local communities are involved in social activities it can enhance self-esteem and brings benefits to customers when good relationships are maintained if tourists venture outside of ‘all inclusive’ resorts they can contribute to their own knowledge of social/cultural aspects of the destination in addition to promoting understanding of new areas and cultures tourists who do not venture out of their hotel environment miss out on the cultural aspects and activities that are on offer and therefore this can cause hostility between hosts and tourists conflict may occur between the host and the tourist as there may be dissatisfaction and misinterpretation of wealth Up to 3 marks for each advantage. To gain maximum marks candidates should be able to recognise the social and cultural aspects and give an explanation based on the above.	6
(d)	The article states that all inclusive guests stay in their hotels and could be anywhere in the world. This does not promote the destinations reputation or enhance the image and perception of an area. It fails to provide long-term economic benefit and development of the triangular relationship Level 1 – Brief answer which indicates that there is an important relationship between all sectors to work together in promoting destinations. Level 2 – Development of a relationship between the hosts and tour operators to optimize visitor spending and provide opportunities for employment. Level 3 – Will look at the long-term effect of the future of traditional holidays and new trends which can affect cultures and lifestyles in an ever changing world. The necessity to overview the role that foreign organisations can play. Principles of sustainable tourism understood. Opinions and evaluative comments from the text given.	Level 1 1–3 Level 2 4– 6 Level 3 7–8