Cambridge International AS & A Level

TRAVEL & TOURISM   **9395/11**

Paper 1 The Industry   **October/November 2023**

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 2023 series for most Cambridge IGCSE, Cambridge International A and AS Level components, and some Cambridge O Level components.

This document consists of **17** 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   Calculation questions:
- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

4 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.

9395 Travel and Tourism – Paper 1 Annotations

Annotation	Description	Use
✔	Tick	Indicates a point which is relevant and rewardable.
✖	Cross	Indicates a point which is inaccurate/irrelevant and not rewardable.
?	Question mark	Used when anything written in response is unclear.
VG	Vague	Indicates a point is vague.
▢	Highlight	Used to highlight a piece of text.
BOD	Benefit of doubt	Used when the benefit of the doubt is given in order to reward a response.
NAQ	Not answered question	Used when the answer or parts of the answer are not answering the question asked.
SEEN	Noted but no credit given	Indicates that content has been recognised but not rewarded.
REP	Repetition	Indicates where content has been repeated.
L1	Level 1	Indicates a Level 1 point is made.
L2	Level 2	Indicates a Level 2 point is made.
L3	Level 3	Indicates a Level 3 point is made.
💬	Off Page Comment	Used to add comments to responses – displayed at the bottom of the screen when clicking the comments button/toggle.

Question	Answer	Marks
1	**Question 1 refer to Fig. 1.1. (Insert), information about tourism in Singapore.**	
1(a)(i)	**Describe the trend given in the data of Fig.1.1.** Award up to two marks for the description. If there is a lack of figures then only award a maximum of one mark. Between 2015 and 16 there was a relatively high increase in tourist number from 16.6 million to 18.9 million, the numbers slowed increasing to 19.9 million in 2017, 20.4 million in 2018 and 21 million in 2019. However numbers fell drastically to 1.3 million in 2020. If the response merely mentions the trend i.e. Increases and decreases then 1 mark. Credit any responses which are similar to the above description.	**2**
1(a)(ii)	**Other than tourism arrivals, suggest <u>two</u> types of data that might be useful to National Tourism Organisations (NTOs).** Award one mark for the data type. • Occupancy rates • Tourism expenditure • Methods of arrival • Duration of stay • Measures of satisfaction with the destination • Reference to quantifiable information Credit any other reasonable response.	**2**
1(b)	**Describe <u>three</u> characteristics of Singapore that appeal to leisure tourists.** Award one mark for the characteristic identified and the second for the description. • Singapore Flyer (1) allows tourists have an aerial view of many attractions (1). • Cable car (1) allows transport between various tourist attractions (1). • Botanic gardens (1) open air site providing a scenic attraction with many endangered species (1). • Shopping centres (1) provide a wide variety of goods for tourists to buy (1). Credit any other reasonable response.	**6**

Question	Answer	Marks
1(c)	**Discuss why Singapore's political stability encourages the growth of tourism.** This is a level of response question and should be marked according to the instructions below. Indicative content may include reference to any of the following points: • Stable governments mean that tourists will feel safe, they will know what to expect. • It will encourage large numbers of visitors. • Stable government encourages investment from foreign companies who will feel safe in investing their money so there will be a range of hotels and tourist attractions. • Crime/terrorism will be negligible and so people will feel happy there. **Level 3 (5–6 marks)** Candidates will show a clear understanding of the question and include a detailed discussion about the way that political stability encourages tourism. Candidates effectively discuss some reasons. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology. **Level 2 (3–4 marks)** Candidates will show an understanding of the question and include some discussion about the fact that political stability encourages tourism in Singapore. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. **Level 1 (1–2 marks)** Candidates identify/describe some possible reasons why political stability encourages tourism to Singapore. The answer lacks coherent organisation and there is little or no attempt to explain. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology. **Level 0 (0 marks)** No content worthy of reward.	6

