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 2024 series for most Cambridge IGCSE, Cambridge International A and AS Level components, and some Cambridge O Level components.

This document consists of **16** 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 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.

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 evaluation or a recommendation with some supporting evidence or 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 point. **OR** The arguments for or against at least one of the valid points are given.	**1 mark** The response contains evaluation or a 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 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 evaluation or a recommendation with some supporting evidence or 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 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 evaluation or a 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 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 evaluation or recommendation/s with supporting evidence or reasoning given.
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 evaluation or a recommendation with some supporting evidence or 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 evaluation or a 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 evaluation or recommendation/s with supporting evidence or reasoning given.
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 evaluation or a recommendation with some supporting evidence or 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 evaluation or a 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)	**Define the term 'national park.'** Award one mark for the correct explanation. An area of land where both the landscape (both land and water) and lifestyles are **conserved** with minimum development. Accept any other reasonable response.	**1**
1(a)(ii)	**Other than water sports, suggest <u>three</u> tourist activities that would be appropriate in the Lake District National Park.** Award one mark for each correct activity. • Climbing / mountaineering • Walking • Trekking / hiking • Photography • Wildlife / bird spotting • Sightseeing either natural flora & fauna or cultural / heritage Accept any other reasonable response.	**3**
1(b)	**Explain <u>three</u> problems that tourism may cause for the people living in a national park.** Award one mark per problem and the second for the explanation. • Large numbers of visitors can cause road blocks (1) this will cause problems for locals who cannot carry out their usual activities easily. (1) • Loss of traditional jobs (1) as locals move into tourism. (1) • House prices (or other prices) will rise (1) meaning local people may not be able to afford to buy and will leave the area. (1) • Pollution from rubbish (1) dropped by large numbers causes the area to be dirty and unpleasant to live in. (1) • Erosion of footpaths is possible as large numbers of people walk over them (1) meaning locals cannot use them anymore/have to rebuild them (1) • Employment can be seasonal (1) as visitors may not want to come during winter months. (1) Accept any other reasonable response.	**6**

Question	Answer	Marks
1(c)	**Assess which type of accommodation may be most appropriate for outdoor enthusiasts.** This is an extended writing response and should be marked in conjunction with Table B. Indicative content may include: AO2 Application Candidates show understanding of types of accommodation that may be used such as: • Camp sites – close to outdoor activities / cheapest / easy to move from one to another • Hostels – normally set up with drying rooms / can accommodate large groups doing activities together / cooking facilities provided / often have equipment rental • Guest houses – cheap but dry, offering more comfort than camping but similar facilities (hot shower / drying rooms) • Airbnb / house rental / apartment – would be suitable because there would be a hallway for removing boots / wet gear / space for hanging wet clothes / likely to have washing machine / tumble dryer for gear AO3 Analysis • Hostels are often in out of reach places / more remote, closer to the beginning of walks / mountains / lakes – sites of outdoor interest which makes them more convenient for those doing such activities. • Outdoor enthusiasts may also prefer Airbnb etc. / hostels / camp sites where they can come and go as they please with their equipment and they are less likely to disturb other guests. • Outdoor enthusiasts may want to be more sustainable / responsible may stay with local people in guest houses. • Camp sites generally have a lesser impact on the environment / can be very basic / people often walk from one site to another which minimises impact from vehicles. AO4 Evaluation • Outdoor enthusiasts are likely to look for accommodation that gives them flexibility to do their activities and be comfortable / store equipment so are most likely to choose house rentals. • Most people will stay in cheaper accommodation as they will be here for a specific purpose such as water sports / walking / hiking tourism activities so campsites or hostels will be the most popular for this tourist type. Accept any other reasonable response.	6

