
TRAVEL AND TOURISM

9395/04

Paper 4 Destination management

For Examination from 2017

SPECIMEN MARK SCHEME

1 hour 30 minutes

MAXIMUM MARK: 50

This document consists of **10** printed pages.

Question	Answer	Marks
1(a)	<p>Describe <u>two</u> roles of an NGO within destination management.</p> <p>Award one mark for each of two identified roles of an NGO plus an additional mark for an explanation of how these roles are used in destination management.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Complete research and consultation on a local, national and international level (1) ensuring that organisations such as governments are accountable. (1) • Fund raise and develop projects (1) exposing campaigns of abuse. (1) • Provide guidance (1) particularly in regional planning for projects. (1) • Assist in training and education (1) aimed at and for the benefit of local communities. (1) • Promote awareness of impacts and issues (1) and encourage demand for specialised tourism products. (1) • Support communities (1) to maximise their benefits (1) <p>Other relevant responses should also be credited.</p>	4

Question	Answer	Marks
1(b)	<p>Assess the ways in which Travel Indochina, an ethical tour operator, can support the local community.</p> <p>Candidates are expected to be aware of organisations involved in destination management and their roles. They should be able to combine their knowledge of commercial organisations with information provided from Fig. 1.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • By organising small tailor-made tours that do not severely damage local community life. • By focusing on cultural exchange and responsible local experiences. • By controlling the content of their itineraries and actions of their suppliers. • By employing local office staff wherever possible. • By having a focus on responsible tourism and work with other social enterprises and NGOs. For example: ‘Streets International Training Restaurant’, in the old port town of Hoi An in Vietnam; a deaf and blind workshop in Hue; and a number of other socially minded organisations, including the Angkor Hospital for Children in Cambodia and Purkal Youth Society in India. <p>Other relevant responses should also be credited.</p> <p>Mark according to the levels of response criteria below:</p> <p>Level 3 (7–9 marks)</p> <p>Candidates will show a clear understanding of the question and include detailed identification and analysis of the ways in which ethical tour operators can support local communities. Candidates effectively assess a range of options and clearly attempt to weigh up the significance of the ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (4–6 marks)</p> <p>Candidates will show an understanding of the question and include explanations/analysis of a number of valid ways in which ethical tour operators can support local communities. When explaining or offering analytical comment, candidates clearly indicate the ways. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p> <p>Level 1 (1–3 marks)</p> <p>Candidates identify/describe some ways in which ethical tour operators can support local communities. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.</p>	9

Question	Answer	Marks
1(b)	<p>Level 0 (0 marks)</p> <p>No rewardable content.</p> <p>Exemplar response</p> <p>Ethical tour operators can support local communities by organising small, tailor-made tours that do not severely damage local/community life. They can do this by employing local people and using locally made goods and services. Good support will also focus on sensitive cultural exchange and the development of responsible local experiences. Local communities will benefit most by this exchange as the greater the understanding from visitors the less detrimental impact they will have. Tour operators can control their tourism experiences by ensuring that the content of their packages or itineraries support local people and local suppliers. This prevents leakage and will have the most significance on the local community. Operators can give clear information to visitors to make them aware of social enterprises that would be worthy of support. In this way the most important practices would ensure that the local community are not exploited and will be able to earn an acceptable living from tourism and a harmonious relationship with operators, suppliers and host community.</p>	

