

**MARK SCHEME for the May/June 2012 question paper
for the guidance of teachers**

9395 TRAVEL AND TOURISM

9395/04

Paper 4 (Specialised Tourism), maximum raw mark 50

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.

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

Cambridge is publishing the mark schemes for the May/June 2012 question papers for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level syllabuses and some Ordinary Level syllabuses.

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1 (a) Explain two likely economic benefits of dive tourism for Egypt.

Brings tourists that will need accommodation, restaurants etc. and this will mean jobs (1) the local people bringing wealth to the area (1).

Economic development of an area will occur with new dive companies (1) this will result in the need for good local infrastructure (1) these will need to be built which will benefit both locals and tourists (1) and remain a legacy for the community as a whole (1).

Two points with two explanations. (2 × 2)

(b) Assess the possible negative environmental impacts of the rapid growth of tourism in the Hurghada region. [9]

Level 1 (1–3 marks)
Candidate identifies impacts.

Level 2 (4–6 marks)
Candidate explains impacts.

Level 3 (7–9 marks)
Candidate assesses environmental impacts of the explosion of tourism.

Indicative content:

- Mass construction of hotels
- Over fishing
- Vast number of water users – overcrowding
- Pollution
- Dirty beaches needing clean-ups
- Endangered species – loss of indigenous species.

Identification 1/2 for Level 1 only.
Explain 2 for 4/5, Explain 3, 6 marks.
Assess 2 for 7 marks, 3 for 8 marks.
Sound and relevant conclusion 9 marks.
Listing = Level 1 only.

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- (c) Discuss the importance to the Hurghada Environmental Protection and Conservation Association (HEPCA) of having the support of partners in both the public and private sectors.

Level 1 (1–4 marks)
Candidate identifies issues.

Level 2 (5–8 marks)
Candidate explains issues.

Level 3 (9–12 marks)
Candidate discusses the importance of support of both public and private partners.

Indicative content:

- Support vital for funds
- And promotion work
- Egypt is not a rich country and the support of not only public but private companies will gain prestige and give credence to their campaigns
- Gives international perspective – so not only local people who know about campaigns
- The area is not only one of great beauty but also of environmental significance. Public supporters can give confidence within the area and local community
- Helps to control tours and numbers of divers trying to reach reefs
- Should prevent over development
- Can help to develop projects that are seen to be impossible
- Help to draw up policies.

Identification 1/2 for Level 1 only.

Explain 2 for 5/6, Explain 3, 7/8 marks.

Assess 2 for 9 marks, 3 for 10/11 marks.

Sound and relevant conclusion 12 marks.

Listing = Level 1 only.

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2 (a) Identify and explain two ways in which Kampong Ayer is unique.

- Not dependent on the area outside for its needs
- Has schools, religious buildings to cater for all of the 30,000 people that live there () this then supports them in jobs
- Keeps their heritage stable (1) by reduced influences (1) and sees the continuation of important cultural practices. (1)
- Does not need external aid or tourists to survive. (1)

Two points, one for each identification and a further mark each for explanation. Up to max of 4. (2 × 2)

(b) Discuss how the Kampong Ayer Cultural and Tourism Gallery (KACTG) helps to preserve the destination's heritage and culture. [9]

Level 1 (1–3 marks)
Candidate identifies issues.

Level 2 (4–6 marks)
Candidate explains issues.

Level 3 (7–9 marks)
Candidate discusses how KACTG preserve the heritage and culture of Brunei.

Indicative content:

- In the past, most tourists have not had a chance to learn about the background, history, traditions, society, and arts and crafts of this extraordinary settlement
- KACTG becomes a must see attraction based on the water village and built in the same style
- Educates visitors
- Interactive displays and craft demonstrations
- Creates a greater understanding/appreciation of the culture
- Perpetuates interest
- Is built in the heart of the community and therefore helps to maintain the traditions and sustain practices.

Identification 1/2 for Level 1 only.
Explain 2 for 4/5, Explain 3, 6 marks.
Assess 2 for 7 marks, 3 for 8 marks.
Sound and relevant conclusion 9 marks.
Listing = Level 1 only.

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- (c) Assess to what extent a large growth in tourism might destroy the heritage and lifestyles of the Kampong Ayer residents.

Level 1 (1–4 marks)

Candidate identifies negative aspects.

Level 2 (5–8 marks)

Candidate explains negative aspects.

Level 3 (9–12 marks)

Candidate assesses whether a large growth in tourism might destroy the heritage and lifestyles of the residents.

Indicative content:

- Significance of culture
- Unique stilted village not geared up for visitors – most walkways are designed for residents and extra usage may affect privacy and lifestyles
- Locals are self-sufficient in many areas – visitors may upset the balance and timeframe of work
- Has many traditional heritage and cultural practices – possibility this may be lost, however could help to bring in extra income and sustain the area
- Customs
- Access to the village is via wooden walkways – not designed for visitors
- Not geared up for large number of visitors – would need to direct them to the visitor gallery.
- Demonstration effect could lead to change in values, loss of traditions
- Tourists would bring jobs, income and wealth but area needs to have protection in order to prevent overcrowding, erosion, more litter, noise, etc.

Identification 1/2 for Level 1 only.

Explain 2 for 5/6, Explain 3, 7/8 marks.

Assess 2 for 9 marks, 3 for 10/11 marks.

Sound and relevant conclusion 12 marks.

Listing = Level 1 only.