

**MARK SCHEME for the May 2008 question paper**

**CAMBRIDGE INTERNATIONAL DIPLOMA IN TRAVEL AND TOURISM**  
**5260 and 5261 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 2008 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

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<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
<b>1 (a)</b>	<p>From Fig. 1a it should be evident that Glasgow has a great deal to offer in terms of history, culture, heritage, shopping, entertainment, events etc. Candidates should be able to recognise these factors as a reason for appealing to overseas visitors</p> <ul style="list-style-type: none"> <li>• Tourists like the culture and heritage of UK destinations and visitors are attracted by the range of events and activities that Glasgow can offer</li> <li>• Glasgow was European City of Culture in 1990 and many visitors wish to visit such cities</li> <li>• It has museums, parks and gardens, a vibrant night life etc. and also hosted the Garden Festival.</li> </ul> <p>Award 1 mark for acceptable reason + 1 for amplification x 2.</p>	<b>4</b>
<b>(b)</b>	<p>We are looking for interpretation of the information provided in Fig.1. In the case of Glasgow the economy has benefited by:</p> <ul style="list-style-type: none"> <li>• Created jobs (29,184) (1)</li> <li>• Total expenditure by overseas visitors £149 million (1)</li> <li>• Led to development of the infrastructure (1)</li> <li>• 7 million bed nights (1)</li> <li>• £558 pp, spent on average in the area by UK visitors (1)</li> <li>• £149 million total spent by overseas visitors (1)</li> <li>• No. 25 in the world as a conference destination (1).</li> </ul> <p>We are looking for any of the above points explained or any other reasonable response which has been developed to a maximum of 3 marks for each. 1 mark for identification and up to 2 further marks for amplification or 1 mark for each point identified.</p>	<b>6</b>
<b>(c)</b>	<p>It is clear from Fig.1 that Glasgow is proud of its culture. Preservation of culture in Scotland is important for the following reasons:</p> <ul style="list-style-type: none"> <li>• Visitors to Glasgow are reminded of the culture by the range of attractions available and as such it is important that these attractions are protected to sustain visitor numbers and to attract repeat business by word of mouth. i.e. if an attraction is well kept and preserved it is likely to be recommended and visitor numbers maintained.</li> <li>• Glasgow attracts many overseas visitors and part of the appeal of the city (Q1a) is based on its history, therefore it is important to keep the national culture and identity of Scottish history alive as this is what attracts the tourists.</li> <li>• Scottish culture is unique, credit reference to bagpipes, tartan, food etc.</li> <li>• Award responses not directly related to Glasgow, providing that they quote preservation of national pride and identity and give an example in context.</li> </ul> <p>Award 1 mark for each reason up to a maximum of two reasons plus a further one mark for each of two explanations/developments. There is, then, a need to exemplify the awarding of the one explanatory mark.</p>	<b>6</b>

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(d) (i)	<p>Supporters of the Commonwealth bid are any of the following:</p> <ul style="list-style-type: none"> <li>• Clydesdale Bank</li> <li>• First Group</li> <li>• Highland Spring</li> <li>• O2.</li> </ul> <p>Award 1 mark for each correct identification 1 x 3.</p>	3
(ii)	<p><b>Use level of response criteria</b></p> <p>There is a wealth of information in the article and we are expecting candidates to make relevant use of this information in addition to understanding the principles of sponsorship.</p> <p><b>Level 1</b> (1–2 marks) Candidate identifies/describes sponsorship.</p> <p><b>Level 2</b> (3–4 marks) Candidates are able to explain/analyse one or more of the reasons for Sponsoring the Commonwealth Games.</p> <p><b>Level 3</b> (5–6 marks) Candidates will assess/evaluate at least one or more reasons for sponsoring the Commonwealth Games.</p> <p><i>The candidate does need to consider both the meaning of sponsorship and why they would sponsor, in order to access level 2 and 3.</i></p>	6
(iii)	<p><b>Use level of response criteria</b></p> <p>The question clearly states ‘the benefits to Scotland’ if Glasgow hosts the games. We are looking for candidates to pick up from the case study that several companies are ready to invest in the country. Winning the games will provide a boost to the economy; it will inspire young people to showcase the country. Benefits will ‘ripple’ through Scotland such as employment, income, multiplier effect, development of infrastructure. Candidates should be able to recognise these benefits and apply their knowledge to the question and evaluate their findings.</p> <p><b>Level 1</b> (1–2 marks) Candidate identifies/describes the benefits of hosting the games.</p> <p><b>Level 2</b> (3–6 marks) Candidates are able to explain knowledge/understanding of at least two benefits to hosting the games.</p> <p><b>Level 3</b> (7–8 marks) A well written response with reference to the case study, with evaluative comments given for both hosting the games and the overall benefits.</p>	8

