

**MARK SCHEME for the October/November 2010 question paper
for the guidance of teachers**

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, which would have considered the acceptability of alternative answers.

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

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1 (a) State and explain three advantages to the hotel of having all staff in uniform.

Award one mark for the identification of each of three valid reasons/advantages and an additional mark for an appropriate explanatory development of each.

Valid ideas include:

- recognition/easy identification (1) – guests know who to approach (1)
- corporate image (1) – all staff maintain a businesslike appearance (1)
- staff motivation (1) – company provides appropriate work clothes for employees (1)
- cleanliness (1) – staff not in own clothes (1)

Credit all valid reasoning.

(b) Explain three customer service skills likely to be needed by the staff shown in Fig. 1. [6]

Award one mark for the identification of each of three appropriate skills and award a further mark for a valid explanation of each, such as:

- communication skills (1) – informing guests (1)
- languages (1) – international setting (1)
- numeracy (1) – dealing with cash (1)
- H&S (1) – accidents (1)
- selling skills (1) – taking bookings etc. (1)

Credit all valid reasoning.

(c) Justify the use of a mystery shopper as an appropriate way to assess the visitor experience. [4]

This is essentially about quality control and the candidate can be awarded one mark for the identification of the mystery shopper role and awarded a further mark for a simple explanatory comment. Up to two additional marks can be awarded for a justification of being fit for purpose.

Exemplar response:

Mystery shopper tries out the product/service and experiences customer service first-hand (1). This is an accurate snapshot of the service environment (1). It is unbiased (1) and is a very representative way to sample customer service procedures in action (1).

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- (d) With reference to one job role within a travel and tourism organisation with which you are familiar, assess the importance of teamwork in delivering excellent customer service.

This will vary with the example chosen but the key discriminator is the assessment. The question is not about the theory of teamwork but rather its place in operational efficiency.

Use Level of Response Criteria

Level 1 (1 to 3 marks) – the candidate identifies/describes up to three valid aspects of an identifiable job role/working situation.

Level 2 (4 to 6 marks)

[4 marks] – the candidate makes valid analytical comment(s) about teamwork in relation to one aspect of the job.

[5–6 marks] – the candidate makes valid analytical comment(s) about teamwork in relation to two or more aspects.

Level 3 (7 to 9 marks)

[7 marks] – the candidate makes valid evaluative comment(s) in relation to the role of teamwork in one or more aspects of the chosen service situation.

[8–9 marks] – the candidate makes valid evaluative comment(s) in relation to two or more aspects and comes to a conclusion as to which one(s) are most significant in terms of teamwork's influence.

Exemplar response: e.g. Hotel housekeeping

In some hotels, the room attendants work in teams, so that one person strips the beds (L1), another cleans the bathrooms (L1), the beds are made together (L1), and so on. In this way, hotels are a good example of travel and tourism organisations that rely on teamwork and a well-trained staff. The key benefit of teamworking is improved operational efficiency (L2). For example, it may take an hour or longer to service a luxury suite with a sunken Jacuzzi, while in a hotel where the rooms are more basically furnished and similar in style, room attendants will be expected to do 15 or more during their shift. Teamwork allows for the housekeeping function to take place within a given time (L2). The system allows for self-checking to operate, which means that individual team members are responsible for checking their own rooms, subject to spot checks by the floor or head housekeeper, thus reducing supervision and increasing productivity (L3).

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2 (a) (i) Identify two ways in which the resort will meet the needs of diving enthusiasts.

Award one mark for the identification of each of two from:

- local reef
- complete with a sunken ship wreck
- resort within easy reach of the top diving spots in Ari Atoll

(ii) Identify two ways in which the resort will meet the needs of children. [2]

Award one mark for the identification of each of two from:

- Kids club
- Kid Camp
- E-Zone

(b) Explain three advantages to guests of "Island Club" membership. [6]

Award one mark for the identification of each of three valid ways and award a second mark for an appropriate explanatory comment about each. Correct ideas based on Fig. 2 include:

- Island Club guests enjoy premium levels of attention and service (1) including access to the exclusive Club Lounge (1).
- Daily servings of complimentary meals, snacks and drinks (1) including complimentary evening cocktails and canapés (1).
- The private pool (1) features refreshing Spa Cenvaree mist sprays, complimentary mineral water, pre-lunch cold towel service, afternoon fruits (1).
- sun bed concierge service (1) – can order (1).

