
TRAVEL AND TOURISM

9395/12

Paper 1 The Industry

October/November 2017

MARK SCHEME

Maximum Mark: 100

Published

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.

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Question	Answer	Marks						
1(a)	<p>For <u>each</u> customer type, suggest <u>one</u> reason why they may visit this destination.</p> <p>Award one mark for the identification of a reason and the second mark for explaining why it would appeal to the tourist type:</p> <table border="1" data-bbox="316 450 1326 1003"> <thead> <tr> <th data-bbox="316 450 715 499">External Customer</th> <th data-bbox="715 450 1326 499">Reason for Visit</th> </tr> </thead> <tbody> <tr> <td data-bbox="316 499 715 853">Families</td> <td data-bbox="715 499 1326 853">Tourist attraction- Burj Khalifa is the largest building in the area and as such attracts tourists (1); sightseeing (1) families are attracted to sightseeing because of the views from the platform (1); they can also visit a restaurant or shop (1) families are attracted to restaurants/shops because they can eat a meal (1) whilst appreciating the view or can say they have eaten on this building. (1)</td> </tr> <tr> <td data-bbox="316 853 715 1003">Special Interest Groups</td> <td data-bbox="715 853 1326 1003">Architectural interest; planners (1) people will come to study the technical aspects of the building such as the lifts (1) or the methods of construction (1).</td> </tr> </tbody> </table>	External Customer	Reason for Visit	Families	Tourist attraction- Burj Khalifa is the largest building in the area and as such attracts tourists (1); sightseeing (1) families are attracted to sightseeing because of the views from the platform (1); they can also visit a restaurant or shop (1) families are attracted to restaurants/shops because they can eat a meal (1) whilst appreciating the view or can say they have eaten on this building. (1)	Special Interest Groups	Architectural interest; planners (1) people will come to study the technical aspects of the building such as the lifts (1) or the methods of construction (1).	4
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1(b)(i)	<p>State <u>two</u> methods the Burj Khalifa could use to assess the quality of its customer service.</p> <p>Any two from: Observation; focus groups; mystery shopper; informal feedback; questionnaires/surveys; suggestion box; social media; comment cards; review sites.</p>	2						
1(b)(ii)	<p>For <u>one</u> of the methods from <u>(b)(i)</u> outline <u>two</u> advantages and <u>two</u> disadvantages.</p> <p>Award one mark for each advantage up to a maximum of 2, and award one mark for each disadvantage up to a maximum of 2.</p> <p>Any two relevant advantages from: cost; ease of administration; valid or objective; can focus on particular or relevant aspects.</p> <p>Any two relevant disadvantages from: cost; too subjective; may not get enough information; may not get to the correct market; may not be completed in time.</p> <p>Accept any other relevant correct answers.</p>	4						

Question	Answer	Marks
1(c)	<p>Explain <u>two</u> impacts of poor customer service for an organisation such as the Burj Khalifa.</p> <p>Impacts could include any or all of the following :</p> <p>Less repeat business because people have had a bad experience (1) therefore the organisation does not make as much money (1) and therefore the costs incurred take up their income which means that profits are lower (1).</p> <p>High staff turnover (1) if staff have little loyalty to the organisation they will not stay if it is seen to be in difficulty and this will give a bad impression. (1) so there will be fewer customers(1).</p> <p>Loss of jobs and incomes if businesses close (1) people who work in the local area may be poorer (1) and this will affect the rest of the area eventually as there could be less work or incomes for other people (1) - multiplier effect may be mentioned.</p>	6