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<b>2 (a)</b>	<p>It is important to market and promote Scotland in the United States for any of the following reasons explained:</p> <ul style="list-style-type: none"> <li>• Foot and mouth, Bird flu, 9/11, floods, terrorist attacks and the Iraq war have had a negative impact on travellers from the US</li> <li>• Visit Scotland's campaigns continue to generate increased interest among prospective travellers</li> <li>• The need to remind customers and raise awareness of the product.</li> </ul> <p>Up to 2 marks for each</p>	4
<b>(b)</b>	<p>Focus Group</p> <p>This is a primary research method and is used as a method of collecting primary data from a small group of people. The intention is to discover the group's attitude towards a product or service.</p>	2
<b>(c)</b>	<p>The following ways in which Visit Scotland will use this information are:</p> <ul style="list-style-type: none"> <li>• assess the existing brand relationship that consumers currently hold with Scotland</li> <li>• to evaluate which aspects of the Scotland Brand are the most motivating</li> <li>• to determine which aspects of the brand personality are most appealing to consumers</li> <li>• to establish the optimum positioning of Scotland in terms of advertising and creative strategies.</li> </ul> <p>Any of the above ways identified and explained 2 + 2.</p>	4
<b>(d)</b>	<p>Public Relations is a major part of the marketing mix and is very important in the travel and tourism industry.</p> <ul style="list-style-type: none"> <li>• Consumer – raise awareness of product, through exhibitions, newsletters, press releases.</li> <li>• Travel Trade – as in the case of the article it is a method which has been used to promote Scotland to an overseas market through the use of PR activities directed at the travel trade including airlines to actively engage the trade in hearing, learning and co-operating in the promotion of Scotland.</li> </ul> <p>2 x 2 or 1 + 3 in total up to 4 marks for validity of answer.</p>	4
<b>(e)</b>	<p><b>Levels of Response</b></p> <p><b>Level 1</b> (0–3 marks) Brief description of use of website and inserts without comparison.</p> <p><b>Level 2</b> (4–6 marks) Detailed understanding of both marketing communication methods with reasoned comparison given.</p> <p>Accept all answers in context.</p>	6

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<b>(f)</b>	<p>Advantages of this partnership: The Scottish Tourist Board, Visit Scotland (Public Sector) is responsible for marketing and promoting the country by working closely with Continental and US airlines (private sector) they can gain a range of benefits such as issuing a number of guides, holding joint promotions, sharing advertising costs etc. The private sector will benefit economically by being featured in the promotions 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 Visit Scotland it may provide a source of funding for their promotions. Sharing in the promotion of the destination is beneficial to both parties for the long-term success.</p> <p><b>Level 1</b> (1–3 marks) Brief understanding of the advantages.</p> <p><b>Level 2</b> (4–6 marks) Clear understanding of the advantages explained in context.</p>	6
<b>3 (a)</b>	<p>Reasons can be :</p> <ul style="list-style-type: none"> <li>• to fulfil a romantic dream</li> <li>• tap into the energy of the Inca soul</li> <li>• visit one of the world’s must-see sights</li> <li>• history</li> <li>• scenery/environmental beauty</li> <li>• backpackers/trekkers typical itinerary</li> <li>• any reason in context.</li> </ul> <p>1 mark for each reason identified to a max of 4.</p>	4
<b>(b)</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 Machu Picchu, Peru.</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
<b>(c)</b>	<p>The tourist trail has been affected in a number of ways including:</p> <ul style="list-style-type: none"> <li>• The volume of visitors may cause a massive landslide into the river</li> <li>• Wear and tear can destroy footpaths and the flora and fauna of an area</li> <li>• Tea bags and water bottles litter the route causing pollution</li> <li>• There are waste disposal and sanitation problems.</li> </ul> <p>Any 2 impacts described for up to 2 marks each.</p>	4

