



Cambridge International AS & A Level

TRAVEL AND TOURISM

9395/12

Paper 1 The Industry

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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 October/November 2020 series for most Cambridge IGCSE™, Cambridge International A and AS Level and Cambridge Pre-U components, and some Cambridge O Level components.

This document consists of **12** printed pages.

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 descriptors 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 Sciences and Humanities Subject 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, e.g. a scattergun approach to a question asking for n items
- 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 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.

Question	Answer	Marks
1(a)	<p>Suggest <u>one</u> activity/attraction offered on the tour in Fig. 1.1 that is suitable for each of the following tourist types. Give <u>one</u> reason why each is suitable.</p> <p>Award one mark for a suitable attraction/activity and a second mark for explanation.</p> <p>Ecotourists: Sightseeing by rickshaw/cycle (1) as this is an environmentally friendly method of transport (1) Rice farming experiences (1) chance to see the traditional lifestyle (1) Canoe along the Mekong (1) so you can see the natural environment (1)</p> <p>Cultural tourists: Visiting the Forbidden City (1) to view ancient temples and palaces/to see how people used to live (1) Visiting the Tunnels of Cu Chi and Temples (1) to learn about the history of the country (1)</p> <p>Accept any other reasonable response.</p>	4
1(b)	<p>Explain <u>three</u> ways the tour in Fig. 1.1 could be adapted for sale at a lower price.</p> <p>Award one mark for each way and a second mark for explanation.</p> <p>The tour guide could be dispensed with (1) tourists could be provided with information packs with their tickets/itinerary instead (1) Hotels can be three star or hostels in some cases so they will not be as expensive (1) and tourists could cater for themselves (1) The number of excursions could be reduced (1) tourists could maybe select a couple and pay extra for any other excursions (1) Transfers between hotels could be removed (1) and tourists could stay in one place/fewer places which would reduce costs (1)</p> <p>Accept any other reasonable response.</p>	6

Question	Answer	Marks
1(c)	<p>Suggest <u>two</u> reasons why the tour in Fig. 1.1 is only available from February to November.</p> <p>Award one mark for each reason for the distribution of tours suggested and up to two marks for explanation of each reason.</p> <p>The weather (1) may be very rainy or stormy during these months and so people will not want to travel as they will get wet and it will be unpleasant (1) and they will not be able to see as much as they would like (1) This time coincides with Christmas in many western countries (1) so this means that many people would be reluctant to travel (1) because they may prefer to spend this time with family and friends (1) It is a major holiday time (1) in many countries and this means that prices may be more expensive (1) and these costs will be passed on to the tour operator who may prefer to close for these months rather than pay higher prices (1)</p> <p>Accept any other reasonable response.</p>	6

Question	Answer	Marks
1(d)	<p>Discuss how political factors may have affected tourism development in LEDCs such as Vietnam and Cambodia.</p> <p>Indicative content: Any political change or uncertainty can cause a change in demand for travel and tourism within a country. Political change can increase or decrease tourism and candidates may talk about terrorism, war, civil unrest or crime to illustrate this point. Political factors can also include any method of controlling entry to the country or possible security methods such as the use of visas and other forms of legislation like EU Directives on tour operations and consumer protection legislation. Candidates may mention how these factors impact development of tourism in an LEDC.</p> <p>Mark according to the levels of response criteria below.</p> <p>Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include detailed discussion of the ways in which political factors may have affected tourism development in an LEDC. Candidates will effectively discuss a range of points and may attempt to evaluate their significance. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of the factors with the use of appropriate terminology.</p> <p>Level 2 (4–6 marks) Candidates will show an understanding of the question and include explanations of a number of ways in which the political factors may affect tourism development in an LEDC. When explaining or offering comments, candidates clearly indicate the possible factors. There is limited discussion. The answer is relevant and accurate and shows reasonable knowledge and understanding with some use of appropriate terminology.</p> <p>Level 1 (1–3 marks) Candidates identify some ways in which political factors can affect tourism development in an LEDC. Information may be a list of points and explanations are incomplete or lack coherence, there is no attempt to discuss. Candidates may not refer to an LEDC explicitly. The answer is basic and shows limited knowledge and understanding of concepts with limited use of appropriate terminology.</p> <p>Level 0 (0 marks) No rewardable content.</p>	9
2(a)(i)	<p>Define the term ‘health and spa tourism’.</p> <p>Award two marks for a correct definition.</p> <p>The answer should include a definition that explains that this is a type of specialised tourism which is designed to attract tourists who are looking for a holiday which is going to be beneficial to their wellbeing.</p> <p>Accept any other reasonable response.</p>	2

