

Cambridge International AS & A Level

TRAVEL & TOURISM**9395/11**

Paper 1 The Industry

October/November 2024**MARK SCHEME**Maximum Mark: 75

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.

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This document consists of **15** 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 descriptions 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.

Assessment objectives**AO1 Knowledge and understanding**

Demonstrate knowledge and understanding of facts, terms and concepts of travel and tourism.

AO2 Application

Apply knowledge and understanding of facts, terms and concepts to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis

Analyse travel and tourism issues, showing an understanding of the possible impacts of those issues on travel and tourism, and use appropriate research techniques.

AO4 Evaluation

Evaluate information to develop arguments, understand implications, draw inferences and make judgements, recommendations and decisions.

Tables **A–D** will be used for specific questions. Please refer to the question for which tables should be used when appropriate.

Table A

Level	AO1 Knowledge and understanding 2 marks	AO3 Analysis and research 2 marks	AO4 Evaluation 2 marks
	Description	Description	Description
2	2 marks The response contains several explained valid points.	2 marks There is some consideration of the significance of the points mentioned. OR The arguments for and against the points mentioned are given.	2 marks The response contains evaluation or a recommendation with some supporting evidence or reasoning given.
1	1 mark The response is likely to be a list of valid points with little or no explanation.	1 mark The response gives some consideration to the significance of at least one point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains evaluation or a recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Table B

Level	AO2 Application 2 marks	AO3 Analysis and research 2 marks	AO4 Evaluation 2 marks
	Description	Description	Description
2	2 marks The response includes an explanation of why the points mentioned are relevant/suitable to the context of the question.	2 marks There is some consideration of the significance of the valid points mentioned. OR The arguments for and against the valid points mentioned are given.	2 marks The response contains evaluation or a recommendation with some supporting evidence or reasoning given.
1	1 mark At least one point has an explanation of why it is relevant/suitable to the context of the question.	1 mark The response gives some consideration to the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains evaluation or a recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Table C

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis and research 3 marks	AO4 Evaluation 3 marks
	Description	Description	Description
3	3 marks The response contains a range of explained valid points.	3 marks The response is well-balanced and considers the significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point mentioned are given.	3 marks The response contains a well-supported evaluation or recommendation/s with supporting evidence or reasoning given.
2	2 marks The response contains some explained valid points.	2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against most of the valid points mentioned are given.	2 marks The response contains evaluation or a recommendation with some supporting evidence or reasoning given.
1	1 mark The response is likely to be a list of valid points with little or no explanation.	1 mark The response gives some consideration to the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains evaluation or a recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Table D

Level	AO2 Application 3 marks	AO3 Analysis and research 3 marks	AO4 Evaluation 3 marks
	Description	Description	Description
3	3 marks The response includes an explanation of why each of the points mentioned are relevant/suitable to the context of the question.	3 marks The response is well-balanced and considers significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point mentioned are given.	3 marks The response contains a well-supported evaluation or recommendation/s with supporting evidence or reasoning given.
2	2 marks The response includes an explanation of why some of the points mentioned are relevant/suitable to the context of the question.	2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against some of the valid points mentioned are given.	2 marks The response contains evaluation or a recommendation with some supporting evidence or reasoning given.
1	1 mark At least one point has an explanation of why it is relevant/suitable to the context of the question.	1 mark The response gives some consideration of the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains evaluation or a recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response	0 marks No creditable response	0 marks No creditable response

Question	Answer	Marks
1(a)	Explain <u>two</u> reasons why business customers may prefer to use hotels close to an airport. Award one mark for each reason and the second for the explanation. • If delegates are coming from other countries (1) it means that travel to the meeting will be faster. (1) • Being close to the airport means that transport is usually easy to access (1) and therefore reaching the hotel would be straightforward. (1) • There are usually a few hotels close to airports (1) so that there would not be an issue obtaining accommodation (1). • Allows easy access to flights (1) at all times – it is more convenient. (1) Accept any other reasonable response.	4
1(b)	Explain <u>three</u> ways a hotel may meet the needs of business customers. Award one mark for each reason given and a second mark for the explanation. • Hotels will provide conference rooms (1) so meetings are easily able to be put in place. (1) • Hotels can provide dedicated staff (1) who will be able to provide admin assistance if it is required. (1) • Hotels have wi-fi (1) so business people can contact their head offices or other people if necessary. (1) • Accommodation can be provided (1) usually at preferential rates so delegates may be comfortable if their meetings are over several days. (1) Accept any other reasonable response.	6
1(c)	Explain the impact of <u>each</u> of the following on a travel and tourism organisation. Award up to three marks for each impact: a more efficient work force • Can save time and costs (1) which can improve profits (1) and will give the organisation a good reputation. (1) • A more efficient workforce can give a good impression to customers (1) this is because the staff may work well together (1) and a positive environment can encourage business. (1) customer loyalty • Customer loyalty gives a good impression to others (1) and this will encourage other customers (1) this can improve staff/customer relations and help business. (1) • Customer loyalty will help maintain income (1) which will help with investment in the business and employees (1) and this will generate good will which will encourage more business. (1) Accept any other reasonable response.	6