Question	Answer	Marks
1(d)	**Discuss the ways tourism in a national park, such as the Lake District, may be managed sustainably.** This is an extended writing answer and should be marked in conjunction with Table D. Indicative content could include: AO2 Application Content should include points about sustainability including: • Restricting visitor numbers to the area so that the national park does not exceed its natural carrying capacity. • Creating separate entry and exit routes for specific areas to manage traffic. • Control over places to be visited – such as timed visits or licenses for specific days / attractions • Signposts / information about acceptable behaviour with wildlife or in specific environments. AO3 Analysis • Restrict visitor numbers prevents overcrowding and exhaustion of resources / It also prevents too great an impact on local people and their lifestyles which is necessary if you want continued tourism in the area. • One-way systems on roads will keep traffic flowing through regions and prevent too much disruption / pollution / damage in the area because roads may be narrow so can only accommodate one vehicle at a time (no passing). • Timing restrictions again prevents overcrowding which reduces impacts upon threatened / endangered environments. • Information helps to educate both local people and tourists on appropriate behaviour so reducing the impacts of tourism by creating awareness. AO4 Evaluation • There are many ways of managing tourism in national parks sustainably, the best way is by educating tourists before they come and whilst they are at the national park as if people behave responsibly the impacts will be minimised. • National parks need to use a variety of methods to manage themselves sustainably. If tourists are educated and there are systems in place to restrict the numbers coming at one time, the area will be protected from both irresponsible tourists and damage from too many people. Accept any other reasonable response.	9

Question	Answer	Marks
2(a)	**Using an example, define the following terms.** Award up to two marks for each, one for the explanation and the second for the example. **horizontal integration** Involves mergers of companies at the same level of tourism distribution or supply in order to remove competition or use economies of scale for example groups of airlines (1) , EasyJet taking over GO which was owned by British Airways, Carnaval cruises which owns Carnaval, Cunard and P and O. (1) **vertical integration** Take over of businesses at different levels of the distribution or supply chain (1) for example Virgin Group has hotels, cruise ships, airlines, tour operators and travel agents. (1) NOTE: does not need to be named examples, could be small regional airlines merge for horizontal or tour operator buys chain of travel agents for vertical. Accept any other reasonable response.	4
2(b)	**Explain <u>three</u> advantages to customers of using a travel agent.** Award one mark for the advantage and the second for the explanation. • Face to face contact (1) this means that it is easier to explain to some one what you want – especially for older customers. (1) • Travel agents provide ancillary services (1) this means that a variety of other services can be purchased such as currency, travel insurance and car hire. (1) • Travel agents provide a more personal service (1) so customers are likely to get customised holidays to suit their interests. (1) • Travel agents will deal with the whole holiday / trip(1) this is easier for customers as they won't need to book transport with one provider and hotels separately, so it is more convenient. (1) Accept any other reasonable response.	6
2(c)	**Explain <u>two</u> benefits to tourism organisations of horizontal integration.** Award one mark for the benefit and up to two further marks for the explanation. • Economies of scale are possible (1) that is that savings can be made between the group through sharing resources (1) being able to bulk purchase is usually cheaper too. (1) • Increased market share (1) as more providers are linked together they have a larger share of the market which means more customers (1) and therefore they make more money. (1) • Increasing profitability (1) through removing competitors (1) and making savings. (1) Accept any other reasonable response.	6

Question	Answer	Marks
2(d)	**Evaluate the most suitable customer feedback techniques for travel agencies to assess the quality of customer service.**	9
	This is an extended writing answer and should be marked in conjunction with Table D. Indicative content could include:	
	AO2 Application	
	• Online reviews and social media comments as most travel agencies are online / people mostly book / search online.	
	• Travel agencies will often send a follow up email / questionnaire asking for feedback specifically on customer service.	
	• Mystery shoppers might also be used as they can go into a travel agency to experience the customer service first hand.	
	AO3 Analysis	
	• Online reviews are most likely to be used as they are easy to access / quick / convenient / instant.	
	• Follow up emails / questionnaires can be targeted to the customer type so can pin point specific employees / are direct / very focused.	
	• Mystery shoppers, though would give accurate information, are expensive and therefore the least likely.	
	• Surveys / emails are easy to miss and ignore, so may not get a response.	
	AO4 Evaluation	
	• Online reviews are the most suitable and reliable as they easy to access and can be responded to very quickly. Good posts can also be highlighted. Whereas social media comments may not be relevant to customer service and will take time for someone to review what has been said.	
	• Mystery shoppers would be very useful as they are objective and can be used with staff in appraisals and performance management reviews as well as for customer feedback but are very expensive and difficult to organise and staff can often tell they are not real customers, so a travel agency would have to use this alongside other methods of gaining customer feedback.	
	• Surveys are cheap to administer and can be done easily online or through comments left in the travel agency – as they are often anonymous it is easy for customers to comment.	
	Accept any other reasonable response.	

