CAMBRIDGE INTERNATIONAL EXAMINATIONS

GCE Advanced Subsidiary Level and GCE Advanced Level

MARK SCHEME for the October/November 2013 series

9395 TRAVEL AND TOURISM

9395/11   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 should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the October/November 2013 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

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1 (a) Identify the following: **[4]**

Award one mark for each correct identification as follows:

- Good value for money = 31
- % poor speed of service = 4%
- Food excellent = 13
- % overall satisfactory or better = 98%

(b) Apart from customer surveys, describe <u>three</u> ways in which the restaurant is likely to receive feedback from guests. **[6]**

Award one mark for the correct identification of each of three valid ways and award a second mark for an appropriate descriptive development for each such as:

- Verbal reply (1) – response to staff Q&A (1)
- Suggestion boxes (1) – allows individuals to raise concerns (1)
- Complaints to staff (1) – reporting service difficulties (1)
- Letters of complaint (1) – the raising of more formal, serious issues (1)
- Internet postings (1) – contribution to reviews (1)
- Critics who publish reports in papers.

Credit all valid reasoning in restaurant context, following the 1 + 1 × 3 format.

(c) Complete the table below by stating <u>three</u> different specific needs that restaurant guests may have and explain how the restaurant is likely to meet each of them. **[6]**

We can accept **any** type of special need but care should be taken **not** to double credit variations of a similar theme e.g. food and vegetarian, gluten-free etc.
Award one mark for the correct identification of each of three valid special needs and award a second mark for an appropriate explanatory development for each such as:

- Special diet (1) – vegetarian options (1)
- Disabled (1) – wheelchair access (1)
- Foreign language (1) – staff speak (1)
- Infant (1) – high chair (1)
- Children (1) – child's menu (1)

Credit all valid reasoning following the 1 + 1 × 3 format.

(d) Fig. 1 shows that most customers were satisfied with the way in which they were welcomed on arrival. With reference to <u>one</u> travel and tourism organisation with which you are familiar, evaluate the procedures used to welcome customers. **[9]**

Answer MUST be set in the context of an identifiable T&T organisation or a **6 MAX** limit will apply. The content is likely to vary, depending on the example chosen, but the syllabus document is clear about the level of detail expected:

Candidates should be able to explain identifiable customer service procedures that are appropriate for a particular operation. For example, staff duties in a hospitality environment would involve the 'meeting and greeting' functions of the face-to-face encounter such as:

- *always acknowledge guests upon arrival*
- *always walk guests at a comfortable pace*
- *assist the guest as much as possible*
- *always keep guests fully informed, e.g. about delays*
- *always smile and show enthusiasm*
- *never leave the table before everyone seated*
- *never let the host stand unattended*
- *always present a positive image of the organisation and its products*
- *never chew gum, eat, drink, swear or smoke while working.*

<u>Use level of response criteria</u>

Level 1: [1–3 marks]
Candidate identifies/describes some valid types of customer service procedures within an identifiable T&T organisation. Information may be a list of actions but explanations are incomplete and arguments partial (if present) and lack coherent organisation or reasoned conclusions. There is little or no attempt to evaluate.

Level 2: [4–6 marks]
Candidate identifies a number of valid types of customer service **'welcoming'** procedures to be followed by employees within an identifiable T&T organisation. Candidates will show an understanding of the question and include explanations/analysis of a number of these, clearly indicating why tasks/actions are done in a particular way.

Level 3: [7–9 marks]
Candidates will show a clear understanding of the question and include detailed identification and explanation of particular types of **'welcome'** procedure, clearly indicating their relative importance and significance to service delivery. The candidate effectively evaluates a range of procedures leading to a valid conclusion.

2 (a) **With reference to Fig. 2, describe <u>two</u> ways in which the sporting venue has been made accessible to visitors.** **[4]**

There are several aspects for candidates to describe, clearly shown on the photographs. Award one mark for the correct identification of each of two valid ways and award a second mark for an appropriate development of each. Correct responses include:

- Signage (1) – clear directions (1)
- Reception area (1) – point of arrival (1)
- Flat area (1) – ease of movement (1)
- Stairs (1) – get to stand seating/boxes (1)

Credit ONLY what is shown.

