Cambridge International AS & A Level

TRAVEL & TOURISM	**9395/12**
Paper 1 Themes and Concepts	**May/June 2025**
MARK SCHEME	
Maximum Mark: 100	

Published

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.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the May/June 2025 series for most Cambridge IGCSE, Cambridge International A and AS Level components, and some Cambridge O Level components.

This document consists of **17** printed pages.

[Turn over

Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptions for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

Social Science-Specific Marking Principles
(for point-based marking)

1   Components using point-based marking:
- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

a   DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)

b   DO credit alternative answers/examples which are not written in the mark scheme if they are correct

c   DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons …).

d   DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)

e   DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities

f   DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).

g   DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

2   Presentation of mark scheme:
- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3   Calculation questions:
- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

4   Annotation:
- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

Annotations guidance for centres

Examiners use a system of annotations as a shorthand for communicating their marking decisions to one another. Examiners are trained during the standardisation process on how and when to use annotations. The purpose of annotations is to inform the standardisation and monitoring processes and guide the supervising examiners when they are checking the work of examiners within their team. The meaning of annotations and how they are used is specific to each component and is understood by all examiners who mark the component.

We publish annotations in our mark schemes to help centres understand the annotations they may see on copies of scripts. Note that there may not be a direct correlation between the number of annotations on a script and the mark awarded. Similarly, the use of an annotation may not be an indication of the quality of the response.

The annotations listed below were available to examiners marking this component in this series.

Annotations

Annotation	Meaning
✔	Correct point
✘	Incorrect point
BOD	Benefit of doubt given
REP	Repetition
NAQ	Not answered question
VG	Content of response too vague
SEEN	Page or response seen by examiner
BP	Blank page
KU	Knowledge and understanding
APP	Application
AN	Analysis
EVAL	Evaluation

Assessment objectives

AO1 Knowledge and understanding
Demonstrate knowledge and understanding of facts, terms and concepts of travel and tourism.

AO2 Application
Apply knowledge and understanding of facts, terms and concepts to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis
Analyse travel and tourism issues, showing an understanding of the possible impacts of those issues on travel and tourism, and use appropriate research techniques.

AO4 Evaluation
Evaluate information to develop arguments, understand implications, draw inferences and make judgements, recommendations and decisions.

Tables **A–D** will be used for specific questions. Please refer to the question for which tables should be used when appropriate.

Table A

Level	AO1 Knowledge and understanding 2 marks	AO3 Analysis and research 2 marks	AO4 Evaluation 2 marks
	Description	**Description**	**Description**
2	**2 marks** The response contains several explained valid points.	**2 marks** There is some consideration of the significance of the points mentioned. **OR** The arguments for and against the points mentioned are given.	**2 marks** The response contains a reasoned conclusion or recommendation.
1	**1 mark** The response is likely to be a list of valid points with little or no explanation.	**1 mark** The response gives some consideration to the significance of at least one point. **OR** The arguments for or against at least one of the valid points are given.	**1 mark** The response contains a conclusion or recommendation, but no reasoning is given.
0	**0 marks** No creditable response.	**0 marks** No creditable response.	**0 marks** No creditable response.

Table B

Level	AO2 Application 2 marks	AO3 Analysis and research 2 marks	AO4 Evaluation 2 marks
	Description	**Description**	**Description**
2	**2 marks** The response includes an explanation of why the points mentioned are relevant/suitable to the context of the question.	**2 marks** There is some consideration of the significance of the valid points mentioned. **OR** The arguments for and against the valid points mentioned are given.	**2 marks** The response contains a reasoned conclusion or recommendation.
1	**1 mark** At least one point has an explanation of why it is relevant/suitable to the context of the question.	**1 mark** The response gives some consideration to the significance of at least one valid point. **OR** The arguments for or against at least one of the valid points are given.	**1 mark** The response contains a conclusion or recommendation, but no reasoning is given.
0	**0 marks** No creditable response.	**0 marks** No creditable response.	**0 marks** No creditable response.

Table C

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis and research 3 marks	AO4 Evaluation 3 marks
	Description	**Description**	**Description**
3	**3 marks** The response contains a range of explained valid points.	**3 marks** The response is well-balanced and considers the significance of each of the valid points mentioned. **AND/OR** The arguments for and against each valid point mentioned are given.	**3 marks** The response contains a well-supported and reasoned conclusion or recommendation.
2	**2 marks** The response contains some explained valid points.	**2 marks** The response gives some consideration of the significance of some of the valid points mentioned. **OR** The arguments for and against most of the valid points mentioned are given.	**2 marks** The response contains a conclusion or recommendation with some reasoning given.
1	**1 mark** The response is likely to be a list of valid points with little or no explanation.	**1 mark** The response gives some consideration to the significance of at least one valid point. **OR** The arguments for or against at least one of the valid points are given.	**1 mark** The response contains a conclusion or recommendation, but no supporting evidence or reasoning is given.
0	**0 marks** No creditable response.	**0 marks** No creditable response.	**0 marks** No creditable response.