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<b>(d)</b>	<p>This requires the candidate to discuss the <b>advantages</b> of the installation of the cable car and the restriction of visitor numbers against the <b>disadvantages</b> of loss of income and employment for the indigenous people and the negative environmental impact. The answer requires a detailed discussion based on the evidence provided and of the candidates own opinion.</p> <p><b>Levels of response</b></p> <p><b>Level 1</b> (1–4 marks) Brief statement of one advantage or disadvantages with little amplification</p> <p><b>Level 2</b> (5–8marks) Explanation of at least 1 advantage and 1 disadvantage in context</p> <p><b>Level 3</b> (9–10 marks) Analysis of the advantages and disadvantages given in context with evaluative comments given in support of the argument.</p>	10
<b>4 (a)</b>	<p>Mass-market tourism - any reasonable answer credited in context such as:</p> <ul style="list-style-type: none"> <li>• No monitoring of tourist activities</li> <li>• No information given to the hosts or tourists on environmental practices</li> <li>• Organised tours without consideration of the infrastructure or environment</li> <li>• Economic benefits not evenly distributed to local population</li> <li>• No efforts made to preserve the national identity of a destination.</li> </ul> <p>Up to 2 marks.</p>	2
<b>(b)</b>	<p>Destinations such as the Greek Islands are able to generate and attract mass tourism due to:</p> <ul style="list-style-type: none"> <li>• Easy access from a range of European countries</li> <li>• Cheap holiday prices</li> <li>• Competition from a range of large tour operators drives prices down</li> <li>• Reduced prices for last minute bookings</li> <li>• Sun, sand sea etc is very appealing</li> <li>• Euro zone, politically safe</li> <li>• Heavy advertising and promotion through various media channels.</li> </ul> <p>Two reasons must be given to achieve over 4 marks. For each reason given there must be an accompanying explanatory statement. 2 x 3 or up to 3 for 1 reason.</p>	6
<b>(c)</b>	<p>The article refers to the loggerhead turtles which make their home on the island of Zakynthos. WWF is a voluntary organisation and they give out this leaflet for the following reasons:</p> <ul style="list-style-type: none"> <li>• the loggerhead turtles are on the verge of extinction due to mass-tourism</li> <li>• their nesting sites are being destroyed</li> <li>• there is a need to inform tourists of the species and their habitat</li> <li>• many tourists are unaware that their holiday activities are potentially dangerous to the turtles</li> <li>• tourists need educating on how to avoid damage to nesting sites.</li> </ul> <p>Any reasonable answer relating to sustaining the natural environment of the turtles acceptable. Up to 5 marks for explanation of at least 2 reasons with summary comment.</p>	5

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<b>(d)</b>	<p><b>Levels of Response</b>  <i>Look for the principles of successful destination management.</i>  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. Private sector in the form of transport and travel service providers and the voluntary sector in the role of organisations such as WWF to protect and conserve the natural and built environment.</p> <p><b>Level 1</b> (1–3 marks)  Brief answer which indicates that there is an important relationship between all sectors.</p> <p><b>Level 2</b> (4–6 marks)  Development of a relationship between the sectors, public, private and voluntary 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. To work closely with the voluntary sector in preservation of the environment.</p>	Max 6
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