Question	Answer	Marks
1(d)	<p>Analyse how staff may be given appropriate training for their different job roles in a travel and tourism organisation. Use examples to support your answer.</p> <p>Most travel and tourism organisations will have training systems to ensure that employees know how to do their jobs and as customer service is a key area in the success of their organisation it is important. Candidates may use their own experiences or examples to supplement their answers. Answers may contain reference to some of the features listed below:</p> <p>Candidates must identify training methods in order to access higher mark levels.</p> <p>Training methods may include:</p> <p>Candidates are required to suggest or identify the various types of training that may take place in a travel and tourism organisation. These can include on the job training which may be dealt with by another member of staff or by in house training courses where agencies or human resource departments deal with training or inducting staff. Staff may also be sent on training courses where they learn how to use equipment or take qualifications which would be relevant to their role within the organisation for example a hotel chain may send their front office staff on courses to learn how to deal with the computer systems in use and a designated member of staff may have to be trained in first aid/ bar staff may be sent to learn how to mix drinks. Kitchen staff may be instructed in a catering college or may learn some techniques from senior staff.</p> <p>Candidates should explain how the training methods they have identified will support staff. Where appropriate examples should be used to illustrate points being made.</p> <p>Level 1 1–3 marks Staff training may be explained in relation to 1 role or details of training required/ undertaken may simply be listed.</p> <p>Level 2 4–6 marks Various aspects of staff training may be explained or described in relation to the job roles undertaken/identified.</p> <p>Level 3 7–9 marks Staff training for various roles will be explained and analysed with suggestions as to the value of the method being used. There will be comments/conclusions drawn about the value of the training or an evaluation of the training methods.</p>	9

Question	Answer	Marks
2(a)	<p>Suggest why most of the visitors to New Zealand are from Australasia.</p> <p>Candidates may be awarded marks for identifying reasons and explaining them.</p> <p>Any of the following points may be identified: Nearest market so people can afford to travel (1) because it is closer to them (1) and will not take as long to get there.(1) They will be familiar with the area (1) because they live in the region (1) so may have special arrangements for visas.(1) May be for business or VFR's. (1) so people will want to go (1) as it will not take a long haul flight to get there (1).</p>	4
2(b)	<p>Define the following terms. For each term give an example.</p> <p>Leisure = travel for pleasure and enjoyment, taking a break from the daily routine.(1) for example going to the Greek Islands for a holiday (1)</p> <p>Business = travelling for work related purposes (1) e.g. for a meeting or a trade exhibition. (1)</p> <p>VFR's = international/national travel for the purpose of visiting friends and relatives (1) e.g. to stay with parents or others who may live in a different area – for example visiting London for a family wedding. (1)</p>	6
2(c)	<p>Assess the likely impacts of this event upon the tourism industry to New Zealand.</p> <p>Likely impacts can include any of the following :</p> <p>Loss of business(es) as they could be destroyed. Holidays having to be cut short as people are taken out of the danger area and won't be able to return until normality resumes. Problems with the infrastructure and travel interruptions, airports and roads can be destroyed or damaged. Job losses because businesses have been destroyed and tourists are not coming to the area. Poor reputation so people move to other areas. Resorts lose business to other safer destinations. Expense of recovery. Destination may not recover and other locations may have to be developed.</p> <p>Level 1 1–2 marks Impacts may be listed, may be limited in number, descriptions may be weak.</p> <p>Level 2 3–4 marks A good understanding of the impacts will be shown and there will be good explanations.</p> <p>Level 3 5–6 marks Assessment or judgements of the impacts will be evident with conclusions. Thorough understanding will be shown.</p>	6

