



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/42

Paper 4 Destination Management

October/November 2021

MARK SCHEME

Maximum Mark: 50

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 **9** 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)	<p>Explain <u>two</u> reasons why government investment in infrastructure may benefit tourism in Tanzania.</p> <p>Award one mark for each of two identified reasons for the benefit to tourism of new infrastructure and a second for explanation.</p> <ul style="list-style-type: none"> • provides reliable services such as roads, rail, bridges, etc. [1] this benefits local businesses for moving goods and developing tourism services such as guiding [1] • will encourage more visitors as they see country as accessible [1] particularly in rural areas where there is chance to see wildlife [1] • creating better infrastructure allows greater opportunity to move quickly around the country [1] this allows more people to travel to more areas of the country [1] • improves opportunities to travel safely [1] such as well-lit areas through good street lighting [1] • expanding their target market (getting different types of visitors) [1] by tapping into markets that are, as yet, undeveloped e.g., disabled [1] <p>Accept any other reasonable answer.</p>	4

Question	Answer	Marks
1(b)	<p>Discuss how the Wildlife Management Areas (WMAs) conservation project may bring economic benefits to local communities.</p> <p>Candidates are expected to be aware of the impacts of tourism development. They should be able to combine their knowledge of sociocultural impacts with information provided from Fig. 1.1.</p> <p>Indicative content: Wildlife conservation has a direct economic value for local communities for products such as meat and hides and services such as employment and wealth creation. These can be developed for tourism activities such as selling the by-products in souvenir shops, food/café/restaurants. Opportunities to provide employment for guides giving tours of the conservation area, adventure and education tourism. Enterprise development opportunities for developing employment and products to sell locally and overseas. By generating wealth there is an increase in local benefits and community welfare—community facilities and infrastructure. Landholders have an economic incentive to conserve wildlife.</p> <p>Other relevant information should also be credited.</p> <p>Mark according to the levels of response criteria below.</p> <p>Level 3 (7–9 marks) can be awarded for analytical comments of possible economic benefits. Candidates effectively discuss a range and clearly attempt to weigh up their significance. There should be sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (4–6 marks) can be awarded for an explanation 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.</p> <p>Level 1 (1–3 marks) will identify/describe some possible economic benefits. Information may be in the form of a list, explanations are incomplete and arguments partial (if present). The answer lacks coherent organisation and 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 appropriate terminology.</p> <p>Level 0 (0 marks) No rewardable content.</p>	9

Question	Answer	Marks
1(c)	<p>Assess the methods used to prevent negative environmental impacts of tourism on Tanzania.</p> <p>Candidates are expected to be aware of environmental impacts of tourism along with supporting evidence provided from Fig. 1.1.</p> <p>Indicative content: Restrict areas visited, through traffic management systems Zoning Fee setting to incorporate funds to repay or conserve further the area. Small groupings Time and space management Employ more experienced guides and volunteers to protect the environment and prevent over usage.</p> <p>Other relevant information should also be credited.</p> <p>Mark according to the levels of response criteria below.</p> <p>Level 3 (9–12 marks) can be awarded for assessing a number of ways to reduce environmental impacts of tourism on Tanzania and weighing up the significance of each way. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (5–8 marks) can be awarded for an explanation/analysis of a number of ways to reduce negative environmental impacts on Tanzania. There may be some attempt to assess some of the methods mentioned. The answer is relevant and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 1 (1–4 marks) will identify/describe the ways to reduce negative environmental impacts of tourism on Tanzania. Information may be in the form of a list, explanations are incomplete and lack coherent organisation and arguments are partial (if present). There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology. Answers may be generic in their description.</p> <p>Level 0 (0 marks) No rewardable content.</p>	12

Question	Answer	Marks
2(a)	<p data-bbox="316 248 1219 315">Explain <u>two</u> reasons why Hawaii should provide accurate visitor information.</p> <p data-bbox="316 349 1267 416">Award one mark for each of two identified reasons for providing accurate information and a second mark for an explanation.</p> <ul data-bbox="316 454 1294 730" style="list-style-type: none">• prevents confusion [1] tourists will not get lost [1]• gives a positive impression of the destination [1] makes it look professional and reliable [1]• to support the 9.3 m visitors each year [1] if information is incorrect they could lose future custom [1]• tourists and operators rely on information from a National Tourism Organisation (HTA) [1] in order that they know where to go and what to do [1] <p data-bbox="316 763 804 797">Accept any other reasonable answer.</p>	4

Question	Answer	Marks
2(b)	<p>Discuss how the Network of Hawaiian Communities helps to sustain the Hawaiian culture.</p> <p>Candidates are expected to be aware of NGOs and the socio-cultural impacts of tourism. They should be able to combine their knowledge with information provided from Fig. 2.1.</p> <p>Indicative content: NGO not linked to government can promote awareness for local products Empowerment of the local community in managing their own environment and cultural practices, this can develop cultural practices and prevent loss. Can strengthen their cultural identity Create cultural bonding May develop cultural community facilities and public services separate to public provision The network provides communities with a way to invite visitors to engage in authentic host-visitor experiences The network gives the communities control over the site but creates excellent cultural communication and understanding</p> <p>Other relevant information should also be credited.</p> <p>Mark according to the levels of response criteria below.</p> <p>Level 3 (7–9 marks) can be awarded for analytical comments of possible ways that NHC sustains Hawaiian culture. Candidates effectively discuss a range of ways and clearly attempt to weigh up their significance. There should be sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (4–6 marks) can be awarded for an explanation of possible ways that NHC helps sustain Hawaiian culture. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 1 (1–3 marks) will identify/describe some possible ways that NHC helps sustain Hawaiian culture. Information may be in the form of a list, explanations are incomplete and arguments partial (if present). The answer lacks coherent organisation and 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 appropriate terminology.</p> <p>Level 0 (0 marks) No rewardable content.</p>	9

Question	Answer	Marks
2(c)	<p>Assess possible strategies that could be used to support HTA's four major goals.</p> <p>Candidates are expected to be aware of the role and priorities of National Tourism Organisations. They should be able to combine their knowledge with information from Fig. 2.1.</p> <p>Indicative content: HTA have now set out their strategic plan to achieve improving tourism to Hawaii with four major goals:</p> <ol style="list-style-type: none"> 1 Improve the perception of the destination. 2 Ensure stable commercial benefits 3 Grow Hawaii's reputation 4 Strengthen Hawaii's tourism partnerships <p>Strategic development strategies as given in the syllabus: Marketing strategies Economic strategies Research, funding and budgets Setting priorities Environmental strategies</p> <p>Candidates to choose most appropriate strategy to fit with goals given.</p> <p>Other relevant information should also be credited.</p> <p>Mark according to the levels of response criteria below.</p> <p>Level 3 (9–12 marks) can be awarded for assessing a number of strategies to help support HTA's goals and attempt to weigh up the significance of each strategy. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (5–8 marks) can be awarded for an explanation/analysis of a number of strategies to help support HTA's goals. There may be some assessment of some of the strategies mentioned. The answer is relevant and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 1 (1–4 marks) will identify/describe strategies for supporting HTA's goals. Information may be in the form of a list, explanations are incomplete and lack coherent organisation and arguments are partial (if present). There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology. Answers may be generic in their description.</p> <p>Level 0 (0 marks) No rewardable content.</p>	12