(b) **Discuss the reasons why sporting venues, such as the one shown in Fig. 2, are often used for business tourism.** **[6]**

The Fig. 2 images clearly show the stands that provide suitable space for a variety of business events. This is a common aspect of all major sports venues where areas can be used for:

- Conferences (boxes act as seminar rooms)
- Meetings (individual suites used)
- Exhibitions (ground floor space)
- F&B from onsite facilities.

The venue generates extra revenue from this.

Use level of response criteria

Level 1 (1–2 marks) will identify up to two valid reasons, providing some detail but will be mainly descriptive.

Level 2 (3–4 marks) can be awarded for an analysis of selected reasons, clearly explaining the facilities available for business tourism.

Level 3 (5–6 marks) can be awarded for evaluative comment about the reasons. The better answers will have a reasoned conclusion.

(c) Some business tourists will use the extensive shopping facilities available in many destinations. Explain <u>three</u> ways in which large shopping malls have been made attractive to visitors. **[6]**

We can accept both internal/external aspects. NB the focus is on the Mall and NOT the individual shops contained therein (so no credit sales/offers etc.)

Award one mark for the correct identification of each of three valid ways and award a second mark for an appropriate explanatory development for each such as:

- Peripheral locations (1) – allow large car parks with easy access to main roads (1)
- Anchor stores (1) – make all areas equally attractive so no single entrance dominates (1)
- Undercover shopping (1) – sheltered from weather and pedestrianised (1)
- Disabled access (1) lifts and ramps encourage free movement (1)
- Extended opening (1) allows evening shopping and during journeys to work (1)
- Food courts and leisure activities (1) – allow for multi-purpose visits meeting a variety of needs (1)
- Child and family-friendly (1) – play areas (1), reserved parking bays (1) etc.
- Use of wi-fi so that internet can be accessed.

Credit all valid exemplifications following the 1 + 1 × 3 format.

(d) With reference to <u>one</u> destination with which you are familiar, assess the range of public transport options that are available for tourists. **[9]**

A very straightforward question that invites candidates to show their knowledge and understanding of a destination with which they are familiar. However, a generic account not contextualised within an identifiable destination will be subject to a **6 Max** limit.
We should expect to see reference to different services but international air is NOT relevant. For example, candidates writing about Dubai might include:

- The RTA operates over 75 bus routes within Dubai city and 15 inter-emirates buses.
- There are about 7000 taxis operating in Dubai and they are all regulated by the Government.
- Dubai Metro will have a total of 70 km (43 miles) of lines, and 47 stations (including 9 underground stations) making it the longest fully automated rail system in the world.
- Traditional 'abras' on Creek and the new Waterbus.
- Over the past two decades, Dubai has built an impressive road system. The Road and Transport Authority (RTA) with its customer-focused approach is powering a change through its vision "Safe and smooth transport to all". A massive expansion is currently underway and number of projects are in varying degrees of completion including double decker roads and creek crossings among others. The new roads and facilities will ease the traffic jams in this fast paced and ever growing city.

Use level of response criteria

Level 1: [1–3 marks]
Candidate identifies some valid types of public transport within an identifiable destination. Information may be a list of types, explanations are incomplete and arguments partial (if present) and lack coherent organisation or reasoned conclusions. There is little or no attempt to assess.

Level 2: [4–6 marks]
Candidate identifies a number of valid types of transport to be found within an identifiable destination and candidates will show an understanding of the question and include explanations/analysis of a number of these, clearly indicating the nature of the appeal of selected services/routes to different types of tourist.

Level 3: [7–9 marks]
Candidates will show a clear understanding of the question and include detailed identification and explanation of particular types of transport service, clearly indicating their relative importance and relative appeal to various types of both domestic and international traveller. The candidate effectively assesses a range of provision leading to a valid conclusion.

3 (a) Identify <u>four</u> aspects of the Sari Pacifica's Sibu Island Resort's location that will appeal to nature lovers. [4]

Award one mark for the identification of each of four valid aspects of location from:

- In the Johor Marine Park
- Conservation area
- Lush tropical forests
- Stunning beaches
- String of islands to explore
- Snorkelling/diving in South China Sea
- Clear waters

NB Above points are the only locational aspects itemised in Fig. 3.