Question	Answer	Marks
1(d)	**Evaluate the importance of culture preservation to tourism destinations.** Visitors come due to a desire to see events/locations which are specific to the destination and the life of the people who live there. They may want to experience the sights or the cuisine and to take home souvenirs of their trip which are authentic. If the visitor is able to experience this then this is due to the cultural aspects which have been conserved and this will undoubtedly help the economy of the city. Foreign currency will come into the city. Jobs will be preserved and levels of income will be good. Cultural preservation also maintains old established traditions for the future. Tourism becomes more sustainable. Culture is a USP and if places all become similar then it is the culture which is the reason for the visit and therefore needs to be preserved. 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 evaluation of the reasons why culture preservation is important to tourism destinations. Candidates effectively evaluate a range of ways and clearly attempt to weigh up the significance of each. Analytical language will be used. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology. **Level 2 (4–6 marks)** Candidates will show an understanding of the question and include some explanation and attempted evaluation of the reasons why it is important to preserve cultures in tourism destinations. There may be some attempt to discuss and evaluate, some analytical language may be used. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. **Level 1 (1–3 marks)** Candidates identify/describe some of the reasons for the preservation of culture in destinations. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology. **Level 0 (0 marks)** No content worthy of reward.	9

Question	Answer	Marks
2	**Refer to Fig. 2.1. (insert), a photograph of the Cévennes National Park, in the Ardèche, France.**	
2(a)	**Describe <u>two</u> tourism activities likely in national parks.** Award one mark for the tourism activity and the second for the description. • Climbing (1) on any mountain peaks that may be present (1). • Walking (1) through the forest or countryside areas (1). • Canoeing (1) on rivers or lakes if available (1). • Gorge walking (1) along the rivers/valleys (1). • Caving (1) in limestone / or suitable areas (1). • Sightseeing (1) in small villages/towns (1). • Visiting old buildings / museums (1) to learn about the history / culture of the destination (1). Credit any other relevant points.	4
2(b)	**Describe <u>three</u> types of accommodation suitable for visitors to a national park.** Award one mark for the type of accommodation and the second for the explanation. • Camping (1) which means they are close to the sites where they can undertake the activities (1). • Hostels (1) which will be both cheap to use and may be close to the river (1). • Guest houses (1) in local villages where they can keep equipment (1). • Caravans or mobile homes (1) mean they can easily move to different sites along the river to get the best experiences. • Some hotels (1) in out of the way areas will support adventure tourism activities as it may be a niche market they cater for (1). Credit any other relevant comments.	6

Question	Answer	Marks
2(c)	**Assess the threat of climate change on rural destinations.**	**6**
	This is a levels of response answer and should be marked in line with the criteria described below.	
	- Indicative content could include any of the following points. - Lower rainfall could cause the river levels to change and sport currently popular may now be as popular so visitor numbers may decrease. - Longer winters with higher snowfall/rain may change the types of activities possible – climbing may be more dangerous. Walking may increase so there may be a change in clientele and so they may prefer different types of accommodation which may mean that other types may have to alter to fit demand or close. - Incomes in the area may decrease at certain times of the year so diversification may needed. - Careful land management may be needed to prevent erosion during very dry times and also locals will need to be wary of forest fires. - Climate taxes introduced on flights, visitors etc may reduce demand / lower visitor numbers. - People are also more aware of their environmental footprint and may be less likely to want to travel/take part in any activities seen with a negative perception.	
	Credit any other relevant comments.	
	Level 3 (5–6 marks) Candidates will show a clear understanding of the question and include a detailed comments and assessment about the effect of climate change on rural destinations. Candidates effectively explain some reasons. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.	
	Level 2 (3–4 marks) Candidates will show an understanding of the question and include some explanation and attempted assessment of why climate change may have an impact on rural destinations. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.	
	Level 1 (1–2 marks) Candidates identify/describe some possible impacts of climate change on rural destinations. The answer lacks coherent organisation and there is little or no attempt to explain. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.	
	Level 0 (0 marks) No content worthy of reward.	

Question	Answer	Marks
2(d)	**Discuss how National Tourism Organisations (NTOs) could encourage the development of rural tourism.**	9

This is a levels of response question and should be marked according to the criteria below.