Question	Answer	Marks
1(c)	<p>Evaluate the likely sociocultural impacts of tourism on destinations such as Vietnam.</p> <p>Candidates are expected to be aware of both positive and negative sociocultural impacts and may use supporting evidence provided from Fig. 1. They may use another destination similar to Vietnam.</p> <p>Responses may include the following and/or other relevant information:</p> <p>Positive</p> <ul style="list-style-type: none"> • Preservation of customs and crafts. • Provision of community facilities and public services. • Cultural bonding and cultural identity. • Social integration. • Empowerment of local community in managing their own environment. <p>Negative</p> <ul style="list-style-type: none"> • Conflicts with host community. • Changes to family structure/social problems. • Begging/crime/prostitution. • Demonstration effect. • Commodification and staged authenticity. <p>Other relevant responses should also be credited.</p> <p>Mark according to the levels of response criteria below:</p> <p>Level 3 (9–12 marks)</p> <p>Candidates will show a clear understanding of the question and include detailed identification and analysis of the sociocultural impacts of tourism to Vietnam. Candidates effectively evaluate a range of impacts and clearly attempt to weigh up the significance of them. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (5–8 marks)</p> <p>Candidates will show an understanding of the question and include explanations/analysis of a number of sociocultural impacts. When explaining or offering analytical comment, candidates clearly indicate impacts relevant to Vietnam. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p> <p>Level 1 (1–4 marks)</p> <p>Candidates identify/describe some of the sociocultural impacts of tourism to Vietnam. Information may be a list of actions but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.</p>	12

Question	Answer	Marks
1(c)	<p>Level 0 (0 marks)</p> <p>No rewardable content.</p> <p>Exemplar response</p> <p>For destinations such as Vietnam the positive sociocultural impacts are evident with the possibility of preserving local customs and crafts for the benefit and enjoyment of tourists. Local people will feel empowered and able to extend and develop their important traditions which may then be handed down to future generations and not altered in any way. As a consequence monies earned from the wealth creation that tourism brings can be used to enhance community services and infrastructures which will benefit local communication and transportation networks. However, with the increase of tourists, many of these significant traditions and customs can be altered and changed to be of more interest or to meet the expectations of the tourists. Issues such as staged authenticity and commodification may arise. Ultimately, these traditions can be lost and create conflicts within the community itself causing a loss in family structures and social problems such as begging, prostitution and crime.</p>	

Question	Answer	Marks
2(a)	<p>Explain <u>two</u> likely political objectives for developing tourism in the Zambezi Valley.</p> <p>Award one mark for each of two identified political objectives and an additional mark for an explanation of how these objectives develop tourism.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • To enhance the image of the destination in order to create a strong tourism presence (1) working with other organisations at ground level such as societies and authorities to retain the image (1). • To create a strong reputation of the destination (1) by reducing the impacts of tourism with long-term planning in place (1). • To benefit international relationships by reducing risks and uncertainty (1) creating a source of education and strengthening a destination's appeal (1). <p>Other relevant responses should also be credited.</p>	4

Question	Answer	Marks
2(b)	<p>Assess the likely economic impacts on the local community as tourism returns to the Zambezi Valley.</p> <p>Candidates are expected to be aware of both the positive and negative economic impacts.</p> <p>Responses may include the following and/or other relevant information:</p> <p>Positive</p> <ul style="list-style-type: none"> • Growth in wealth to the area. • Increased profits to the country through the multiplier effect. • Sustain local jobs and income to the community. • Increase GDP and development of infrastructure. <p>Negative</p> <ul style="list-style-type: none"> • Leakages. • Low skilled and low paid tourism roles. • Increased living costs (increased taxes). <p>Other relevant responses should also be credited.</p> <p>Mark according to the levels of response criteria below:</p> <p>Level 3 (7–9 marks)</p> <p>Candidates will show a clear understanding of the question and include detailed identification and analysis of the positive and negative economic impacts. Candidates effectively assess a range of options and clearly attempt to weigh up the significance of the impacts to destinations such as Zambezi. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (4–6 marks)</p> <p>Candidates will show an understanding of the question and include explanations/analysis of a number of positive and negative economic impacts. When explaining or offering analytical comment, candidates clearly indicate economic impacts relevant to Zambezi. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p> <p>Level 1 (1–3 marks)</p> <p>Candidates identify/describe some of the economic impacts to areas such as Zambezi. Information may be a list of actions but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.</p> <p>Level 0 (0 marks)</p> <p>No rewardable content.</p>	9

