

Marking Scheme

Section A

- 1 A group of students investigated the experience of visitors at Jewel Changi Airport. Boasting a magnificent 40-meter indoor waterfall, lush greenery, an extensive selection of dining and retail establishments, and a panoramic rooftop park, Jewel stands as a captivating destination within the confines of an airport.

Study Fig 1.1 (Insert), which shows a layout of level 1 of Jewel Changi Airport.

- (a) The students designed a questionnaire to test the hypothesis “The indoor waterfall in Jewel Changi Airport serves as a unique attraction, leading to longer dwell times within the complex.”

With reference to Fig 1.1 (Insert), explain how the students can sample visitors to collect the data needed to test their hypothesis.

[3]

Possible responses can include

- Location of sample collection + reason
 - Timing of sample collection + reason
 - Sample size + reason
 - Method of sample collection + reason
-
- Students can divide and locate themselves at the 4 entrances of the waterfall as there would be a large volume of visitors.
 - It also provide opportunities for the students to approach the visitors easily without disturbing the shops and businesses.
 - They can sample the visitors on a weekend as the flow of visitors will be the greatest since people are not working.
 - They can use the simple random sampling method as it is easy to carry out and will give data that is representative of the population.

Accept other plausible responses

- (b) The questionnaire they used is shown in Fig 1.2 (Insert). With reference to Fig 1.2 (Insert), comment on the questions drafted and suggest possible improvements.

[4]

- Questions drafted are generally suitable, with a range of close-response and open-response questions, good for collecting both qualitative and quantitative data.
- However, close-response and open-response questions are mixed, interviewees may find it hard to answer the questions as

they're not sure whether they need to choose from a range of responses or answer with their own opinions.

- Arrange close-response questions to go first since it is easier to answer, followed by open-ended questions.
- For questions 4 and 5, there may be a wide range of timing given, making it difficult to analyse
 - Students may make these 2 questions close-response and give interviewees options to choose from instead, so that collation of data is easier.

Accept other plausible responses.

- (c) Fig 1.3 (Insert) shows two mental maps drawn by two different interviewees.

Using Fig 1.3 (Insert), **compare** the two mental maps and explain [3]
how it shows differences in the sense of place of the two interviewees.

- For both mental maps, they placed the waterfall in the **middle** of the map, which may signify that both of the two people accord the **same importance** to the space.
- Mental map 1 provides a rough sketch of the waterfall but has no clear understanding of its spatial relationship with the surrounding shops. In contrast, Mental map 2, with its inclusion of labeled shops and surrounding details, enhances **the spatial awareness** and helps understand the relative positions of different elements within the area.
 - This shows that interviewee 2 is **more familiar** with Jewel and has a stronger sense of place.
- Mental map 1 might provide a more simplified and limited understanding of the area, mainly centered around the waterfall. In contrast, Mental map 2 captures both the waterfall and the broader context of the surrounding shops, leading to a **more complete sense of place**.
 - This shows that interviewee 2 may have more **repeated encounters with** Jewel.

- (d) Table 1.1 shows the results that the students have collected from 8 of the interviewees on the amount of time spent at the indoor waterfall and Jewel.

Interviewee	1	2	3	4	5	6	7	8
Time spent at indoor	35	20	10	20	30	35	30	25

waterfall (mins)								
Time spent at Jewel (mins)	70	50	80	55	70	60	75	60

Table 1.1

Using Table 1.1, plot the data for interviewees 7 and 8 on Fig 1.4 and draw a best fit line. [2]

