

**UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS**

**GCE Advanced Subsidiary Level and GCE Advanced Level**

**MARK SCHEME for the May/June 2009 question paper  
for the guidance of teachers**

**9395 TRAVEL AND TOURISM**

**9395/01**

Paper 1 (Core Paper), maximum raw 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, which would have considered the acceptability of alternative answers.

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International Examinations

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Question	Expected Response	Mark	Focus	AO
<b>1 (a)</b>	<b>Identify the following:</b>			
(i)	<b>The year tourism began in the Maldives.</b> Award one mark for 1972.	1	1.2	AO2
(ii)	<b>The recent occupancy rate for resort hotels in the Maldives.</b> Award one mark for 70%(+).	1	1.2	AO2
(iii)	<b>The largest generating market in 2003.</b> Award one mark for Italy.	1	1.2	AO2
(iv)	<b>The largest generating market in 2005.</b> Award one mark for UK.	1	1.2	AO2
<b>(b)</b>	<b>With reference to Fig. 1, justify where you would place the Maldives in terms of the Butler model of destination evolution for the period between 1972 and 1979.</b> This requires the candidate to talk about: <ul style="list-style-type: none"> <li>• exploration (1972 first tourists – 280 beds)</li> <li>• involvement (1979 30,000 tourists and 1690 beds)</li> </ul> <u>Use level of response criteria</u> Level 1 (1 to 3 marks) for the identification/description of up to three key facts such as the above, with little or no explanation/analysis of appropriate Butler stages. Level 2 (4 to 6 marks) for the evaluation of the data leading to a justified choice from the above 2 stages and possibly development.	6	2.3	AO2 (3) AO4 (3)
<b>(c)</b>	<b>Explain <i>three</i> positive economic impacts that the Maldives will have experienced as a result of tourism development.</b> Award one mark for the identification of each of three economic impacts and award a further mark for a valid explanation of each, such as: <ul style="list-style-type: none"> <li>• more jobs (1) – unemployment falls (1)</li> <li>• increased GDP (1) – more goods/services to meet rising demand (1)</li> <li>• more foreign exchange (1) – improves balance of payments (1)</li> <li>• increased incomes (1) – increased standard of living (1)</li> <li>• multiplier effect (1) – spread wealth (1)</li> </ul> Credit all valid reasoning.	6	2.2	AO1 (3) AO3 (3)

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(d)	<p><b>Discuss the factors that have contributed to the growth of international leisure travel in the last 30 years.</b></p> <p>Most answers will probably review changes over the years and factors at work include:</p> <ul style="list-style-type: none"> <li>• socio-economic changes – incomes, leisure time etc.</li> <li>• technology</li> <li>• new products &amp; destinations</li> </ul> <p><u>Use level of response criteria</u></p> <p>Level 1 (1–3 marks) – The candidate identifies/describes the different factors.</p> <p>Level 2 (4–6 marks) – The candidate explains/analyses one (at lower end of the range) or more factors.</p> <p>Level 3 (7–9 marks) – The candidate assesses/evaluates more than one valid factor, reaching a justifiable conclusion.</p>	9	1.3	AO1 (3) AO3 (3) AO4 (3)
2 (a)	<p><b>Fig. 2 shows a member of staff attending to the needs of a pre-booked group of external customers. Identify <i>four</i> ways in which the likely needs of the group have been met by the hospitality provider.</b></p> <p>Award one mark for each of four valid identifications based on Fig. 2, such as;</p> <ul style="list-style-type: none"> <li>• group seated together</li> <li>• table been reserved</li> <li>• food service</li> <li>• beverage service</li> <li>• window table etc.</li> </ul> <p>Allow all valid comments applicable to the scenario given for Fig. 2.</p>	4	3.1	AO2
(b)	<p><b>Explain <i>three</i> customer service skills needed by the member of staff shown in Fig. 2.</b></p> <p>Award one mark for the identification of each of three appropriate skills and award a further mark for a valid explanation of each, such as:</p> <ul style="list-style-type: none"> <li>• communication skills (1) – informing guests (1)</li> <li>• languages (1) – international setting (1)</li> <li>• numeracy (1) – dealing with cash (1)</li> <li>• H&amp;S (1) – accidents (1)</li> <li>• service skills (1) – serving food etc. (1)</li> </ul> <p>Credit all valid reasoning.</p>	6	3.2	AO1 (3) AO3 (3)
(c)	<p><b>The customers shown in Fig. 2 are each issued with a guest comment card. Explain <i>three</i> advantages of this to the hospitality provider.</b></p> <p>Award one mark for the identification of each of three appropriate advantages and award a further mark for a valid explanation of each, such as:</p> <ul style="list-style-type: none"> <li>• primary data (1) – live opinions (1)</li> <li>• allows monitoring (1) – aid to benchmarking (1)</li> <li>• managers can identify areas for improvement (1) – increase customer satisfaction levels (1)</li> <li>• cost (1) – cheap and easy to do (1)</li> <li>• generates data (1) – use in marketing (1)</li> </ul> <p>Credit all valid reasoning.</p>	6	3.3	AO1 (3) AO3 (3)

