

CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Advanced Subsidiary and Advanced Level

MARK SCHEME for the October/November 2015 series

9395 TRAVEL AND TOURISM

9395/43

Paper 4 (Specialised Tourism), maximum raw mark 43

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Page 2	Mark Scheme	Syllabus	Paper
	Cambridge International AS/A Level – October/November 2015	9395	43

- 1 (a) Using Fig. 1 (Insert), explain two ways in which the Wild Asia Responsible Tourism Awards encourage tourism providers to 'make a difference'. [4]

By entering the awards operators must demonstrate responsibility to sustainability (1)
The annual award encourages accommodation operators and tour operators to enter as they make a positive difference to the environment, people, cultures and traditions, through best practice (1)

The award rewards good practice (1) operators from the region will be encouraged to share and inspire change from within the travel industry (1)

- (b) Discuss the possible ways in which tourism can alleviate poverty in places such as Sri Lanka. [9]

Indicative content:

- Providing jobs
- Bringing wealth into an area and assisting with the economic development of an area through community benefits such as infrastructure, amenities, etc. improving access to markets
- Employment gives opportunities through providing training and education
- Work empowers people giving opportunities for decision making
- Retains the workforce and prevents them from moving away
- Benefits through learning, connecting cultures

Levels of response

Level 1 (1–3)

Candidate identifies/describes some ways. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.

Level 2 (4–6)

Candidate describes a number of ways. May include explanations of a number of possible economic benefits. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.

Level 3 (7–9)

Candidate shows a clear understanding of the question and includes a detailed identification and explanation. Candidate effectively discusses the possible ways. There will be more than just economic references. There is frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary

Page 3	Mark Scheme	Syllabus	Paper
	Cambridge International AS/A Level – October/November 2015	9395	43

- (c) Analyse how hotels such as the Heritance Kandalama attempt to reduce negative environmental impacts. [12]

Indicative content:

- It is a nature based large scale hotel in Sri Lanka, and has become sensitive to the environment.
- It is also aware of the local community needs and contributes to conservation, education and bio diversity protection.
- Hotel is built in a way which blends with the natural surroundings and maximises natural light in order to reduce energy use. The entire hotel is built on a raised platform allowing water to flow under the hotel. It also allows the free movements of animals under the hotel, leaving minimum impact on the eco system.

Levels of response

Level 1 (1–4)

Candidate identifies/describes some aspects. Information may be in the form of a list. There is little or no attempt to analyse. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.

Level 2 (5–8)

Candidate describes a number of aspects. May include explanations of a number of possible ways. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.

Level 3 (9–12)

Candidate shows a clear understanding of the question and includes a detailed identification and explanation. Candidate effectively analyses the possible methods. There is frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.

Page 4	Mark Scheme	Syllabus	Paper
	Cambridge International AS/A Level – October/November 2015	9395	43

- 2 (a) Explain two ways in which Fat Tire Bike Tours support the local community in Berlin.** [4]

Visit local restaurants (1) who use local food on the menus (1)

Use locally employed guides and shop workers (1) who have personal knowledge and can answer any questions (1)

- (b) Analyse the likely positive cultural impacts of tours in historical cities such as Berlin.** [9]

Indicative content:

- Preservation of local customs, arts/crafts, traditions
- Education/learning and connecting with international visitors
- Continuing of redeveloping the city and sustaining sites of cultural significance such as the Reichstag, Brandenburg Gate and the Berlin Wall.

Levels of response

Level 1 (1–3)

Candidate identifies/describes some positive impacts. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.

Level 2 (4–6)

Candidate describes a number of impacts. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.

Level 3 (7–9)

Candidate shows a clear understanding of the question and includes a detailed identification and explanation. Candidate effectively analyses the possible impacts. There is frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.

Page 5	Mark Scheme	Syllabus	Paper
	Cambridge International AS/A Level – October/November 2015	9395	43

- (c) Discuss the measures that cities such as Berlin might use to manage large numbers of tourists taking cycle tours. [12]

Indicative content:

- Provide cycle tracks and pathways
- Minimise the number of tourists that are allowed to cycle at any one time
- Restrict to zoned areas or time/seasonal routes
- Charging fees relating to size of group and length of time cycling
- Encourage tour operators to educate cyclists regarding local conditions and restrictions
- Ensure all visitors wear appropriate clothing and shoes

Levels of response

Level 1 (1–4)

Candidate identifies/describes some aspects. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.

Level 2 (5–8)

Candidate describes a number of aspects. May include explanations of a number of possible ways. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.

Level 3 (9–12)

Candidate shows a clear understanding of the question and includes a detailed identification and explanation. Candidate effectively discusses the possible methods. There is frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.