



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/12

Paper 1 The Industry

October/November 2021

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.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the October/November 2021 series for most Cambridge IGCSE™, Cambridge International A and AS Level components and some Cambridge O Level components.

This document consists of **13** printed pages.

Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

**Social Science-Specific Marking Principles
(for point-based marking)****1 Components using point-based marking:**

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

- a** DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)
- b** DO credit alternative answers/examples which are not written in the mark scheme if they are correct
- c** DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons ...).
- d** DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)
- e** DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities
- f** DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).
- g** DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

Question	Answer	Marks
1(a)(i)	Define the term ‘domestic tourism’. Award one mark for the definition. Domestic tourism refers to the trip or holiday taking place in the tourists own country.	1
1(a)(ii)	Suggest <u>three</u> likely reasons why there has been a rise in domestic tourism between 2014 and 2019. Award one mark for each likely reason explaining a rise in domestic tourism such as: • a fall in the value of the local currency (1) • poor economic performance – loss of jobs (1) • may be issues such as disease in the country and they are not permitted to travel (1) • may be a major event on in their own country (1) • promotion of local attractions (1) • visa use may restrict travel overseas and tourists opt to stay at home (1) Accept any other reasonable answer.	3
1(b)	Explain <u>three</u> ways the national tourism organisation (NTO) for Denmark may promote tourism. Award one mark for the method suggested and a further mark for the explanation. • website (1) provides a lot of information which can be accessed easily at any time (1) • trade fairs (1) in other countries allow marketing to take place in targeted areas (1) • posters (1) can be placed in airport terminals where international travellers may see them and be attracted (1) • TV advertisements (1) can reach a lot of people (1) • use of social media (1) allows material to reach targeted individuals and responses to be issued quickly (1) • research (1) so that consumer needs may be met (1) Accept any other reasonable answer.	6

Question	Answer	Marks
1(c)	Describe <u>two</u> ways a non-commercial organisation may generate income. Award one mark for the method and up to two further marks for the explanation. • donations (1) which can be made through charity collections/through gifts in wills (1) as people can support things they like or are interested in (1) • gift shops (1) here people can buy souvenirs or other artefacts (1) which may help them understand/learn about the place they have been to (1) • membership schemes (1) this allows people to join and support something that is of value (1) by paying a monthly/annual subscription (1) Accept any other reasonable answer.	6

Question	Answer	Marks
1(d)	Discuss the importance of social media to a tourist destination. Indicative content: With the development of the internet and increasing use of tablets and mobile phones most people are able to access all forms of social media on a very regular basis. Access is free and instant – it is a quick and cheap method of getting a message out or advertising a destination. Other visitors may leave comments which can influence the opinions and actions of other potential visitors. If the comments are good then it is useful free advertising. Bad comments can be left, but the use of social media allows the organisation to respond quickly to negative comments which may have a good value in the long run. Use of social media allows a more individual, targeted approach. Other relevant information should also be credited. Mark according to the levels of response criteria below. Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include detailed identification and discussion of the importance of social media to a tourist destination. Candidates will effectively discuss a range of points and may attempt to evaluate their significance. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of the factors with the use of appropriate terminology. Level 2 (4–6 marks) Candidates will show an understanding of the question and include explanations of the importance of social media to a tourist destination. When explaining or offering comments, candidates clearly indicate the impacts. The answer is relevant and accurate and shows reasonable knowledge and understanding with some use of appropriate terminology. Level 1 (1–3 marks) Candidates identify/describe some ways in which tourist destinations may use social media. Information may be a list of points but explanations are incomplete and lack coherence, there is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts with limited use of appropriate terminology. Level 0 (0 marks) No rewardable content.	9