Question	Answer	Marks
2(d)	<p>Evaluate why social and technological impacts might account for the increase in the 65+ travel market to New Zealand.</p> <p>Social and technological impacts can include any of the following :</p> <p>Early retirements so people have the time to travel especially in times when costs are cheaper. Good pensions so they can afford to travel and visit relatives. Better health and longer life spans as there are better medical facilities. Transport innovations leading to easier and cheaper travel over longer distances such as new types of cruise ships and long haul aircraft. Likely to have friends or relatives in other countries as more people travel with their jobs. Familiarisation with the internet so they are able to use it's facilities to book transport and accommodation quickly, cheaply and easily.</p> <p>Level 1 1–3 marks Some social and or technological impacts may be identified. There may be brief descriptions. If no reference to the over 65 market, then restrict to level 1 marks only.</p> <p>Level 2 4–6 marks More detailed explanations and a greater range of impacts both social and technological impacts will be referred to in the answer.</p> <p>Level 3 7–9 marks Understands the question, good evaluation of social and technological impacts with a conclusion which identifies the most important aspects.</p> <p>Examples could include:– the growth of the internet and the ease of access to it via phones and tablets. This allows the quick and easy booking of tickets and journeys at any time and of course the over 65 market can travel whenever the prices are lowest as they have few commitments. Social change is obviously very significant though because without their pensions and good health they would not be able to take advantage of the travel developments.</p>	9
3(a)	<p>Define the following terms:</p> <ul style="list-style-type: none"> • Sustainable tourism • Responsible tourism <p>Sustainable = tourism making a low impact on the environment and culture (1) while helping to generate employment for local people now and in the future (1). (reference to the future/future generations must be included)</p> <p>Responsible = all people within an area are responsible for tourism, there is a shared understanding that there should be an improvement in the tourism facilities and areas (1) which are developed and any developments and visits should try to minimise the impacts which tourism has had upon an area (1). People try to take care of the area. (1)</p>	4

Question	Answer	Marks
3(b)	<p>Describe <u>three</u> roles of the UNWTO.</p> <p>Any from the below: Promotes tourism as a method for economic growth (1) as it allows countries to see the benefits of using tourism to help their economy e.g. by providing employment which encourages spending. (1) Gives leadership and support in advancing policies worldwide. (1) as a respected organisation it has a standing which helps to convince that it's policies are beneficial (1) Encourages implementation of the global code of ethics. (1) It can persuade countries and organisations to be environmentally friendly for example. (1) UNWTO fosters education and training (1) which allows countries to develop technical experience allowing developments to take place (1). It works with the private sector; educational institutions and local or regional tourism development organisations (1) and this allows it to ensure that the strategies are both responsible and sustainable (1).</p> <p>The second mark is earned by expanding on the description as shown above.</p>	6
3(c)	<p>Analyse the products and services that will appeal to a responsible tourist.</p> <p>Products/services that may appeal to a responsible tourist include:</p> <p>Using renewable sources of energy. Staying in hotels which are constructed in a 'sympathetic' manner – they blend in with their environment. Have fans instead of air conditioners. Use local produce. Becoming involved with the local people and areas. Buying locally made souvenirs. Making sure that they are contributing positively to an area. Experiences should be authentic – watching local people and observing their customs. Stay in local areas with local people and to be more in touch with the environment and culture.</p> <p>Level 1 1–2 marks Likely to be in the form of a list, there may be an attempt to describe.</p> <p>Level 2 3–4 marks There will be a list of products/services which may be explained – or partially explained.</p> <p>Level 3 5–6 marks Good explanations and an attempt to analyse and identify the product/service that would most appeal to responsible tourists. Must include products and services for level 3.</p>	6

Question	Answer	Marks
3(d)	<p>To what extent is it possible to protect the natural environment against the impacts of tourism?</p> <p>Candidates will have to use their own knowledge of sustainable and responsible tourism developments to be able to both describe and conclude whether the natural environment can be protected against the impacts of tourism.</p> <p>The candidate will need to use examples to support their comments, which could include any of the following: Having rules and regulations which should be followed such as keeping on footpaths and recycling litter. Have restrictions on the numbers of tourists which are allowed in areas. Keeping to the plans for developments, use local materials and keep waste to a minimum. Educate local people so they see the value of tourism to them and they will help to educate and minimise the impacts of the tourists.</p> <p>Level 1 1–3 marks Sustainable and responsible tourism may just be described there may limited use of examples – if any.</p> <p>Level 2 4–6 marks Candidates will describe both sustainable and responsible tourism strategies and try to explain how they may protect the local environments. There may be some examples used to supplement points made.</p> <p>Level 3 7–9 marks Candidates will describe both sustainable and responsible tourism strategies and will explain how they may protect the local environments. To access this level there must be an overall conclusion reached which for higher marks is justified.</p>	9

