



Cambridge Assessment
International Education

Specimen Paper Answers – Paper 1

Cambridge International AS & A Level Travel & Tourism 9395

For examination from 2024



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Contents

Introduction	4
Details of the assessment	5
Question 1	6
Question 1 (Alternative question)	9
Question 2	10

Introduction

These specimen answers have been produced by Cambridge ahead of the examination in 2024 to exemplify standards for those teaching Cambridge International AS & A Level Travel & Tourism. We have selected questions from Specimen Paper 1, Questions 1 and 2.

The marks given are for guidance only and are accompanied by a brief commentary explaining the strengths and weaknesses of the answers. Comments are given to indicate where and why marks were awarded, and how additional marks could be obtained. There is also a list of common mistakes and guidance for candidates for each question.

The mark schemes and inserts for the Specimen Papers are available to download from the [School Support Hub](#).

2024 Specimen Paper 01

2024 Specimen Paper Mark Scheme 01

2024 Specimen Insert 01

Past exam resources and other teaching and learning resources are available from the [School Support Hub](#).

Details of the assessment

The syllabus for Cambridge International AS & A Level Travel & Tourism is available at www.cambridgeinternational.org

Paper 1 Themes and Concepts

Written paper, 2 hours, 75 marks

Paper 1 assesses all four AOs.

This paper contains three compulsory questions of 25 marks each.

Each question is divided into four sub-questions. Candidates are required to write short answers containing a couple of sentences or extended answers in continuous prose. Some questions may include a stimulus text which contains information in written, numerical and/or graphic form. Candidates need to answer the questions using relevant and appropriate information from the stimulus to support their answers.

The questions are based on the AS Level syllabus content topics 1–4.

Question 1

(a) Refer to Fig. 1.1 (Insert), information about Safari Tours, an eco-friendly tour operator.

Describe **two** characteristics of this eco-friendly holiday.

[4]

Specimen answer

1 Traditional accommodation is provided in mud huts (1) which are made from local materials so they fit into the local area. (1)

2 Tourists can see wildlife in their natural settings (1) which encourages conservation efforts in the destination. (1)

Mark awarded = 4 out of 4

Examiner comment

This response would achieve full marks as the answers provide the characteristic required in both parts so achieving 1 mark for each, as well as the description of the characteristics for the second mark in each case.

This covers both AO1 (Knowledge and understanding) and AO2 (Application).

Common mistakes and guidance for candidates

A common error for this type of question is to just give the characteristic with no description or explanation, therefore the maximum mark that could be achieved would be 2. AO2 would then be lacking.

(b) Explain **three** reasons why Safari tours might protect the environment.

[6]

Specimen answer

1 Safari Tours protect the environment to keep the tourists visiting (1). Tourists who are wanting eco-friendly holidays will expect destinations to protect the environment and demand for this holiday would drop if the environment was not protected (1).

2 Looking after the environment brings more visitors who bring more money (1) which they will spend in the area and this will help to keep the local industries and traditions going. (1)

3 Encourage local people to maintain the wildlife (1).

Mark awarded = 5 out of 6

Examiner comment

This is a very good response but does not achieve the full 6 marks because the answer to the third part was not developed. Including that 'this would encourage more people to come and visit the area and increase incomes' would have achieved an additional mark.

Common mistakes and guidance for candidates

Repetition is a common mistake in answering such questions. Sometimes only 3 marks are achieved as the candidate may not manage to explain the reasons they have given. Candidates should be given practice with this type of question with careful consideration given to the explanation part of the response.

(c) Explain **two** ways the Safari Tours holiday shown in Fig.1.1 can be managed sustainably. [6]

Specimen answer

1 Use of more traditional accommodation (1) encourages the use of local building

materials and skills. (1) This provides local people with incomes and stops a large

carbon footprint developing (1)

2 Local people used as a workforce. (1) This prevents money from going out of the

local economy and stops local people migrating to other areas. (1) Local people will

see the value of tourists and encourage further sustainable developments. (1)

Mark awarded = 6 out of 6

Examiner comment

There are 3 marks per part awarded with 1 mark for an identification and up to 2 further marks for the explanation.