Indicative content may include:
- NTOs can undertake research to determine what activities are popular and when.
- They can make recommendations to local areas/ tourism bodies/businesses about what may need to be developed in order to continue attracting tourists and to encourage new ones.
- They can suggest education programmes to local governments/councils etc so local people have training in how to deal with tourists.
- They can liaise with multinational hotel groups and can help planning applications so the new hotels needed may be constructed which will increase local incomes and they can see what new types of infrastructure may be required and can then inform local and national governments.
- They can assist with advertisements in airports etc both at home and abroad so that people are kept well informed.

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 ways that NTOs may assist with the development of rural tourism. Candidates effectively comment on a range of methods and clearly attempt to weigh up the significance of each. Analytical language will be used. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.

Level 2 (4–6 marks)
Candidates will show an understanding of the question and include explanations and may include attempted discussion of the ways that NTOs may assist with the development of rural tourism.. There may be little attempt to discuss and some analytical language may be used. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.

Level 1 (1–3 marks)
Candidates identify/describe some ways in which NTOs may assist with the development of rural tourism. Discussion is not likely at this level. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.

Level 0 (0 marks)
No content worthy of reward.

Question	Answer	Marks
3	**Refer to Fig. 3.1. (Insert), information about the Trip and Travel Group (TAT Group), an online travel agency.**	
3(a)(i)	**Define the term 'online travel agency'.** Award **one** mark for a correct definition. An online travel agency sells holidays and other ancillary services via it's website. It is available only online.	**1**
3(a)(ii)	**Identify three ancillary services provided by the TAT Group.** They must be from the insert • Car rental • Property rental • Insurance • Currency exchange • Tickets for events / excursions	**3**
3(b)	**Explain three reasons why travel agencies provide ancillary services.** Award one mark for the method selected and the second for the explanation. They sell them (1) to gain additional income (1). Allows customers to purchase all aspects required for their journey (1) which makes the trip easier for customers (1). Customers feel confident (1) knowing that the travel agency will meet their needs and will recommend it and use it again (1). Need to make money (1) so will sell any additional products/services possible (1). Want to become the main agency (increase of market share) (1) so will try to add on things that competitors may not provide (1). Gives them a competitive advantage (1) over any competitors – customers will come to them so making more profits (1). Credit any other relevant points included.	**6**

Question	Answer	Marks
3(c)	**Assess the benefits of the online chat function to customers of the TAT Group.** This is a levels of response question and should be marked according to the criteria set out below. Content may include: • Available 24/7 • Responses are quick and messages can be forwarded. • Social media can be a point of contact with the client and can be used to answer queries or to advertise any further holidays/excursions. • Comments left by customers such as complaints can be answered and can be dealt with quickly before any damage to reputation may be done. Credit any other relevant points. **Level 3 (5–6 marks)** Candidates will show a clear understanding of the question and include a detailed comments about the benefits of the online chat function to TAT customers. Candidates effectively explain some reasons with some assessment of the methods. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology. **Level 2 (3–4marks)** Candidates will show an understanding of the question and include some explanation of some benefits of the online chat function to TAT customers. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. **Level 1 (1–2 marks)** Candidates identify/describe some possible ways that the online chat function may be used by customers. The answer lacks coherent organisation and there is little or no attempt to explain. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology. **Level 0 (0 marks)** No content worthy of reward.	6

Question	Answer	Marks
3(d)	**Discuss the methods an online travel agency could use to assess the delivery of its customer service.**	9
	This is a level of response question and should be marked according to the criteria below.	
	Points may include: Use of social media to track opinions. Surveys / questionnaires sent out via emails. Chat to online advisors – giving comments or complaints. Phone calls to customers to check on their experiences. Google Ads references so that the industry can monitor review comments. Responses may include reference to some methods that would not be particularly suitable such as Mystery shoppers/comment cards/observation.	
	Credit any other reasonable comments.	
	Mark using 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 methods that on online travel agent may use to assess its customer service. Candidates effectively assess a range of methods and clearly attempt to weigh up the significance of each. Analytical language will be used. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.	
	Level 2 (4–6 marks) Candidates will show an understanding of the question and include explanations of a number of valid methods which can be used by an online travel agency to assess delivery of customer service. There may be some attempt to discuss and some analytical language may be used. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.	
	Level 1 (1–3 marks) Candidates identify/describe some ways the online travel agency may attempt to assess the delivery of its customer service. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.	
	Level 0 (0 marks) No content worthy of reward.	