Question	Answer	Marks
2(a)(ii)	<p>Explain <u>one</u> likely reason for the growth of this type of tourism.</p> <p>Award one mark for the reason and a second mark for explanation.</p> <p>People lead busy lives (1) and like to go to spas for relaxation (1) People are more health conscious (1) and like to keep themselves fit (1) People have more money/time (1) to afford the services (1)</p> <p>Accept any other reasonable response.</p>	2
2(b)	<p>Explain <u>three</u> ways a spa can overcome the problem of intangibility.</p> <p>Award one mark for each way and a second mark for an explanation.</p> <p>The hotel or spa can create a video which potential customers can be shown (1) this is so that customers will be able to see what they will be getting for their money (1) Spas can create promotional literature/advertise (1) this is so guests can read and look at pictures of the experience (1) Television programmes can show interviews (1) with previous customers which will explain what is included (1) Use of social media platforms (1) can show photographs and comments which can allow potential customers to interact and ask questions. (1)</p> <p>Accept any other reasonable response.</p>	6
2(c)	<p>Explain <u>three</u> methods a spa can use to assess the delivery of its customer service.</p> <p>Award one mark for each method and a second mark for an explanation.</p> <p>Mystery shopper (1) gives an objective assessment of customer service/there is no bias so a truthful, authentic judgement is made (1) Questionnaire to customers (1) gives very quick feedback and certain aspects can be targeted (1) Comment cards (1) They allow instantaneous/anonymous feedback so customers are honest (1) Staff can observe customers (1) which will allow them to see/hear what experience the visitor is having and they will understand if there are any issues (1)</p> <p>Accept any other reasonable response.</p>	6

Question	Answer	Marks
2(d)	<p>Discuss how a safe environment can be provided in a spa for external customers.</p> <p>Indicative content: Answers may refer to the Spa/Health resort or may be answered generally. Customers wanting to feel secure and to know they are going to be looked after. They will want to know there is someone who will be able to solve any problems or deal with their complaints. They may want to know that there would be medical assistance if needed. Sticking to organisational practices and keeping up legal requirements would be reassuring to customers.</p> <p>Mark according to the levels of response criteria below.</p> <p>Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include detailed explanations of how a safe environment can be provided for external customers. Candidates will effectively discuss a range of points and attempt to evaluate their significance. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of the benefits with the use of appropriate terminology.</p> <p>Level 2 (4–6 marks) Candidates will show an understanding of the question and include explanations of how a safe environment can be provided for external customers. When explaining or offering comments, candidates clearly indicate how the spa can create a safe environment. There is a limited attempt to discuss. The answer is relevant and accurate and shows reasonable knowledge and understanding with some use of appropriate terminology.</p> <p>Level 1 (1–3 marks) Candidates identify some ways in which a safe environment can be provided for external customers. Information may be a list of points and explanations are incomplete or lack coherence, there is no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts with limited use of appropriate terminology.</p> <p>Level 0 (0 marks) No rewardable content.</p>	9
3(a)	<p>Describe <u>two</u> ways a travel agency can motivate staff.</p> <p>Award one mark for each way and a second mark for description.</p> <p>Travel agency staff can be motivated through sending them to try holidays (1) as this will allow them to give good advice to their customers (1) Travel agency staff can be motivated through an employee of the month scheme (1) with a prize for the most holidays sold (1) Travel agency staff can be motivated by bonuses/commission (1) this will encourage them to sell products and additional services (1)</p> <p>Accept any other reasonable response.</p>	4

Question	Answer	Marks
3(b)	<p>Explain how a travel agent may help customers under the following circumstances:</p> <p>Award up to three marks for the explanation given to each situation.</p> <p>when a tour operator goes out of business before the date of the holiday: Travel agents can contact their customers (1) and offer them a replacement/alternative holiday (1) so customers are not disappointed (1) They can offer their clients a refund (1) as this will allow them to go and book an alternative holiday (1) and ensure customers do not lose money (1)</p> <p>when a natural disaster occurs during the holiday: Travel agents can contact the tour operator (1) to inform them of the procedures are being followed (1) this information can then be given to customers to reassure them (1) Travel agents will be able to advise travellers/tour operators (1) about the problems of going to a certain destination and offer alternatives (1) to make sure customers are kept safe/out of the danger zone (1)</p> <p>Accept any other reasonable response.</p>	6
3(c)	<p>Explain <u>three</u> reasons why some tour operators follow responsible tourism practices.</p> <p>Award one mark for each reason and a second mark for an explanation.</p> <p>Tour operators follow responsible tourism practices so that they can educate tourists (1) so that their customers will behave in a responsible manner when they are on holiday which will support the local people (1) Tour operators will support responsible tourism practices because this will be popular with the local people (1) and therefore they may gain a commercial advantage from this practice (1) Tour operators may adopt responsible tourism practices if they are offering any type of ecotourism holiday (1) as will make them seem more authentic to their customers (1) Tour operators may develop responsible tourism practices so they can educate local people (1) into finding and using a better way to promote tourism in their country which will help them maintain/develop their tourism industry (1)</p> <p>Accept any other reasonable response.</p>	6

