

MARK SCHEME for the May/June 2008 question paper

9395 TRAVEL AND TOURISM

9395/01

Paper 1 (Core Paper), maximum raw mark 100

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

- CIE will not enter into discussions or correspondence in connection with these mark schemes.

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Q. No.	Expected Answer	Mark	Focus	AO
1 (a)(i)	Identify and explain <i>two</i> ways in which the Habtoor Grand Resort & Spa meets the needs of families with young children. Award one mark for each of two valid identifications from Fig. 1 of ways and a further one mark for an appropriate explanation of each. Correct ideas include: • On Jumeirah Beach (1) – seaside (1) • Spacious rooms (1) – quad occupancy (1) • Children’s pool (1) – safe (1) • Junior Jungle (1) – children’s club (1) Credit all valid reasoning.	4	1.1 1.3	AO2 (2) AO3 (2)
(ii)	Identify and explain <i>two</i> ways in which the Habtoor Grand Resort and Spa meets the needs of business travellers. Award one mark for each of two valid identifications from Fig. 1 of ways and a further one mark for an appropriate explanation of each. Correct ideas are as follows: • Near Airport (1) – convenient access (1) • Close to Internet City (1) – meetings (1) • Leisure facilities (1) – relaxation (1)	4	1.1 1.3	AO2 (2) AO3 (2)
(b)	The Habtoor Grand Resort and Spa is a commercial organisation. Describe <i>two</i> objectives of private sector organisations. Candidates are expected to have made a study of at least one private sector organisation and it is quite acceptable for that particular organisation’s objectives to be used here. Award one mark for each of two valid identifications appropriate to this context and an additional one mark for the development or description of each, such as: • Generate profit (1) – meet shareholder expectations (1) • Increase market share (1) – greater revenues (1) • Maintain sales (1) – avoid debt (1) Credit all valid statements.	4	1.4.1	AO1
(c)	The Habtoor Grand Resort and Spa is a 5* luxury development. Explain how accommodation grading schemes operate. Award one mark for each of four valid statements, including appropriate development, about the operation of grading systems e.g. • Based on a classification • Visited by inspectors • Apply uniform standards • Better facilities = higher rating • Applied to all types of accommodation Credit all valid illustrations.	4	1.4.3	AO1

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(d)	Many destinations such as Dubai are developing new purpose-built visitor attractions. With reference to a destination with which you are familiar, evaluate the visitor appeal of <i>one</i> such attraction. Candidates are expected to have studied at least one destination and any type of new/recent built attraction is acceptable. The focus is on the assessment of visitor appeal for a known attraction. <u>Use level of response criteria</u> Level 1 (1–3 marks) will identify up to three appropriate types of product/service appeal, providing some detail but will be mainly descriptive about features of the chosen attraction Level 2 (4–6 marks) can be awarded for an analysis of selected features/products/services and we should expect an appropriate treatment, indicating suitability for visitor requirements, of at least two of these for the higher marks Level 3 (7–9 marks) can be awarded for evaluative comment about types of provision with due reward being given to the range of features/products/services now available at the attraction, particularly if these are related to different types of visitor need. The better answers will have a reasoned conclusion.	9	1.4.3	AO2 (3) AO3 (3) AO4 (3)
2 (a)	Explain <i>two</i> ways in which the facility shown in Fig. 2 is likely to provide a service to the venue's external customers. Award one mark for each of two valid identifications based on Fig. 2 of ways and a further one mark for an appropriate explanation of each. Correct ideas include: • Map (1) – way around site (1) • Information (1) – advice/directions (1) • Retail (1) – souvenirs etc. (1) • Foreign language (1) – overseas visitor (1) Credit all valid suggestions but not generic TIC services, not appropriate to this context.	4	3.1	AO2 (2) AO3 (2)
(b)(i)	Suggest <i>two</i> likely reasons for each of the following: staff at the facility shown in Fig. 2 are in uniform Award one mark for each of two valid reasons such as: • Recognition/easy identification • Corporate image • Businesslike appearance	2	3.2	AO1
(ii)	Suggest <i>two</i> likely reasons for each of the following: staff at the venue work as a team Award one mark for each of two valid reasons such as: • Efficiency • Morale • Deliver high quality service • Improved communication	2	3.2	AO1