Question	Answer	Marks
4(a)(i)	**Define the term 'package tourism'.** Award one mark for a correct definition. Package tourism involves the sale of at least two elements of the holiday for example flights/travel and accommodation.	1
4(a)(ii)	**Suggest three reasons why package tourism is popular.** Award one mark per suggestion up to a total of three. • All elements of the holiday may be provided so reduces shopping around (1). • Reduces stress as everything is taken care of for you (1). • Often cheaper to get everything altogether (1). • Can often obtain excursions/ car hire etc as part of the package (1). • Access to a rep in case of problems (1). • All parts of the holiday are put together (1). Credit any reasonable comment.	3
4(b)	**Explain three ways a destination may overcome the issue of intangibility.** Award one mark for the method selected and the second for the explanation. • Video presentations (1) to encourage visitors because they can see what it is like (1). • Events shown on TV (1) may encourage more visitors for e.g. International sporting events (1). • Use of virtual tours (1) so clients can see what is available in their experience (1). Credit any other relevant comments.	6

Question	Answer	Marks
4(c)	**Discuss the differences between commercial and non-commercial organisations.** This is a levels of response question and should be marked according to the criteria below. Content may include: • Description of both commercial and non-commercial organisations including their business objectives. • Commercial – making profits, encouraging investment etc • Non-commercial – charitable status, wants to reinvest monies in the area or cause they support. Money comes from sales, donations, subscriptions etc. More concerned with promotion of the area / cause than profit making, they often support tourism destinations which incudes facilitating the private or commercial sector. Credit any other reasonable comments. Mark according to the levels of response criteria shown below. **Level 3 (5–6 marks)** Candidates will show a clear understanding of the question and they effectively discuss the differences between commercial and non-commercial organisations. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology. **Level 2 (3–4 marks)** Candidates will show an understanding of the question and include some explanations about the differences between commercial and non-commercial organisations. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. **Level 1 (1–2 marks)** Candidates identify/describe some possible explanations of the differences between commercial and non-commercial organisations. The answer lacks coherent organisation and there is little or no attempt to explain. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology. **Level 0 (0 marks)** No content worthy of reward	6

Question	Answer	Marks
4(d)	**Evaluate how changes in employment opportunities impact the tourism industry.**	9
	This is a levels of response question and should be answered according to the criteria below.	
	Content could include:	
	• Development of visitor attractions / destinations provides additional jobs which provides money to people and the local area and this will encourage the development of infrastructure and education within the regions.	
	• Education provides qualified staff for employment within the tourism industry. Better trained staff will enhance reputations and will encourage more customers which is good for business.	
	• Jobs tend to seasonal and so some times of year there will be plenty of jobs and people work at more than one as they may part time to times of the year when the demand drops and places shut for a season.	
	• Alternatively if businesses suffer they will need to reduce staffing levels and this has a negative impact on the tourist industry and local areas.	
	• Include credit for any other reasonable comments. Answers should refer to the impact upon the tourism industry.	
	• Marks should be allocated according to the levels of response criteria identified below.	
	Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include detailed identification, discussion and assessment of the ways that changing employment opportunities impact the tourist industry. Candidates effectively discuss a range of issues and clearly attempt to evaluate the significance of each. Analytical language will be used. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.	
	Level 2 (4–6 marks) Candidates will show an understanding of the question and include explanations of a number of valid points about the ways that changing employment opportunities impact the tourist industry. There may be some attempt to evaluate and some analytical language may be used. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.	
	Level 1 (1–3 marks) Candidates identify/describe some ways in which changes in employment opportunities may impact the tourist industry. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.	
	Level 0 (0 marks) No content worthy of reward.	