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(d)	<p><b>With reference to one travel and tourism organisation with which you are familiar, compare and contrast the ways in which quality customer service is delivered by staff in two different job roles.</b></p> <p>This is very specific and candidates are expected to have studied the delivery of customer service by three types of staff within a chosen organisation. It must be clearly referenced to a particular outlet and there must be comparison/contrast for Level 3.</p> <p><u>Use level of response criteria</u></p> <p>Level 1 (1–3 marks) – The candidate identifies/describes one or two different job roles.</p> <p>Level 2 (4–6 marks) – The candidate explains/analyses the ways in which one (at lower end of the range) job provides quality service. At least <b>one</b> comparative statement needed for 5–6 marks.</p> <p>Level 3 (7–9 marks) – The candidate assesses/evaluates the two jobs in terms of quality service delivery, quoting more than one valid comparison and making at least one point of contrast, to reach some form of justifiable conclusion.</p>	9	3.2	AO1 (3) AO3 (3) AO4 (3)
3 (a)	<p><b>Identify three aims of the Mandarin Oriental Hotel Group.</b></p> <p>Award one mark for the identification of each of three valid aims from Fig. 3:</p> <ul style="list-style-type: none"> <li>• to be widely recognised as the best luxury hotel group in the world</li> <li>• providing exceptional customer satisfaction in each of our hotels</li> <li>• progress towards operating 10,000 rooms in major business centres and key leisure destinations around the world</li> <li>• to create the most luxurious secluded hotel in Costa Rica which will blend in perfectly with its natural environment</li> </ul>	3	1.4.1 1.4.3	AO2
(b)	<p><b>The Mandarin Oriental Hotel Group is a private sector, commercial organisation. State four characteristics of private sector organisations.</b></p> <p>Award one mark for the identification of each of four valid characteristics such as:</p> <ul style="list-style-type: none"> <li>• profit (1)</li> <li>• generate dividend for shareholders (1)</li> <li>• make return on investment (1)</li> <li>• revenues are important (1)</li> <li>• target driven (1)</li> </ul> <p>Credit all valid points.</p>	4	1.4.1 1.4.2	AO1 (4)

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(c)	<p><b>The Mandarin Oriental Hotel Group's new Manzanillo Beach hotel will be built in a location next to a "protected" area. In the table below, circle the <i>five</i> negative environmental impacts that may result from its construction and operation.</b></p> <p>Award one mark for each of:</p> <ul style="list-style-type: none"> <li>• increase in noise levels</li> <li>• litter</li> <li>• traffic congestion</li> <li>• panoramic view damage</li> <li>• destruction of natural wildlife systems and breeding patterns</li> </ul>	5	2.2	AO2
(d)	<p><b>Explain <i>two</i> ways in which the government of Costa Rica can minimise tourism's potential negative environmental impacts.</b></p> <p>Award one mark for the identification of each of two valid methods and award a second mark for an appropriate explanatory comment about each, such as:</p> <ul style="list-style-type: none"> <li>• planning controls (1) – restrict development in sensitive areas (1)</li> <li>• sustainability principles (1) – applied to aspects of development (1)</li> <li>• visitor/traffic management (1) – schemes introduced at key locations (1)</li> <li>• audit (1) – to identify risk areas (1)</li> </ul> <p>Credit all valid reasoning.</p>	4	2.2	AO1 (2) AO3 (2)
(e)	<p><b>For <i>one</i> destination with which you are familiar, assess the features that make it popular with tourists.</b></p> <p>Candidates are expected to have made a study of a destination and are now invited to consider a range of factors influencing destination appeal. Valid aspects include destination features and facilities (both business and leisure) but also credit wider factors such as costs, promotional activity, media coverage, image etc.</p> <p><u>Use level of response criteria</u></p> <p>Level 1 (1–3 marks) – The candidate identifies/describes the different factors/features.</p> <p>Level 2 (4–6 marks) – The candidate explains/analyses one (at lower end of the range) or more factors/features.</p> <p>Level 3 (7–9 marks) – The candidate assesses/evaluates more than one valid factor/feature reaching a justifiable conclusion.</p>	9	1.4.3 2.3	AO1 (3) AO3 (3) AO4 (3)
4 (a)	<p><b>Bolivia is a Less Economically Developed Country (LEDC) in South America. Identify the <i>four</i> geographical regions that make up the country.</b></p> <p>Award one mark for the identification of each of the following:</p> <ul style="list-style-type: none"> <li>• Andean</li> <li>• Amazonian</li> <li>• Pampa</li> <li>• Valleys</li> </ul>	4	2.3	AO2