(b) Sari Pacifica is a Malaysian private sector organisation. Explain <u>three</u> likely ways in which the development of new resorts may help organisations, such as Sari Pacifica, meet commercial objectives. [6]

This is just a slightly different take on the previously well known aims/objectives of private sector T&T organisations. Award one mark for the correct identification of each of three valid ways and award a second mark for an appropriate explanatory development for each such as:

- Increase market share (1) – so not lose out to competitors (1)
- New sources of revenue (1) – to increase profits and turnover (1)
- Widening the brand name (1) – raising awareness (1)
- Meet shareholder expectations (1) – ability to increase dividend (1)

Credit all valid reasoning in context.

(c) Sibu Island Resort is a new tourism development within a marine park. Identify and explain <u>two</u> features of the resort which help reduce negative environmental impacts. [6]

This is very specific and requires candidates to closely interpret the information contained in Fig. 3. There are **only** 3 features/aspects to consider and comment on, in any combination, all related to a **low-density**, **low-impact** and thus **more sustainable** development as destination **carrying capacity** will not be breached due to the following:

- **Small scale** (only 44 villas – local materials, so minimise visual pollution)
- **Limited facilities** (few activities)
- **Difficult access** (clearly restricted)

Award one mark for the identification of each of two valid reasons and award a second/third mark for explanatory amplification of each, such as indicated above.
Credit all valid reasoning and mark to candidate's advantage following 1 + 1 + 1 × 2 format.

(d) With reference to examples with which you are familiar, discuss the relationship between mass tourism and destination decline. [9]

The question asks for examples of declining and/or mass tourist destinations. There must be at least reference to ONE destination to access Level 2 and at least TWO locations to access Level 3.

Many candidates are likely to approach this in terms of the Butler model, as both terms in the question are key features of the latter stages as shown below:
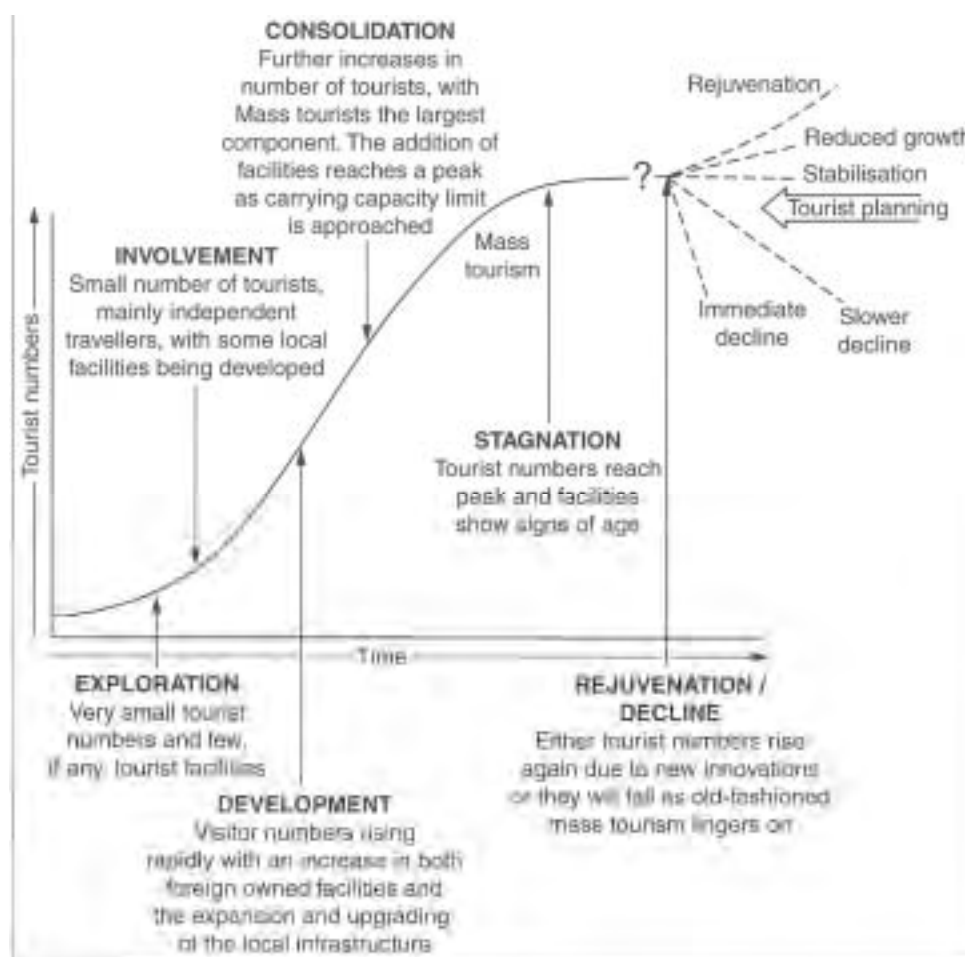
Use level of response criteria