Question	Answer	Marks
3(d)	<p>Analyse how developments in transport technology have encouraged a growth in travel and tourism.</p> <p>Indicative content: Larger long-haul planes – which travel further, faster and are cheaper making tours in long haul destinations more accessible. Train tours and routes are becoming popular as trains are seen as a method of reducing carbon footprint. There are new lines/routes or tunnels which give access to many more destinations. Cruise ships are developed so that waste is reduced. Ships can carry large numbers into hard to reach places so people are going to a variety of places, which is considered good value for money.</p> <p>Mark using the levels of response criteria shown below.</p> <p>Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include detailed explanations of the ways in which developments in transport technology can encourage a growth in tourism. Candidates will effectively analyse a range of points and attempt to evaluate their significance. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of the transport advances with the use of appropriate terminology.</p> <p>Level 2 (4–6 marks) Candidates will show an understanding of the question and include explanations of the ways in which developments in transport technology can encourage a growth in tourism. When explaining or offering comments, candidates clearly indicate how growth can be encouraged. There is limited attempt to analyse. The answer is relevant and accurate and shows reasonable knowledge and understanding with some use of appropriate terminology.</p> <p>Level 1 (1–3 marks) Candidates identify some ways in which developments in transport technology can encourage growth in tourism. Information may be a list of points and explanations are incomplete or lack coherence, there is no attempt to analyse. The answer is basic and shows limited knowledge and understanding of concepts with limited use of appropriate terminology.</p> <p>Level 0 (0 marks) No rewardable content.</p>	9
4(a)(i)	<p>Identify the <u>two</u> largest source markets for mainland China.</p> <p>Hong Kong (1) Macau (1)</p> <p>These are the only acceptable answers.</p>	2

Question	Answer	Marks
4(a)(ii)	<p>State <u>two</u> ways that visas can control entry to a country.</p> <p>Award one mark for each way.</p> <p>Visas give permission for you to enter a country (1) Visas can control the numbers entering a country (1) Visas can control where/when you can enter the country (1)</p> <p>Accept any other reasonable response.</p>	2
4(b)	<p>Explain <u>three</u> possible reasons for the low numbers of visitors to mainland China from Canada.</p> <p>Award one mark for each reason and a second mark for an explanation.</p> <p>Canada is quite a distance from China (1) so travel there may not be easy/cheap (1) The culture of Canada will be quite different (1) to that of China so it may be uninteresting to Canadians (1) The language is very different (1) and Canadians may think they will not be understood if they visit (1) Canada is a large country and is connected to other American countries (1) which it would be easier/cheaper to visit (1). Exchange rates may be high (1) and so it is expensive to travel to China from Canada (1)</p> <p>Accept any other reasonable response.</p>	6
4(c)	<p>Explain <u>two</u> likely reasons why tourism authorities may prefer visitors to take part in group tours rather than travelling independently.</p> <p>Award one mark for each reason and up to two further marks for explanation.</p> <p>This will allow the authorities to know where the tourists are going (1). Authorities can make sure that all the facilities tourists need are available (1) and that they see all the most interesting sights within an area. (1) The authorities will be able to control where tourists go (1) and can direct them to specific areas bringing money/investment (1) which would allow these specific areas to be developed (1) Tourists can be kept away from sensitive areas (1) which will stop tourists from getting into difficulties/keep tourists safe (1) avoiding any international incidents/bad press (1)</p> <p>Accept any other reasonable response.</p>	6

Question	Answer	Marks
4(d)	<p>Discuss the economic factors that may have encouraged the growth of outbound tourism from China.</p> <p>Indicative content: Employment with a good level of pay. Paid holidays. An educated workforce who want to travel. A better national economy with developments and continual investment increasing both jobs and pay. Possible workers going overseas to work. Good levels of pay so that they can cope with exchange rates. Better levels of infrastructure, e.g. more airports and newer airports which can cope with new planes.</p> <p>Mark using the levels of response criteria shown below.</p> <p>Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include detailed explanations of the economic factors which have encouraged the growth of outbound tourism from China. Candidates will effectively discuss a range of points and attempt to evaluate their significance. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of the benefits with the use of appropriate terminology.</p> <p>Level 2 (4–6 marks) Candidates will show an understanding of the question and include explanations of the economic developments which have allowed outbound tourism within China to grow. When explaining or offering comments, candidates clearly indicate the reasons for their comments. There is a limited attempt to discuss. The answer is relevant and accurate and shows reasonable knowledge and understanding with some use of appropriate terminology.</p> <p>Level 1 (1–3 marks) Candidates identify some economic reasons for the growth of outbound tourism from China. Information may be a list of points and explanations are incomplete or lack coherence, there is no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts with limited use of appropriate terminology.</p> <p>Level 0 (0 marks) No rewardable content.</p>	9