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(c)	Explain two ways in which the use of a mystery shopper may help monitor the operation of the facility. Award one mark for each of two valid identifications of ways and a further one mark for an appropriate explanation of each. Correct ideas in this context include: • Experience customer service first hand (1) – reliable and accurate (1) • Test product knowledge (1) – make recommendations for improvement (1) • Observations (1) – can monitor an individual or whole facility (1) Credit all valid responses.	4	3.3	AO2 (2) AO3 (2)
(d)	Many of the visitors to sporting venues such as the one shown in Fig. 2 are invited guests enjoying corporate hospitality. Describe what corporate hospitality usually includes. Award one mark for each of four valid statements, including appropriate development, about the likely components of a corporate hospitality package to a sporting event such as: • Admission badge and Box access • Food and beverage options • Car park label • Programme and newspaper • Balcony viewing and TV coverage • Box signage • Floral décor etc. Credit all valid descriptions.	4	1.4.3	AO1 (2) AO2 (2)

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(e)	With reference to examples with which you are familiar, justify the customer service procedures followed by particular travel and tourism organisations. Candidates are expected to have made a study of customer service within a T&T organisation. Furthermore, they are also expected to have precise knowledge about three types of procedure. We can thus accept reference to a particular company and/or types of job role contained therein. We should reward candidates attempting justification of the procedures under consideration. <u>Use level of response criteria</u> Level 1 (1–3 marks) will identify up to three appropriate types of procedure providing some detail but will be mainly descriptive. Level 2 (4–6 marks) can be awarded for an analysis of selected procedures and we should expect an appropriate treatment, indicating suitability for customer or organisation requirements, of at least two of these for the higher marks. Level 3 (7–9 marks) can be awarded for evaluative comment justifying types of provision with due reward being given to the range of procedures followed, particularly if these are relate to different types of need. The better answers will have a reasoned conclusion.	9	3.2	AO1 (3) AO3 (3) AO4 (3)
3 (a)	Identify Cuba's <i>three</i> most important European markets in terms of visitor arrivals. Award one mark for each of: • UK • Spain • Italy	3	1.2	AO2
(b)	Identify the <i>three</i> Cuban destinations that are currently most popular. Award one mark for each of: • Varadero (beach) • The King Gardens or (north central coast) • Havana	3	1.2	AO2

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(c)	Explain two reasons why good “health and security” conditions are important to destinations such as Cuba. Award one mark for each of two valid identifications of ways related to either or both health/security and a further one mark for an appropriate explanation of each. Correct ideas include for health: • Few disease threats (1) – less injections and pills etc. (1) • Good medical system (1) – easy and safe treatment while away (1) • Availability of doctors (1) – on call visits to hotel a convenience etc. (1) For security: • Politically stable (1) – safe (1) • No terror threat (1) – peaceful (1) • Crime issues (1) – thefts and drugs (1) Credit all valid reasoning.	4	1.3	AO1 (2) AO3 (2)
(d)	Cuba has a selection of ‘all-inclusive’ resorts. With reference to particular examples, discuss the nature of the appeal of ‘all-inclusive’ resorts. Many candidates will latch on to the idea of all-inclusive package holidays and this is quite acceptable as long as consideration is given to the actual resort where: • Price includes accommodation • Price includes all food • Price includes all beverages • Prices includes all activities • Prices includes all entertainment We should expect reference to a company like Sandals or Club Med and better answers will give consideration to a particular example. <u>Use level of response criteria</u> Level 1 (1–2 marks) will identify up to two appropriate types of product/service appeal, providing some detail but will be mainly descriptive about features. Level 2 (3–4 marks) can be awarded for an analysis of selected features and we should expect an appropriate treatment, indicating suitability for visitor requirements, of at least two aspects for the higher marks. Level 3 (5–6 marks) can be awarded for evaluative comment about the range of provision related to different types of visitor need. The better answers will have a reasoned conclusion.	6	1.1 1.4.3	AO1 (2) AO3 (2) AO4 (2)