Question	Answer	Marks
2(a)	State <u>four</u> methods that a travel agency may use to motivate staff. Award one mark per method up to a total of four. • employee of the month • pay rises • money off vouchers /share in profits • time off (holidays/days-off) • picture in staff magazine • praise/incentives Accept any other reasonable answer.	4
2(b)	Explain <u>three</u> likely impacts of poor customer service on a travel agency. Award one mark for identification of an impact and a second for explanation. • poor customer service causes a bad reputation (1) which may cause a loss of business (1) • falling profits due to a bad reputation (1) may result in job losses (1) • poor customer service may result in fewer customers (1) which will cause a drop in income (1) • poor reviews will be given (1) which may lead to closure (1) • reduction in income (1) as investors may not want to invest in a business with a poor reputation (1) Accept any other reasonable answer.	6
2(c)	The products sold by a travel agency are perishable. Explain <u>two</u> ways the problem of perishability may be overcome. Award one mark for the method selected and up to two further marks for the explanation. • advertising programmes (1) will have to be devised to ensure that the target market is aware of the product (1) and if necessary special offers may be used (1) • computer reservation systems (1) will keep a record of the sales (1) so it is possible to make sales projections to avoid not selling the product (1) • watch is kept on the trends and fashions (1) so that demand can be anticipated (1) and other strategies such as price cuts and special offers may be used (1) Accept any other reasonable answer.	6

Question	Answer	Marks
2(d)	Evaluate the most effective methods used by travel agencies to obtain customer feedback. Indicative content: Methods for obtaining customers feedback include any/all of the following: • Social media sites • Observation • Comment cards • Mystery shoppers • Questionnaires • Focus groups • Informal discussions All may be mentioned but for the higher levels we should expect some reference to the most effective methods and perhaps some justification for the selections. Other relevant information should also be credited. Mark according to the levels of response criteria below. Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include evaluation of the methods of feedback available and at this level there should be reference to the most effective. Candidates will effectively evaluate a range of points and may attempt to weigh up their significance. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding with the use of appropriate terminology. Level 2 (4–6 marks) Candidates will show an understanding of the question and include explanations/analysis of the methods used to obtain customer feedback. Better answers may start suggesting which are effective. The answer is relevant and accurate and shows reasonable knowledge and understanding with some use of appropriate terminology. Level 1 (1–3 marks) Candidates identify/describe some methods of obtaining customer feedback. Information may be a list of points but explanations are incomplete and lack coherence, there is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts with limited use of appropriate terminology. Level 0 (0 marks) No rewardable content.	9

Question	Answer	Marks
3(a)	Identify <u>four</u> different attractions for international tourists in Martinique. Award one mark for each attraction to a maximum of four marks. • volcano • flora and fauna • ruins and monuments • beaches • food • museums and totems • hiking trails etc • water sports	4
3(b)	Explain <u>three</u> likely reasons for the change in origin of international visitors to Martinique as mentioned in Fig.3.1. Award one mark for the reason and a second for explanation. • USA and Canada are close to the Caribbean (1) so visitors are not travelling as far (1) • visitors from the USA and Canada will not be paying as much to travel (1) unlike those coming from Europe which is further away (1) • costs from Europe will have been high during the crash years (1) and numbers may not have gone back to pre-crash levels (1) • European holiday makers may have found alternatives (1) meaning the island has had to actively encourage tourists from other regions (1) Accept any other reasonable answer.	6
3(c)	Suggest <u>two</u> likely reasons why visitors to Martinique may use all-inclusive hotels. Award one mark for the reason given and up to two marks for explanation. • all-inclusive resorts may be international resorts (1) and therefore the visitors feel more comfortable (1) as the menus and facilities will be what they are used to (1) • all-inclusive resorts are cheaper (1) in some cases as all the needs of the visitors are catered for (1) such as entertainment and meals (1) • all-inclusive resorts will be away from the locals (1) which in some cases may be working areas (1) which may be noisy and not as attractive (1) Accept any other reasonable answer.	6