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(b)	<p><b>Bolivia's tourism industry is starting to grow. To control this growth Bolivia has a National Tourism Plan. Using evidence from Fig. 4, suggest reasons why the total number of visitors is likely to stay within the country's tourist carrying capacity.</b></p> <p>Award one mark for the identification of each of at least two reasons (to a maximum of four reasons) but also award an additional mark for an explanatory development of each – mark this to the candidates advantage – crediting all valid points, such as:</p> <ul style="list-style-type: none"> <li>• plan promotes sustainability (1) – thus mass tourism unlikely (1)</li> <li>• focus on 12 “star” destinations (1) – only limited development (1)</li> <li>• aims to double visitors in 5 yrs (1) – numbers relatively low in real terms (1)</li> </ul> <p>Credit all valid suggestions based on Fig. 4.</p>	4	2.3	AO2 (2) AO3 (2)
(c) (i)	<p><b>Bolivia's 2006 to 2011 National Tourism Plan has the slogan “Authenticity Still Exists”. Explain the socio-cultural benefits for the rural and indigenous communities.</b></p> <p>Award one mark for the identification of each of at least two benefits (to a maximum of four) but also award an additional mark for a development of each – mark this to the candidates advantage – crediting all valid points, such as:</p> <ul style="list-style-type: none"> <li>• additional jobs (1) – 70% of population (1)</li> <li>• government assistance (1) – turn into visitor attractions (1)</li> <li>• incomes will rise (1) – improved standard of living (1)</li> <li>• preservation of traditional ways (1) – stable communities (1)</li> </ul> <p>Credit all valid impact considerations.</p>	4	2.2	AO2 (2) AO3 (2)
(ii)	<p><b>Explain how the natural environment benefits from the National Tourism Plan.</b></p> <p>Award one mark for the identification of each of at least two benefits (to a maximum of four) but also award an additional mark for a development of each – mark this to the candidates advantage – crediting all valid points, such as:</p> <ul style="list-style-type: none"> <li>• plan focus on eco-regions (1) – 12 key locations identified (1)</li> <li>• sustainable approach to development (1) – will influence tourism at each of Lake Titicaca, lagoons, salt marshes etc. (1)</li> <li>• management will equal preservation (1) – apply to all locations (1)</li> </ul> <p>Credit all valid impact considerations.</p>	4	2.2	AO2 (2) AO3 (2)

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<b>(d)</b>	<p><b>With reference to examples with which you are familiar, discuss the ways in which destinations may extend their season.</b></p> <p>A very open question that allows candidates to consider seasonality in terms of destination(s) they are familiar with. A good example is mountain/lake environment with winter sports and summer outdoor adventure activities or a traditional resort that has year round attractions and/or business tourism facilities.</p> <p><u>Use level of response criteria</u>  Level 1 (1–3 marks) – The candidate identifies/describes the different methods/features.  Level 2 (4–6 marks) – The candidate explains/analyses one (at lower end of the range) or more methods/features.  Level 3 (7–9 marks) – The candidate assesses/evaluates more than one valid method/feature reaching a justifiable conclusion.</p>	9	1.1 1.4.3 2.3	AO1 (3) AO3 (3) AO4 (3)
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