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(e)	“Around 50% of Cuba’s hotel room capacity is managed and marketed by foreign companies”. Evaluate the social and economic impacts that may result from this situation. This is quite an open question and impacts are a familiar topic. They are free to explore social and/or economic from either positive and/or negative impact perspectives but there should be clear mention of both for Level 3. The quality of the assessment is more important. The syllabus gives emphasis to the following impacts, but all valid social and economic impacts are to be credited: <table><tr><th>Positive</th><th>Negative</th></tr><tr><td> • increased incomes; • increased foreign exchange; • increased employment; • improved infrastructure; • multiplier effect; • aiding of international understanding; • encourages travel, mobility and social integration. </td><td> • decline of traditional employment opportunities; • seasonality of employment; • increased living costs; • leakages; • increased taxes; • conflicts with the host community; • crime; • Demonstration Effect; • changes to family structure; • social problems, such as begging and prostitution. </td></tr></table> <u>Use level of response criteria</u> Level 1 (1–3 marks) will identify up to three appropriate types of socio-economic impact, providing some detail but will be mainly descriptive. Level 2 (4–6 marks) can be awarded for an analysis of selected impacts and we should expect an appropriate treatment, indicating positive or negative aspects, of at least two of these for the higher marks. Level 3 (7–9 marks) can be awarded for evaluative comment about the types of socio-economic impact that result from this foreign ownership. The better answers will have a reasoned conclusion and most will probably view the situation as good economically and less good socially.	Positive	Negative	• increased incomes; • increased foreign exchange; • increased employment; • improved infrastructure; • multiplier effect; • aiding of international understanding; • encourages travel, mobility and social integration.	• decline of traditional employment opportunities; • seasonality of employment; • increased living costs; • leakages; • increased taxes; • conflicts with the host community; • crime; • Demonstration Effect; • changes to family structure; • social problems, such as begging and prostitution.	9	2.2	AO1 (3) AO3 (3) AO4 (3)
Positive	Negative							
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4 (a)	State the meaning of each of the following terms: (i) domestic arrival One mark for idea of travel within own country (ii) international arrival One mark for idea of travel outside own country (iii) visitor expenditure. One mark for idea of amount spent.	3	1.1 1.2	AO1
(b)	Identify each of the following: (i) the average length of stay for Japanese visitors in July 2006 One mark for 5.69 (ii) the number of Canadians visiting in the year to July 2006 One mark for 166,912 (iii) the number of domestic arrivals in July 2006. One mark for 529,369	3	1.2	AO2
(c)	Fig. 4 shows changes in visitor numbers to Hawaii between 2005 and 2006. Explain two reasons why trends in visitor numbers to any destination may change over time. Award one mark for each of two valid identifications of reasons and a further one mark for an appropriate explanation of each. Most should suggest external factors and correct ideas in this particular context include: • Currency fluctuations (1) – \$ versus Yen and costs (1) • Natural disasters (1) – Tsunami and volcanic activity threats (1) • Terrorism (1) – USA at risk (1) Credit all valid reasoning including ideas of competition, changing tastes etc.	4	1.2 1.3	AO2 (2) AO3 (2)
(d)	With reference to Fig. 4, discuss why Hawaii may be placed at the stagnation stage of the Butler Model. This requires some interpretation of data in Fig. 4 and knowledge of the Butler model. Candidates will probably agree with the suggestion and we require a reasoned conclusion for top level 3. <u>Use level of response criteria</u> Level 1 (1–2 marks) will identify appropriate types of data to provide some detail about volumes slowing – indicative of marked consolidation. Level 2 (3–4 marks) can be awarded for an analysis of selected data to indicate a trend and we should expect an appropriate treatment of at least one set of data for the higher marks. Level 3 (5–6 marks) can be awarded for evaluative comment about whether stagnation or rejuvenation appears to be taking place. The better answers must have a reasoned conclusion.	6	2.3	AO2 (2) AO3 (2) AO4 (2)

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(e)	With reference to examples with which you are familiar, evaluate the major threats that exist to the continued growth of international travel. This leads on nicely from 4(c). This is very topical and invites the candidate to consider and evaluate the main threats not only to international travel and can include particular at-risk destinations. The WTO give emphasis to the following threats: • Terrorism • Natural disasters • Health scares • Oil price rises • Economic and political uncertainties. However, candidates can validly consider any combination of the following as well: • Rising costs of accommodation, transport and destination costs • Over-commercialisation • Crime and social problems • Negative media coverage • Negative tourism management • Water, air and noise hazards Better candidates may well recognise that the above sets of factors operate at different Geographical scales, the former being global while the latter are national/regional. <u>Use level of response criteria</u> Level 1 (1–3 marks) candidates apply only limited knowledge and understanding and answers will be descriptive of types of threats in particular destinations, thus obtaining credit for the identification of three appropriate examples. Level 2 (4–6 marks) candidates apply some of their knowledge and understanding and will clearly attempt an analysis of key threats and indicate the types of impact that might result within particular destinations. Level 3 (7–9 marks) candidates offer a clear evaluation of two or more valid threats, pointing out that their significance varies with scale of operation. There will be some comment about destination arrivals both at present and in the future. We should expect valid reasoned conclusion(s) for the higher marks.	9	1.3 2.3	AO1 (3) AO3 (3) AO4 (3)
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Exam totals:

[AO1 = 30]
[AO2 = 26]
[AO3 = 28]
[AO4 = 16]