This question tests AO2 (Application) and AO3 (Analysis). This answer achieved the full 6 marks as it successfully identified two ways that the tour operator may manage the holiday in a sustainable manner and also provided quite detailed explanations which each score a further 2 marks and so 6 marks are awarded.

Common mistakes and guidance for candidates

On occasion, candidates merely identify the two ways that are asked for and do not include any further comments and so may only achieve 2 marks, or more likely with this type of question candidates provide a brief explanation which is only worth 1 mark. So, candidates need to be made aware that these two-part 6-mark questions require more detail than similar three-part questions.

(d) Assess how a tourism organisation may use social media.

[9]

Specimen answer

Social media includes Twitter, Facebook and Instagram among others. They allow the instant upload to the Internet of photographs, commentaries, opinions and descriptions of experiences.

For this reason tourism organisations may find social media very valuable as they allow free advertising of places and events through the comments and photos. Social media allows people all over the world to see information and images instantly, 24 hours a day.

Organisations are able to upload their own updated information quickly. It can also be directed to specific markets which is very useful in a competitive industry such as the tourism industry. It is also very easy to see people's opinions, and in some cases, to see complaints as they are made and then the organisation can deal with the complaint in a positive manner and avoid any negative publicity. Organisations find using social media a cheap and easy way to manage customer feedback.

Social media is of greater value in reducing marketing costs and in delivering good customer service. It helps with issues such as intangibility as it gives an idea of the experience and also with perishability as a record can then be saved for future reference.

Mark awarded = 8 out of 9

Examiner comment

This is marked according to Table C which can be found in the mark scheme. There is a total of 9 marks available for this question. There are 3 marks available per AO. In this question the AOs being assessed are AO1 (Knowledge and understanding), AO3 (Analysis) and AO4 (Evaluation).

The answer achieves 3 marks for each of AO1 and AO3 as the response contains a range of explained points for 3 marks (AO1) and it is well balanced in considering the significance of points for 3 marks (AO3). However, it achieves 2 of 3 marks for AO4 as there is scope for more points to be made in the evaluation, for example, how using social media helps organisations deal with intangibility/perishability.

The question requires knowledge and understanding of social media techniques and how they may be used by a tourism organisation. To obtain a good mark, candidates need to explain how a wide variety of social media techniques can be used to benefit a tourism organisation.

Common mistakes and guidance for candidates

It is common for candidates to describe the types of social media and to explain them and how they may operate while missing out anything to do with AO4 (Evaluation). It is worth emphasising that with these questions (9 marks) evaluation is always likely to form a part of assessment and therefore candidates should be prepared to answer them accordingly.

Question 1 (Alternative question)

This is an alternative 6-mark question to show teachers and candidates where Table A in the mark scheme is used.

(c) Assess the methods tourism organisations may use to be more sustainable. [6]

Specimen answer

Tourism organisations are likely to use locally sourced materials. They would do this for a number of reasons – it prevents a high carbon footprint being developed and it gives local people work to do. This then means that local people are making money which will be spent in the local area and traditional skills and practices are not lost. Use of local materials may also allow some recycling and it will also ensure that the buildings do not look out of place, they will fit with their surroundings.

Recycling is also another method which will make tourism organisations more sustainable. Water used in washing could be used to water plants, ceiling fans will prevent air conditioning, time lapse switches will prevent too much electricity usage and water can be rationed which will prevent local people having to go without.

Renewable energy sources are very important as this reduces pollution and ensures that everyone has an energy supply.

A very important aspect is that local people gain an income and this supports the local area which allows the tourism facilities to be looked after and it also allows locals to see how important tourism can be to them.