Credit all valid reasoning based on Fig. 2.

(c) Centara Hotels and Resorts is a commercial organisation. Explain three likely reasons why it invested US\$49 million in this new development. [6]

Commercial organisations have certain key characteristics. Candidates should thus answer in context. Award one mark for the identification of each of three valid reasons and then a second mark for an appropriate explanatory comment.

Correct ideas thus include:

- profitability (1) – maintain/increase their market share (1)
- generate dividend for shareholders (1) – they need to make return on investment (1)
- revenues are important (1) – target-driven (1)

Credit all valid reasoning.

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- (d) Discuss the reasons why many 5 star resorts, such as the Centara Grand Resort and Spa, have included a spa and health club as part of their facilities.

This question is set in the context of customer trends and candidates are expected to consider current international traveller 5 star needs and expectations. There is a strong demand from the leisure-travelling public who are adopting a more health-conscious lifestyle and who are prepared to spend serious amounts of money on personal wellbeing. This has resulted in the segmentation of users into three identifiable groups, depending on their level of participation. Many resort hotels have introduced spa facilities to help attract customers. The current trend for health and wellbeing means that many guests will expect such facilities. The more facilities offered, the greater the potential appeal of the resort and so income generation will increase. As well as beauty and health treatments, sport and recreation opportunities will be available, allowing visitors more choice of leisure activity.

Use Level of Response Criteria

Level 1 (1 to 3 marks) – the candidate identifies/describes up to three valid reasons.

Level 2 (4 to 6 marks)

[4 marks] – the candidate makes valid analytical comment(s) about one reason.

[5–6 marks] – the candidate makes valid analytical comment(s) about two or more reasons.

Level 3 (7 to 9 marks)

[7 marks] – the candidate makes valid evaluative comment(s) in relation to one or more reasons.

[8–9 marks] – the candidate makes valid evaluative comment(s) in relation to two or more reasons and comes to a conclusion as to which one(s) are most significant.

Exemplar response:

Many resort hotels have introduced spa facilities to help attract customers (L1). It has become common to see major resort properties throughout the world developing spas as part of their leisure facilities (L1) and clients usually have a range of options including:

- full body massage
- manicure or pedicure
- facial
- body scrub or wrap
- aromatherapy
- hydrotherapy treatment.

Spa travellers tend to agree that the most important factors to consider when choosing a spa vacation destination are the quality of the accommodation, personalised service, cost/value for money and the type and range of spa treatments available (L2).

The current trend for health and wellbeing means that many guests will expect a range of facilities. The more facilities offered, the greater the potential appeal of the resort and so income generation will increase (L3). As well as beauty and health treatments, sport and recreation opportunities will be available, allowing visitors more choice of leisure activity. Furthermore, when combined with the provision of child-related services (babysitting services, children's programmes) and outdoor activities (golf, tennis, skiing), spa services offer further guest relaxation opportunities. These circumstances largely explain the recent trend in the spa industry of linking golf/spa and ski/spa as sought-after leisure travel combinations (L3).

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- 3 (a) Other than wildlife watching, identify **four** activities popular with tourists visiting the Falkland Islands.

Award one mark for the identification of each of four from:

- recreational fishing for sea trout
- battlefield tours
- hiking/walking
- wreck diving
- photography

- (b) Discuss the reasons why Falkland Island tourism is seasonal in nature. [6]

Candidates may regard this as obvious but the climatic conditions need to be considered in proper context, as indicated in Fig. 3. It is not so much the climate of the Falklands, but the fact that most visitors are en route to Antarctica. Furthermore, the wildlife (one of the major attractions) is also seasonal and the majority of tourist activities take place outdoors.