Table D

Level	AO2 Application 3 marks	AO3 Analysis and research 3 marks	AO4 Evaluation 3 marks
	Description	**Description**	**Description**
3	**3 marks** The response includes an explanation of why each of the points mentioned are relevant/suitable to the context of the question.	**3 marks** The response is well-balanced and considers significance of each of the valid points mentioned. **AND/OR** The arguments for and against each valid point mentioned are given.	**3 marks** The response contains a well-supported and reasoned conclusion or recommendation.
2	**2 marks** The response includes an explanation of why some of the points mentioned are relevant/suitable to the context of the question.	**2 marks** The response gives some consideration of the significance of some of the valid points mentioned. **OR** The arguments for and against some of the valid points mentioned are given.	**2 marks** The response contains a conclusion or recommendation with some reasoning given.
1	**1 mark** At least one point has an explanation of why it is relevant/suitable to the context of the question.	**1 mark** The response gives some consideration of the significance of at least one valid point. **OR** The arguments for or against at least one of the valid points are given.	**1 mark** The response contains a conclusion or recommendation, but no supporting evidence or reasoning is given.
0	**0 marks** No creditable response	**0 marks** No creditable response	**0 marks** No creditable response

Question	Answer	Marks
1(a)(i)	**Other than attending conferences, give <u>two</u> examples of business tourism.** Award **one** mark for each example. • meetings • events • exhibitions • incentives • conventions Credit any other reasonable response.	**2**
1(a)(ii)	**Suggest <u>two</u> facilities a conference venue provides for business tourists.** Award **one** mark for each correct identification. • wi-fi access • car parking/transportation • meeting rooms • communication hubs • nearby accommodation Credit any other reasonable response.	**2**
1(b)	**Explain <u>three</u> ways business tourists can use technological advances.** Award **one** mark for a correct advance and the **second** for the explanation. • Better transport methods (1) allow less time to be spent travelling. (1) • It is possible to work while travelling (1) due to internet availability. (1) • Use of smart phones and tablets (1) allows business meetings to take place from any location. (1) • Internet access (1) allows easy communication with people around the world in a cost-effective manner. (1) Credit any other reasonable response.	**6**

Question	Answer	Marks
1(c)	**Explain two positive economic impacts of business tourism on destinations.** Award **one** mark for a correct impact and up to **two** further marks for the explanation. • Jobs will be created (1) if more venues exist to support business tourism within an area (1) then there will be a greater range of jobs available. (1) • More money will be created (1) this will allow investment to take place within an area (1) for example there will be more infrastructure developments. (1) • Repeat business (1) will be likely if the area/venue is sustainable it will become more popular with people (1) and this will reduce impacts in other areas. (1) Credit any other reasonable response.	6
1(d)	**Assess the suitability of the venues shown in Fig. 1.1 for business tourism events.** This is a piece of extended writing and should be marked in conjunction with **Table D**. AO2 Application • The venue has a large open area which will support a variety of seating options • Stage area available for presentations • Wi-fi availability and other facilities for meetings or business events • Ease of access to the facility • Outskirts of a city so fewer transport problems • Plenty of car parking for delegates to use AO3 Analysis • A large open area allows the venue to alter its appearance according to the needs of the business • There are a variety of buildings of different sizes which will allow different group sizes to be accommodated at one time • Plenty of space around with car parks and wide access roads allows transport to access the venue easily • The site on the outskirts of a built up area has been redeveloped and often this type of location is cheaper and usually has some benefits offered to encourage its use AO4 Evaluation • It is of benefit to business users because a variety of facilities are available all in one place • It will provide jobs and encourage infrastructure developments which will be beneficial for local people Credit any other reasonable response.	9

Question	Answer	Marks
2(a)	**Suggest <u>four</u> benefits to local people of maintaining the Taj Mahal as a visitor attraction.** Award **one** mark for each correct benefit. - employment - training - better infrastructure - money brought into the area - multiplier effect - maintains local culture - maintenance of the environment Credit any other reasonable response.	4
2(b)	**Describe how each of the following contributes to the sustainable management of the Taj Mahal:** Award up to **two** marks for each correct description. **installing an air quality monitoring system** - An air quality monitoring station will ensure that air quality meets required standards/this will help to prevent air pollution (1) which can harm the building materials. (1) **limiting ticket numbers to a daily maximum of 40000** - Control over ticket numbers with a daily maximum prevents overcrowding (1) so reducing possible environmental impacts. (1) **varying ticket prices for different routes around the site** - Routeways and price structures which are related to variable access routes ensures that visitors are kept away from sensitive areas (1) and also allows for more money to be paid to visit specific parts. (1) Credit any other reasonable response.	6