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4(a)	<p>State <u>four</u> characteristics of a destination that would appeal to a cultural tourist.</p> <p>Award one mark for an identification of any four of the following. Traditions e.g. dances (1) Art / architecture (1) Food (1) History (1) Religion (1) Dress (1) Crafts (1) Music (1) Language (1)</p>	4												
4(b)	<p>Define <u>each</u> of the following types of specialised market. For <u>each</u> type give <u>one</u> example.</p> <table border="1" data-bbox="331 815 1318 1518"> <thead> <tr> <th data-bbox="331 815 635 869">Type of Tourism</th> <th data-bbox="635 815 938 869">Example</th> <th data-bbox="938 815 1318 869">Definition</th> </tr> </thead> <tbody> <tr> <td data-bbox="331 869 635 1084">Adventure tourism</td> <td data-bbox="635 869 938 1084">Trekking (1) Mountain climbing (1) Exploring remote places such as Antarctica (1)</td> <td data-bbox="938 869 1318 1084">Doing something exciting such as bungee jumping, white water rafting, gorge walking, climbing etc. (1)</td> </tr> <tr> <td data-bbox="331 1084 635 1370">Health and Spa Tourism Note: Not medical tourism</td> <td data-bbox="635 1084 938 1370">Beauty treatment (1) Visit to world renowned spa sites (1) Wellness holidays, focussing on health such as reduction of stress (1)</td> <td data-bbox="938 1084 1318 1370">Visit to a resort offering therapies or beauty treatments. (1) Resorts or spa examples could be given.</td> </tr> <tr> <td data-bbox="331 1370 635 1518">Religious tourism</td> <td data-bbox="635 1370 938 1518">Rome to see the Vatican (1) Hajj (1) (Pilgrimage to Mecca)</td> <td data-bbox="938 1370 1318 1518">A religious journey or a pilgrimage (1)</td> </tr> </tbody> </table>	Type of Tourism	Example	Definition	Adventure tourism	Trekking (1) Mountain climbing (1) Exploring remote places such as Antarctica (1)	Doing something exciting such as bungee jumping, white water rafting, gorge walking, climbing etc. (1)	Health and Spa Tourism Note: Not medical tourism	Beauty treatment (1) Visit to world renowned spa sites (1) Wellness holidays, focussing on health such as reduction of stress (1)	Visit to a resort offering therapies or beauty treatments. (1) Resorts or spa examples could be given.	Religious tourism	Rome to see the Vatican (1) Hajj (1) (Pilgrimage to Mecca)	A religious journey or a pilgrimage (1)	6
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4(c)	<p>Explain <u>two</u> reasons why product differentiation is important within the travel and tourism industry.</p> <p>Two reasons = To achieve a greater number of sales (1) because it will encourage a greater number of people to buy their products (1) and this will lead to profit maximisation (1) To enable the organisation to keep a greater market share.(1) because more people are buying a greater variety of their products (1) and so will not be buying from other companies.(1) Having a variety of products can achieve brand loyalty in customers (1) if they are happy with the service they receive then they will stay with the brand and may use alternatives if their first choice is not available (1) this prevents loss of business to competitors (1).</p> <p>1 mark for the identification and up to 2 further marks for the development/ explanation.</p>	6
4(d)	<p>To what extent is seasonality a problem for the travel and tourism industry?</p> <p>Seasonality would need to be explained and for the problems that it causes to be identified and discussed.</p> <p>Seasonality is the variation in demand for products and services at different times in the year.</p> <p>Causes problems because: demand levels can fluctuate throughout the year. Revenue patterns will also fluctuate. Money and income cannot therefore be guaranteed so planning is difficult. Products in travel and tourism cannot be ‘stored’ . This all results in price reductions in order to encourage tourists and this will lower income and profits.</p> <p>Level 1 1–3 marks May be limited to attempted explanations of seasonality.</p> <p>Level 2 4–6 marks Understanding of the topic will be shown and there will be an attempt to explain why problems can be caused and what they can be.</p> <p>Level 3 7–9 marks Again, good description of seasonality and the problems caused but at this level there should be a conclusion with the candidate explaining if it is considered a problem or not to organisations.</p>	9