Use Level of Response Criteria

Level 1 (1 or 2 marks) – the candidate identifies/describes one or two valid reasons such as those mentioned above.

Level 2 (3 or 4 marks) – the candidate analyses one or two appropriate reasons.

Level 3 (5 or 6 marks) – the candidate evaluates the identified reasons and comes to a conclusion as to which one(s) are most significant.

Exemplar response:

The season lasts from late October to early April, summer in the southern hemisphere (L1). Outside this time the climate is too harsh for cruise visitors (L1) as low temperatures, rough seas and icebergs are all hazards (L2). Also, the wildlife will be seasonal (L1) in their habitat and visits will not take place when there is little to see (L2). However, as most cruises call on their way to Antarctica, such travel can only take place in summer when seas are ice-free (L3).

- (c) With reference to Fig. 3 explain **three** pieces of evidence to support the view that the Falkland Islands are in the 'Development Stage' of destination evolution. [6]

This is clearly set in terms of the Butler model. Award one mark for the identification of each of three pieces of Fig. 3 evidence that suggest the Development Stage and award a second mark for a valid explanatory comment about each.

Correct ideas thus include:

- 68,000 forecast (1) – significant increase in planned arrivals (1)
- passenger numbers have grown by an average of 15% per annum for eight consecutive seasons (1) – clearly developing still (1)
- the capacity for next season has increased (1) – and developments in infrastructure (1) for the new season include a new shelter erected at the Jetty Visitors Centre
- numbers still low in absolute terms (1) – room for continued growth (1)
- infrastructure and facilities are also still quite limited (1) – room for more (1)

Credit all valid reasoning based on Fig. 3.

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(d) Assess the main reasons for the current growth in the popularity of cruise holidays.

In the early 2000s, the number of cruise passengers worldwide grew by between 8% and 10% a year. In the longer term, South East Asia has enormous potential for the development of cruise holidays. Cruise trends in the UK include a rise in the popularity of mass-market cruise holidays lasting a week or more, a fall in demand for premium-cost cruises and an increase in budget cruising. Key factors influencing this and all leisure tourism include:

- aging world population (western countries)
- active lifestyle of older traveller
- development of emerging markets
- growing disposable income of the youth market segment
- increased awareness about impact of tourism on environment etc.

The above will decisively influence the number of tourists, motivation, destination and product choices as well as activities of future travellers.

Use Level of Response Criteria

Level 1 (1 to 3 marks) – the candidate identifies/describes up to three valid reasons for the growth of the cruise market – including key features of the product(s).

Level 2 (4 to 6 marks)

[4 marks] – the candidate makes valid analytical comment(s) about one key reason.

[5–6 marks] – the candidate makes valid analytical comment(s) about two or more reasons.

Level 3 (7 to 9 marks)

[7 marks] – the candidate makes valid evaluative comment(s) in relation to one or more aspects of a key reason.

[8–9 marks] – the candidate makes valid evaluative comment(s) in relation to two or more reasons and comes to a conclusion as to which one(s) are most significant in terms of cruise market growth.

Exemplar response:

Key factors influencing cruising within the leisure tourism marketplace include the more active lifestyle of the older traveller, the development of new emerging markets and the growing disposable income of the key market segments (L1). The all-inclusive nature of cruises offers excellent value for money (L2) and the facilities on board cater for a range of interests, be they active or passive (L2). One of the main attractions is visiting different destinations and new itineraries are constantly being introduced (L3), together with a range of large luxury vessels. The market has room for further growth.

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- 4 (a) Complete the following table by identifying which photograph was most likely to have been taken by each type of leisure traveller.

Award one mark for each, as follows:

- N. American natural landscape = D
 Children-friendly destination = B
 Cultural sightseeing trip = A
 Winter sun holiday = C

- (b) Explain three marketing and promotion methods that a national tourist board might use in order to increase the number of overseas visitors to the country. [6]

Award one mark for the identification of each of three valid methods and award a second mark for an appropriate explanatory comment about each.