Mark awarded = 6 out of 6

Examiner comment

This is marked according to Table A. This awards 6 marks – 2 marks for AO1, 2 marks for AO3 and 2 marks for AO4. This is a detailed answer and achieves 6 marks. The response contains several valid explained points for 2 marks for AO1, there is some consideration of the valid points for 2 marks for AO3 and it contains a reasoned conclusion for 2 marks for AO4.

This question is aimed at recall of knowledge about sustainable tourism methods/techniques. Candidates should be able to describe appropriate methods and explain the value of each method that is identified.

Common mistakes and guidance for candidates

Some ideas may come from the insert. As the question is not applied to the insert, any reference to it would not achieve any more marks. Another common error would be the lack of a reasoned conclusion or a recommendation for the AO4 marks.

Most responses seen for this type of question identify and explain points and usually achieve 3 out of 4 marks. To get the higher mark there should be an attempt at evaluation.

Question 2

(c) Evaluate the most suitable way for a hotel to assess the quality of its customer service. [6]

Specimen answer

There are a variety of methods available such as questionnaires, focus groups, informal feedback, observation and mystery shoppers. Most are qualitative data collection methods although the mystery shopper is more objective – it is also the most expensive and does not give instant feedback.

Informal feedback through talking to customers or observation is both cheap and quick. If time is not so important then questionnaires – either printed or email would be best. Comment cards are also a popular method for hotels as they can be left in rooms or found by reception. They can be quickly filled in and left in a box.

Comment cards are best.

Mark awarded = 4 out of 6

Examiner comment

This is marked according to Table B found in the mark scheme. The question requires candidates to apply their response to the context of a hotel and it assesses AO2. The response achieved 4 out of the 6 possible marks: 1 mark for AO2 as there is only limited reference to a hotel and simply a general response about feedback techniques, 2 marks for AO3 as there is some consideration of the significance of points made and 1 mark for AO4 as there is a conclusion but no reasoning given.

It would be better for feedback techniques to have been discussed, with reference to a hotel, and then the most suitable to be identified and its value explained.

Common mistakes and guidance for candidates

A common mistake is to make no reference to hotels and just describe feedback techniques with little in the way of evaluation. Candidates are often very knowledgeable about feedback techniques and have few problems identifying them but do not always evaluate.

(d) Assess how a safe working environment can be created for hotel staff.

[9]

Specimen answer

Hotels must ensure that their staff are well trained, both in how to undertake their specific role and in health and safety so that they can ensure they are safe whilst undertaking their jobs and whilst also looking after the customers. A housekeeper for example should not leave cleaning chemicals lying around and should put up signs saying there are wet floors, as this can prevent both staff and guests from having accidents.

Very often hotels have to meet industry standards and the hotel has to make sure that all staff are trained, that they have somewhere to rest and there would be someone with responsibility for ensuring that staff are trained in health and safety procedures.

Departmental leaders will also brief staff about issues and answer queries.

Staff will also have to make sure that guests are aware about issues such as fire drills and evacuation procedures if there is an emergency.

It is very important that this is all done as the staff will then feel confident about their employer and will enjoy their work, customers will be aware of this and they will give the hotel a good report, recommend it to others and use it again so ensuring the future of the hotel and its staff.

Mark awarded = 8 out of 9

Examiner comment

This is marked according to Table D found in the mark scheme. The AOs assessed are AO2 (Application), AO3 (Analysis) and AO4 (Evaluation). The answer achieves 2 out of 3 marks for AO2 as it explains why some points mentioned are relevant within the context of a hotel, it gains 3 marks for AO3 as it is well-balanced and considers the significance of points made and gains 3 marks for AO4 marks as there is a reasoned conclusion.

Candidates should take note of the context, i.e. a hotel, and should refer to this throughout as has been done in this response. Failure to have done this would result in no marks being awarded for AO2. It is better to identify why a safe working environment needs to be provided for employees in a hotel and how the hotel can do this.

Common mistakes and guidance for candidates

Common mistakes include no analysis of the reasons or reference to hotels, as marks would be limited to a maximum of three as only application would be present.

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