Question	Answer	Marks
3(a)(i)	**Define the following terms:** Award one mark for each accurate definition. **responsible tourism:** Tourism that exhibits responsible behaviour, both in terms of the tourist and their individual actions, but also in terms of the industry and how the tourism provision is managed. **sustainable tourism:** Tourism which takes account of its current and future economic, social and environmental impacts = taking care of the needs of visitors, the tourism industry and host communities. Accept any other reasonable response.	**2**
3(a)(ii)	**Suggest two groups who contribute to conservation in Jordan.** Award one mark per correct group identified. • Jordanian tourist board • Business owners • Hoteliers • Local communities (includes Tour Guides) • Local builders (constructors) Accept these responses only.	**2**
3(b)	**Explain one way each of the following contribute to sustainable tourism:** Award up to two marks per explanation. **purchase local products** • Allows use of local materials / labour (1) which reduces the carbon footprint. (1) • Keeps locals employed (1) which keeps money in local economies. (1) **respect the culture and traditions of the local community** • Allows visitors to gain experience and understanding (1) which will improve relations with local people. (1) • Maintains the local culture (1) so that is preserved for the future which is a key point of sustainable tourism. (1) **use of water conservation practices** • Prevents locals from running out of water (1) which prevents them resenting the tourists. (1) • Reduces the amount of wastewater (1) and helps as an anti-pollution measure so helping maintain the environment. (1) Accept any other reasonable response.	**6**

Question	Answer	Marks
3(c)	**Explain <u>three</u> social impacts of ecotourism in Jordan.** Award one mark for each social impact identified and a further mark for the explanation. • The ecotourism project encourages respect for the culture and traditions of Jordan. (1) This allows them to be maintained / they will be an attraction to ecotourists. (1) • Local communities are involved in tourism (1) through this they can educate tourists about their culture / it will act as a selling point allowing incomes to be made. (1) • Jobs are provided for locals (1) who make a living from tourists / communities continue to grow as it is seen as beneficial. (1) • Money from tourism can be invested (1) within local communities to improve health care / infrastructure. (1) Accept any other reasonable response.	**6**

Question	Answer	Marks
3(d)	**Discuss the impact on tourism organisations of changing tourist attitudes to sustainable tourism.** This is an extended writing response and should be marked in conjunction with Table C. Indicative content may include: AO1 Knowledge • Tourists want to be more sustainable, so organisations need to offer sustainable products / services. • Organisations may have to invest in new systems / equipment to be more sustainable. • Some organisations may not be able to provide sustainable products and services so less tourists will use them. • Some organisations will see this as an opportunity and may try to take a greater market share. • Newer organisations will emerge who set out to be sustainable from the outset. AO3 Analysis • Implementation of sustainable practices may be too expensive for some organisations which means they might go out of business / they won't be able to make changes and so less tourists will come. • Organisations using new sustainable systems / equipment will have to re-train or hire new staff who are familiar with the practices. • Not all employees may view this as good and may want to work elsewhere. • Making changes to processes is time consuming and organisations may lose some of their market share while they are closed / restructuring / upgrading. • Changes in the market mean more sustainable organisations will get more business / gain more market share / be more competitive / have a USP that is attractive to sustainable tourists. AO4 Evaluation • Tourist attitudes to sustainability have changed with the vast majority of tourists now expecting organisations to be sustainable, they will not choose those who are not seen as being sustainable. Organisations need to adapt to this changing environment, they need to make sure they promote themselves as sustainable, they need to be seen to be doing it. • Lots of organisations would not survive this change in attitudes as they will not be able to afford to make all the required changes to be sustainable, so new organisations will take their place in the market.	9