Correct ideas include:

- website (1) – worldwide access (1)
- familiarisation trips (1) – host travel agents (1)
- attend trade fairs (1) – showcase country and destinations (1)
- media campaigns (1) – advertising (1)
- overseas offices (1) – develop key markets (1)

Credit all valid reasoning.

- (c) Once at their chosen destination, overseas visitors are likely to visit the local Tourist Information Centre (TIC). Explain three ways in which a TIC is able to provide a service for such visitors. [6]

Award one mark for the identification of each of three valid ways and award a second mark for an appropriate explanatory comment about each.

Correct ideas include:

- visitor attraction information (1) – advice where to go (1)
- staff speak foreign languages (1) – easy to understand (1)
- accommodation services (1) – e.g. UK's Book a Bed Ahead (BABA) scheme (1)
- souvenirs etc. (1) – appeal to visitors (1)
- Bureau de Change (1) – convenient (1)
- sell tickets for tours, events (1) – convenient for visitor

Credit all valid reasoning.

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(d) Photographs A, B, C and D illustrate that tourism development can take place in contrasting environments. With reference to one destination with which you are familiar, discuss the environmental impacts that have resulted from the development of tourism.

This is quite specific and the impacts mentioned should relate to an identifiable destination. Credit both positives and negatives without restriction. They should identify and explain examples of positive effects, e.g.:

- conservation of heritage sites
- regeneration and redevelopment of derelict sites
- pollution controls
- traffic management schemes etc.

Identify examples of negative effects, e.g.:

- urban sprawl
- traffic congestion
- 'honeypot' sites
- footpath erosion
- loss of open space
- water supply issues
- wildlife habitat disruption/loss
- loss of bio-diversity
- water and air pollution issues

Use Level of Response Criteria

Level 1 (1 to 3 marks) – the candidate identifies/describes up to three valid impacts.

Level 2 (4 to 6 marks)

[4 marks] – the candidate makes valid analytical comment(s) about one impact.

[5–6 marks] – the candidate makes valid analytical comment(s) about two or more impacts.

Level 3 (7 to 9 marks)

[7 marks] – the candidate makes valid evaluative comment(s) in relation to one or more impacts.

[8–9 marks] – the candidate makes valid evaluative comment(s) in relation to two or more impacts and comes to a conclusion as to which one(s) are most significant in terms of their chosen destination.

Exemplar response: e.g. Machu Picchu in Peru

The reserve around Machu Picchu, located in the Peruvian Andes 480 km south east of Lima, was set up by the Peruvian Government in 1981. The site is of ecological significance because of its diverse and fragile ecosystems, including rare species of orchids and the endangered spectacled bear. The ruins of this highly important Inca city lie 2,430 m above sea-level in the upper Amazon basin, with a spectacular setting overlooking the River Urubamba. It lies on a 500 year-old partly paved route, called the Inca Trail. UNESCO designated Machu Picchu a World Heritage Site in 1983.

Physically, the whole reserve, but especially the city site and trail, is under permanent threat of degradation (L1) due to its fragile ecological balance. Furthermore, because of its precarious position with steep slopes and heavy seasonal rainfall, it is at risk from severe mudslides and erosion (L1). Fires that are set off by local farmers desperate to make a subsistence living in the harsh environment are an added problem. Tourists using the same trail over and over again trample the vegetation and soil (L1), eventually causing damage that can lead to loss of biodiversity and other impacts (L2). Such damage can be even more extensive when visitors frequently stray off established trails (L2).

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The main threat to this whole site is the sheer pressure of visitor numbers. Up to 10,000 people visit Machu Picchu itself daily, with visitor numbers growing at 6% per year. These tourists largely contribute to pollution in the area by leaving rubbish along the banks of the Urubamba River and untreated sewage within it (L3). Problems are focused also on the campsites for backpacking groups, unregulated latrines and issues of waste disposal. The site has become a 'honeypot', with frequently over 1,000 people all trying to see sunrise in Machu Picchu at the same time (L3).