Level 1: [1–3 marks]
Candidate identifies/describes some valid types of Butler stage change in destination carrying capacity, growth rates, number of tourists, stagnation and decline. Information may be a list of stage features but explanations are incomplete and arguments partial (if present) and lack coherent organisation or reasoned conclusions. There is little or no attempt to discuss.

Level 2: [4–6 marks]
Candidate identifies a number of valid Butler stage characteristics. Candidates will show an understanding of the question and include explanations/analysis of a number of these, clearly indicating how carrying capacity changes result from mass tourism causing stagnation and often lead to reduced growth/decline in at least one valid location. Better answers will set comments in appropriate destination contexts.

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Level 3: [7–9 marks]

Candidates will show a clear understanding of the question and include detailed illustration and explanation of particular types of Butler stage changes in carrying capacity, clearly indicating the relative importance and significance of mass tourism in bringing decline to **given** destination(s). The candidate effectively discusses a range of links leading to a valid conclusion.

4 (a) Identify <u>four</u> excursions in Oman available to passengers onboard the 'Brilliance of the Seas'. [4]

Award one mark for the correct identification of each of four valid excursions from:

- Visit fascinating forts
- Have a walking tour of Muscat
- Dine with a local family
- Watch turtles by night
- Dolphin watching
- Visit to Muttrah Souq

(b) Many leisure tourists are concerned about their personal health and wellbeing. Identify and explain <u>three</u> ways in which Royal Caribbean International's 'Brilliance of the Seas' is likely to appeal to health conscious passengers. [6]

Award one mark for the correct identification of each of three valid ways and award a second mark for an appropriate explanatory development for each such as:

- indoor and outdoor pools (1) – swim regardless of local weather (1)
- fitness centre (1) – continue gym activities (1)
- day spa (1) – wellbeing treatments (1)
- indoor and outdoor sports deck (1) – exercise regardless of weather (1)
- golf simulator (1) – cater for active hobby (1)
- sports courts (1) – try different activities (1)
- climbing wall (1) – cater for active hobby (1)
- jogging track (1) – popular activity (1)

Credit all valid reasoning in context following the 1 + 1 × 3 format.

(c) Explain <u>three</u> ways in which the opening of Muscat's Port Sultan Qaboos is likely to generate positive economic impacts within the destination. [6]

Very straightforward impact question but DO NOT credit construction – already open!
Award one mark for the correct identification of each of three valid impacts and award a second mark for an appropriate explanatory development for each such as:

- More jobs (1) – Port staff (1)
- Higher incomes (1) – visitor spend (1)
- Multiplier Effect (1) – demand increases (1)
- Foreign Exchange (1) – overseas arrivals (1)
- Reduced unemployment (1) – increased standard of living (1)

Credit all valid reasoning in context following the 1 + 1 × 3 format.

(d) **Assess the major threats to the development of tourism in destinations such as Oman.** **[9]**

The 2011 'Arab Spring' makes this quite topical. 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.

Use level of response criteria

Level 1: [1–3 marks]
Candidate identifies/describes some valid types of threat to LEDCs such as Oman. Information may be a list but explanations are incomplete and arguments partial (if present) and lack coherent organisation or reasoned conclusions. There is little or no attempt to assess.

Level 2: [4–6 marks]
Candidate identifies a number of threats. Candidates will show an understanding of the question and include explanations/analysis of a number of these, clearly indicating how such LEDCs are at risk. Better answers will set comments in an appropriate destination context.

Level 3: [7–9 marks]
Candidates will show a clear understanding of the question and include detailed illustration and explanation of particular types of threat to given LEDC destination(s). The candidate effectively assesses a range of threats leading to a valid conclusion.