Question	Answer	Marks
3(d)	Discuss the possible impacts on tourism if the cost / quality ratio of products is changed. Indicative content: The cost / quality ratio refers to the relationship between the actual costs of providing the experience and the visitors perception of value for money. It can be altered in a number of ways to provide a more expensive or up-market experience. For example, by charging more and altering the accommodation or experiences included or by reducing costs and trying to attract a different range/type of customer. This is usually done in order to get as many visitors as possible and to make as much money as possible. It can therefore encourage more tourists and develop tourism in more areas or it can reduce numbers as some types of tourists could be put off visiting if the market is expanded. Other relevant information should also be credited. Mark according to the levels of response criteria shown below. Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include detailed identification and discussion of the ways that changes to the cost/quality ratio can impact tourism in a destination. Candidates will effectively discuss a range of points and may attempt to evaluate their significance. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding with the use of appropriate terminology. Level 2 (4–6 marks) Candidates will show an understanding of the question and include explanations/analysis of the ways that changes on the cost/quality ratio can impact tourism in a destination. When explaining or offering comments, candidates clearly indicate the changes. The answer is relevant and accurate and shows reasonable knowledge and understanding with some use of appropriate terminology. Level 1 (1–3 marks) Candidates identify/describe some ways that changes in the cost/quality ratio may impact tourism in a destination. Information may be a list of points but explanations are incomplete and lack coherence, there is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts with limited use of appropriate terminology. Level 0 (0 marks) No rewardable content.	9

Question	Answer	Marks
4(a)(i)	Define the term ‘commercial organisation’. Award one mark for the definition. A commercial organisation is in business to make money and generate a profit.	1
4(a)(ii)	Give <u>three</u> different examples of commercial organisations within the travel and tourism industry. Award one mark per example to a total of three. • an airline • a travel agency • a hotel chain • car hire firms • a visitor attraction • destination management companies Accept any other reasonable answer.	3
4(b)	Explain <u>three</u> likely changing consumer needs or expectations that may influence tourism provision in a LEDC. Award one mark for the changing need or expectation and a second mark for explanation. • tourists are more concerned about the environment (1) so they will be looking for sustainable/renewable practices for example hotels being small and situated near locals and built with local materials (1). • an LEDC may try to develop a range of small attractions (1) as there is a great range of specialised markets now in the tourism industry (1) • tourists are more independent (1) so resorts may be smaller as mass market tourism is not as attractive (1) • areas such as wildlife parks or local craftworks (1) could be developed as people want to see features like this (1) Accept any other reasonable answer.	6

Question	Answer	Marks
4(c)	Explain <u>two</u> ways that the needs of external customers may be met by a commercial organisation in the travel and tourism industry. Award one mark for identification and up to two further marks for explanation. • tour guides could be employed (1) who will have local and detailed knowledge (1) to ensure that the tourists get the best experience from their visit (1) • a reward card could be given (1) with a free gift/experience as a reward due to frequent visits/purchases (1) which will encourage repeat visits/loyalty • easy access to facilities (1) such as rest rooms or food outlets (1) which ensures visitors have a good visit with their needs being met • an opportunity for learning can be provided (1) may be through glimpses of another culture or by an educational experience (1) giving visitors an understanding of what they are seeing (1) • Answering complaints (1) so that customers will be satisfied (1) and continue to use the product or service (1) Accept any other reasonable answer.	6

Question	Answer	Marks
4(d)	Discuss the value to a travel and tourism organisation of performance management and appraisal procedures. Indicative content: Performance management is ongoing – a process which allows communication between a supervisor and an employee – provides feedback and matches against the outcomes or targets for the employee. It will highlight problem areas, show where service and work is good allowing rewards, highlight training needs and analyse the potential for future development. It can be motivational and spur employees on to work harder which is beneficial for the organisation which will then gain a good reputation and it will gain business and profit. The opposite can also be true – with some staff it can work in a negative manner and this too can show itself to customers and can cause issues. Other relevant information should also be credited. Marks according to the levels of response criteria shown below. Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include detailed discussion of the value of performance management. Both positive and negative points should be seen at this level and there may be some attempt to evaluate their significance. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding with the use of appropriate terminology. Level 2 (4–6 marks) Candidates will show an understanding of the question and include explanations/analysis of the value of performance management. When explaining or offering comments, candidates clearly indicate the reasons for their comments. The answer is relevant and accurate and shows reasonable knowledge and understanding with some use of appropriate terminology. Level 1 (1–3 marks) Candidates identify/describe the use of performance management and may comment on its value. Information may be a list of points but explanations are incomplete and lack coherence, there is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts with limited use of appropriate terminology. Level 0 (0 marks) No rewardable content.	9