Question	Answer	Marks
1(d)	Discuss the impacts of online and social media comments on customer product choice. This is an extended writing response and should be marked in conjunction with Table C. Indicative content may include: AO1 Knowledge • Customers choose particular products based on positive comments made online. • Customers do not choose products which have received multiple negative comments/complaints. • Customers may be influenced by comments made by anyone anywhere in the world. • Customers are very influenced by other people's opinions and will check what other experiences have been mentioned. • Influencer marketing is becoming more and more influential and has an impact on the choices people make. AO3 Analysis • Complaints can be aired and dealt with easily in some cases which would be good advertising and a positive customer service point ensuring that customers will still choose the product/less likely to be put off. • If posts made are good or contain images or comments and description by tourists which are positive then this will mean more tourists choose the product and the reverse will also occur. • Influencer marketing is huge and so organisations can pay influencers to promote their product making sure they get more customers/are popular. • If comments or negative posts go too long without being addressed/a response the business will gain a poor image meaning tourists/guests are less likely to choose their products. AO4 Evaluation • Reputations can be made or broken via online and social media as it is so widely used. So it is extremely important that organisations monitor any posts/comments about them and respond appropriately and quickly to ensure that customers do not get a bad impression of them so that they do not lose business. • Paying a popular influencer will have the biggest impact as people are more and more swayed by this type of advertising so this will ensure that the organisation's products are chosen. Accept any other reasonable response.	9

Question	Answer	Marks
2(a)(i)	Identify the type of integration found in the ‘Tour the World Travel Group’. Award one mark for the correct answer: vertical	1
2(a)(ii)	Suggest <u>three</u> benefits of this form of integration for the ‘Tour the World Travel Group’. Award one mark per benefit identified. • Reduces competition • Increases profit earning potential • Greater market shares • Control of the whole process • Easier to promote linked businesses Accept any other reasonable response.	3
2(b)	Explain how <u>each</u> of the following can motivate internal staff of the ‘Tour the World travel Group’. Award up to two marks for each explanation. promotion opportunities • Will encourage staff to work harder (1) so that their efforts will be rewarded (1) • Staff are more enthusiastic (1) which makes them more successful/ easier to work with etc. (1) training courses • Can be motivating (1) as they build knowledge and confidence needed in order to do the job. (1) • Give better product knowledge (1) so staff can provide a better experience (1) appraisal processes • Can be motivating (1) if staff are given an opportunity to discuss issues bothering them, get queries answered and set acceptable targets. (1) • Setting targets can give structure and guidance (1) which allows staff the opportunity to do their job with confidence. (1) Accept any other reasonable response.	6

Question	Answer	Marks
2(c)	Discuss the importance of online booking for a travel and tourism organisation. This is an extended writing answer and should be marked in conjunction with Table A. Indicative content may include: AO1 Knowledge • Gives 24/7 access for both customers and the organisation allowing booking at any time. • Get instant confirmation of bookings. • Amendments can be done easily via an online platform. • Cheap to administer online bookings as no staff are required. • Can easily accommodate different languages. AO3 Analysis • Tourists can easily make bookings wherever and whenever they want overcoming time zone issues. • Customers can translate into their own language which will make booking easier for them to do and this will encourage a range of different customer types. • It is cheap and easy for companies to administer – with minimum number of staff and office spaces needed. • Easy for customers to be contacted and they would be able to access online accounts to add or modify bookings. AO4 Evaluation • Online bookings are now a must for all organisations, they are essential because without them many people would not be able to book at all. • Many organisations only offer online bookings now and so there is not actually another option. • People expect to be able to use this method to book as it is cheaper, easier and quicker for everyone. This is the most convenient for everyone. Accept any other reasonable response.	6