Question	Answer	Marks
2(c)	**Discuss the benefits of online booking to visitors of the Taj Mahal.**	**6**
	This is an extended writing response and should be marked alongside **Table B**.	
	AO2 Application	
	• Online booking prevents the visitor from having to queue because tickets for the Taj Mahal are limited it will prevent travelling and potential disappointment	
	• Less time is spent queueing and more time can be spent in the Taj Mahal	
	• Being able to book early online gives access to special rates or to certain areas as the Taj Mahal has limited availability in some areas.	
	• Tickets are received instantly	
	AO3 Analysis	
	• Visitors can relax on their trip knowing that their excursion is booked when they want to visit rather than having to go at an available time which may not be suitable.	
	• Early booking allows visitors to get cheaper rates	
	• Have their tickets on phones or tablets which can be accessed at any time and will not be lost.	
	AO4 Evaluation	
	• Visitors will be happier if they aren't queueing and can go at a time that suits them	
	• If their tickets were cheaper they may be inclined to spend more on souvenirs	
	• Tickets are always available through online bookings – they can be downloaded and printed or saved for use with a tablet or smart phone meaning there are no issues such as losing tickets. This will be better for visitors.	
	Credit any other reasonable response.	

Question	Answer	Marks
2(d)	**Evaluate the appeal of the Taj Mahal as a visitor attraction.** This is an extended writing response and should be marked in conjunction with **Table D.** AO2 Application. • Unique appearance • Story behind the building is well-known around the world • UNESCO world heritage site • There are other attractions within the area • Visitors will like to have their photographs taken there AO3 Analysis • The unique appearance of the Taj Mahal will attract visitors who will want to see it and take photographs. • They will be interested in hearing the story behind the building which may lead to interest shown in other sites in Agra. • As it is a world Heritage site many people around the world will be aware of it and information about it is freely available on the internet. • It is in the centre of a range of other sites of interest and may form an integral part of tours to the region. AO4 Evaluation • As it is a site of historical importance most visitors will be pleased to have the opportunity to visit it and because of this it will form a memorable part of their holiday. • It will be easy to access and can be seen from a distance. • Facilities available there and in the locality will provide a variety of services for international visitors. Credit any other reasonable response.	9
3(a)(i)	**Define the term 'tour operator'.** Award **one** mark for a correct definition. A travel and tourism business that organises tourism products such as holidays for customers. Accept any other reasonable response.	1

Question	Answer	Marks
3(a)(ii)	**Suggest <u>three</u> benefits to tourists of using local guides.** Award **one** mark for each benefit suggested. • Local guides know about the area. • local guides can give a lot of information. • Local guides may be cheaper to employ. • Makes the tourist feel like they are helping the local community/area – helps sustainability. Credit any other reasonable response.	3
3(b)	**Explain <u>three</u> ways an adventure tour operator may manage the health and safety of their internal customers.** Award **one** mark for the identification and the **second** for the explanation. • They can provide training (1) of any equipment or first aid to assist in an emergency. (1) • They can make sure that internal customers have had any necessary vaccinations, (1) in case they are bitten by anything. (1) • They can provide suitable accommodation (1) so internal customers have somewhere to rest when off duty. (1) • They can provide safety equipment (1) so that internal customers can take care of themselves and the guests if attacked by an animal. (1). Credit any other reasonable response.	6
3(c)	**Explain <u>two</u> reasons why quality customer service is important to external customers.** Award **one** mark for the reason identified and up to **two** further marks for the explanation. • Good customer service will improve the enjoyment of the external customers (1) they will have plenty of information and opportunities to interact with the animals (1) in a safe manner. (1) • They will have the holiday/trip that they wanted (1) this will help them feel that they have had value for the money spent (1) and may be likely to go again with the same operator. (1) • Makes the customer feel important (1) this will improve their attitude towards the staff and so they will have a good relationship with the staff (1) which may lead to improved service for them. (1) Credit any other reasonable response.	6

Question	Answer	Marks
3(d)	**Discuss the impacts on remote areas of sustainable tourism developments.** This is an extended writing answer and should be marked with **Table C**. AO1 Knowledge • In order to be sustainable there will have to be some sort of structure provided which will be a permanent feature to provide suitable accommodation for guests. • Developments in remote areas often mean bringing in people and transportation methods. • Developments may cause disturbance to the natural environment and local people. • Animals may be disturbed and may relocate. • Locals will have to be trained to deal with the visitors and can be employed in various capacities. • Local people may end up with more money and may decide to move away or may start to exploit their visitors AO3 Analysis • Structures may have to be built from local materials – this could cause shortages for locals or could do environmental damage. • There will have to be suitable transport arrangements in place to make sure visitors can get there safely. • Disturbance to animals is a result – however it can be managed in a way to minimise impacts. • Breeding patterns may be disrupted and some species may go to other locations. • Local people may need educating in how to deal with the visitors and will have the opportunity to work with them. This can improve their standards of living. AO4 Evaluation. Impacts can be both negative and positive. • If carefully planned then the impacts will be minimal – the destination will be sustainable and locals will be engaged in making it successful as they will see any benefits. • If not then there will be pollution, disturbance to wildlife which may leave so leaving buildings etc. which are no longer required. • Candidates may give one side or they may go for a balanced evaluation both are acceptable as long as there is justification. Credit any other reasonable response.	9