Question	Answer	Marks
2(b)	<p>Exemplar response</p> <p>The likely economic impacts for Zambezi are extremely positive. The increase of tourists will bring wealth to the area with their spending in hotels, attractions, etc. This can bring in both direct and indirect jobs in the tourism industry and provide the catalyst for the multiplier effect by sustaining jobs and most importantly recirculating money around to the benefit of all the community. Foreign currency will aid with increasing the GDP and help to develop the area with local services and facilities. The positive impacts must be balanced against the negative impacts. With the development in the area by multinational corporations it is likely there will be leakage of profits. These companies may also bring their own workforce and import goods from overseas. This would seriously dilute the economic benefits and ultimately cause an increase in living costs for the local people who may not therefore benefit significantly. They may however, still benefit from the multiplier effect as these foreign workers would still be contributing to the local economy in some way through using petrol stations, restaurants and local community facilities.</p>	

Question	Answer	Marks
2(c)	<p>Evaluate the ways in which sustainable tourism development practices are likely to benefit destinations such as the Zambezi Valley.</p> <p>Candidates should be able to combine their knowledge of sustainable tourism development, in relation to destination management, with information provided from Fig. 2.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Sustainable tourism has been defined by the World Tourism Organization as “satisfying current tourist and host community needs, while protecting and improving future opportunities”. • It is seen as a guide in managing all resources, in such a way that economic, social, and aesthetic needs may be met, while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems. • Adopting “best practices,” namely, corrective or improved measures implemented in every area of tourist business management and operation. • Responsible guiding and encouraging responsible tourists. • Code of conduct for tourists and tourism organisations. • Actions are aimed at ensuring that the least possible impact is caused, that tourist product quality and image are improved, that business development becomes more efficient, and therefore, social and economic development does well. <p>Other relevant responses should also be credited.</p> <p>Mark according to the levels of response criteria below:</p> <p>Level 3 (9–12 marks)</p> <p>Candidates will show a clear understanding of the question and include detailed identification and analysis of the ways in which sustainable tourism development practices are likely to benefit destinations such as the Zambezi Valley. Candidates effectively evaluate a range of ways and clearly attempt to weigh up the significance of the benefits mentioned. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (5–8 marks)</p> <p>Candidates will show an understanding of the question and include explanations/analysis of a number of valid ways in which sustainable tourism development practices are likely to benefit destinations such as the Zambezi Valley. When explaining or offering analytical comment, candidates clearly indicate the benefits. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p>	12

Question	Answer	Marks
2(c)	<p>Level 1 (1–4 marks)</p> <p>Candidates identify/describe some ways in which sustainable tourism development practices are likely to benefit destinations such as Zambezi Valley. Information may be a list of actions but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.</p> <p>Level 0 (0 marks)</p> <p>No rewardable content.</p> <p>Exemplar response</p> <p>Sustainable tourism development practices can be applied to destinations such as Zambezi, however caution must be taken in order that this is not just a marketing ploy but something that practitioners actually put into practice. Sustainable methods include managing all the resources in the area to the benefit of economic, social and aesthetic principles. These are then balanced against essential ecological processes and to ensure that the biological diversity of an area is protected. This can be achieved by the setting up of ‘best practices’ into the management portfolio. This would then ensure that the benefits to the area are sustained and that all parties such as tour operators, host communities and tourists understand the need to act responsibly and help to retain sensitive ecologies. Responsible guiding, carrying capacity and efficient use of resources must all be considered. These are essential and accepted practices for longevity. If they are not applied then tourism will cause more damage to destinations which may then see the destination decline and prevent local people having the possibility of earning a living. This in turn may see a population decline where younger generations cannot find work and will not feel any allegiance to the area and consequently move away. This loss could be catastrophic, causing the loss of and decline of a precious environment. Therefore, it is essential that in order to survive, areas must adopt a sustainable development ethos so that an area will survive and sustain benefits for hosts and guests for many years to come.</p>	