Question	Answer	Marks
2(d)	Discuss the possible impacts of changing values and attitudes on the ‘Tour the World Travel Group’. This is an extended writing response and should be marked with reference to Table D. Indicative content may include: AO2 Application • The group will have to offer tourists visits to places which specialise in sustainable / responsible tourism. • Group should be operating in a responsible/sustainable manner as this is one attitude which is increasing in importance. • The Group should consider profitability and provide products and services which satisfy the demand for sustainability. • Expectation of social media/online presence and comments so The Group will need to be in touch with this. AO3 Analysis • Businesses have to change to reflect the demand for sustainability and so The Group’s various elements/products/business streams all need to be adapted. • There is more knowledge about the impact of travel and so The Group’s airline needs to offer forms of responsible transport/the hotel chain needs to be run responsibly etc. • The Group should be aiming to be carbon neutral and so should have targets to become more ecofriendly. • The Group should use local suppliers where possible to reduce environmental impacts. • The Group should be trying to become more responsible through using local transport options for transfers such as public transport / encouraging their guests to use public transport etc. rather than hiring cars. AO4 Evaluation • Changing attitudes and values has had a significant impact upon travel and tourism providers and the Group needs to remain competitive and so will have to ensure they respond to these changes and become more sustainable. • The biggest change in customers attitudes is the demand for more sustainability and responsibility when travelling. So, if the Group is unable to respond to the changes in customers attitudes they are likely to go out of business. Accept any other reasonable response.	9

Question	Answer	Marks
3(a)(i)	Identify <u>two</u> political factors which could prevent tourism growth in a country such as the Philippines. Award one mark per political factor identified. • Civil unrest • High crime rates • Visa applications • Terrorism • Poor infrastructure development • War • Medical requirements such as proof of vaccination Accept any other reasonable response.	2
3(a)(ii)	Explain <u>one</u> way currency exchange rates can affect tourism in a destination such as the Philippines. Award one mark for the method and a second mark for the explanation. • High value currency means foreign visitors may not be able to afford to change much currency (1) this reduces the amount that they can spend when visiting the country. (1) • If the country has a lower value other countries' currencies may be able to purchase more (1) this means that foreign visitor numbers will rise and spending will increase. (1) Accept any other reasonable response.	2
3(b)	Explain <u>three</u> positive economic impacts that tourism development may have on the Philippines. Award one mark for the economic impact identified and the second for the explanation. • Jobs (1) will be needed in any tourism enterprises which are developed in the Philippines. (1) • Foreign currency will be brought into the country (1) as the number of tourists from other countries increases and this may be used for more developments. (1) • Money from tourism will help in each area (1) spending from tourists will encourage more development as well as indirect employment. (1) • Chance to help with poor areas (1) by providing new facilities / infrastructure. (1) Accept any other reasonable response.	6

Question	Answer	Marks
3(c)	Explain <u>two</u> ways that the use of visas can benefit a country such as the Philippines. Award one mark for the method selected and up to two further marks for the explanation. • Visas give permission for a tourist to enter a country (1) and they are able to stay for as long as the visa is valid for (1) and they may be restricted to a particular area. (1) • Visas can control the number entering a country (1) this means that the country can choose how many people to allow into the country at a specific time (1) and how long they are allowed to stay so that they do not exceed their carrying capacity. (1) • Visas can also limit the activities of travellers (1) and this may prevent behaviour that may cause upset to local people (1) or may prevent behaviour which may have a bad impact upon the environment. (1) • Increased income for the country (1) as very often visitors have to pay a fee (1) for the visa which can then be used to support tourism. (1) Accept any other reasonable response.	6

Question	Answer	Marks
3(d)	Assess how social changes have impacted tourism development. This is an extended writing response and should be marked in conjunction with Table C. Indicative content may include: AO1 Knowledge • Resorts will be adapted to cater for older people as there is an aging population/more disposable income at retirement. • More facilities are required as more people have access to paid holidays so they can afford more holidays. • A greater variety of packages need to be offered as there is an increasing demand for both longer and shorter breaks. • Tourist organisations need to market to different geographic segments as there are rising numbers of the middle class in countries such as India, Brazil and China who have money available. • More couples/adult only breaks required as there are changes to family structures – fewer larger families and people choosing to become parents at an older age so they can afford more holidays and travel whilst they are younger. • More adventure/wellbeing holidays/facilities required as people are much more active and health conscious. AO3 Analysis • Tourism developments have to take into account increased number of older people who will need different facilities such as more accessible hotels or transportation methods. • Younger travellers who travel can be more adventurous which then means that adventure tourism destinations / facilities such as equipment hire/specialist centres/tour guides will have to be needed to accommodate this tourism sector. • More spa-hotels and luxurious accommodation is needed for those who are health conscious and want to be pampered in their time off. • The tourism sector will have to deal with larger numbers of international travellers and so types of training for staff will have to reflect this situation, such as language skills/knowledge of cultural differences. AO4 Evaluation • The social change that has had the most impact on tourism development is the sheer number of people who can now afford a holiday. This has required huge development in all areas, more hotels, more travel agents, more guides, more specialist provision is required to meet the huge variety of different needs. • Health and well-being are now so important to people, they now want many more specialist facilities, such as gyms, saunas, pools, exercise classes, dietary requirements, etc. to reflect their lifestyles and these all need to be accommodated for by the tourism sector meaning there has had to be huge developments. Accept any other reasonable response.	9