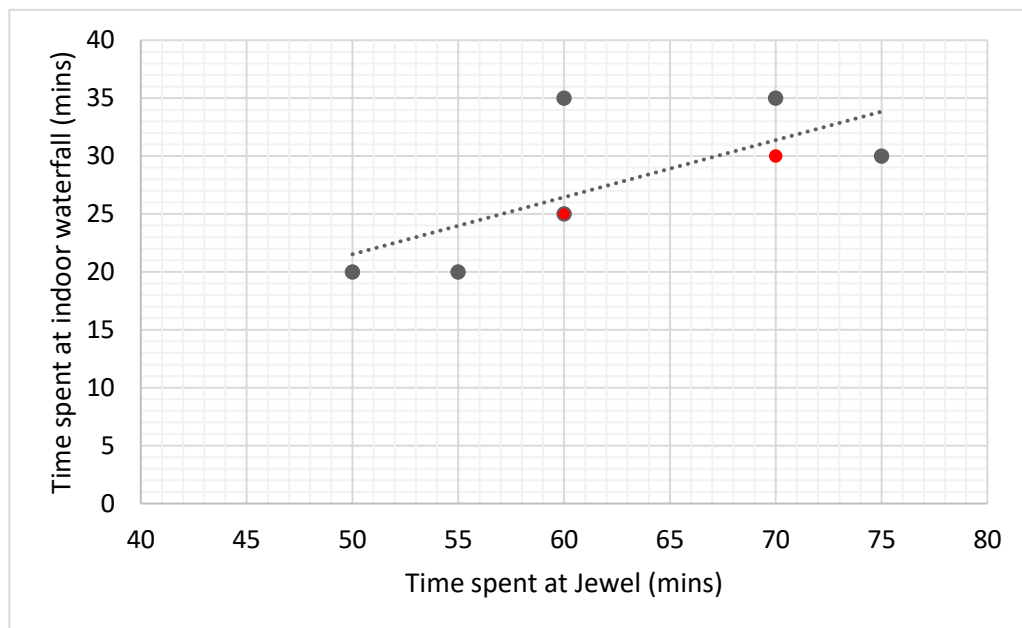


Fig 1.4

- 1m for correct plotting of points for interviewees 7 and 8.
- 1m for drawing of best fit line in the correct direction.

(e) Using Table 1.1 and Fig 1.4, evaluate how well the data supports the students' hypothesis. [3]

- Data **supports hypothesis** to a large extent / Interviewees who spent more time at the indoor waterfall also tended to have longer overall stays in Jewel Changi Airport / There is a **positive relationship** between the time spent at the indoor waterfall and the duration of the overall stay in Jewel Changi Airport.
- (**x-axis and y-axis data** must be shown) // Comparative adjective of the time spent must be shown
- From the data, when the time spent at the indoor waterfall is relatively **short** (e.g., 10-25 minutes), the overall stay in Jewel is also **shorter** (e.g., 50-60 minutes). Conversely, when the time

spent at the indoor waterfall is longer (e.g., 30-35 minutes), the overall stay in Jewel tends to be longer as well (e.g., 70-80 minutes).

- One anomaly is interviewee 3, who spent only 10 minutes at the indoor waterfall but had an overall stay of 80 minutes in Jewel Changi Airport. This contradicts the general trend observed in the data, where longer time spent at the waterfall corresponded to longer overall stays.

Section B

2 (a) Explain how the availability of transit routes influence travel between regions. [2]

- The availability of transit routes influence the volume and direction of travel
- Well-established and properly maintained transit routes reduce travel times and make it easier for people to reach their desired destinations. Improved accessibility encourages more travel between regions as it reduces barriers and increases convenience.
- Convenient transit routes can facilitate multi-destination travel, allowing tourists to visit multiple regions within a single trip. Instead of solely focusing on the final destination, travelers may choose to explore several regions connected by efficient transit routes.

Accept other plausible answers.

(b) Compare the characteristics of Dependable-type travelers and Venturer-type travelers. [4]

	Dependables (Individuals who try to make so much of their daily lives predictable)	Venturers (Individuals who reach out and explore the world in all of its diversity)
Spending pattern	More cautious on spending money	Spends money more readily
Source of influence	<ul style="list-style-type: none"> Guided by authority figures in making travel decisions Follow the travel trends by other Venturers and public personalities 	<ul style="list-style-type: none"> Guided by their personal judgement rather than authority figures in making travel decisions
Preference for travel activities	<ul style="list-style-type: none"> Prefer structure and routine Travel in groups as they like to feel comfortable and secure. Visit popular and familiar destinations which have well-developed tourism facilities and amenities for their convenience More likely to return to the same place again Hence, they prefer mass tourism because of the predictability and routine nature of the activities 	<ul style="list-style-type: none"> Prefer to be spontaneous and have a diversity of activities Travel alone Explore less-developed, unique places where they can participate in new experiences and activities. Willing to accept less convenience for unique experiences. More likely to visit new places each time they travel Hence, they prefer to make their own travel plans, and often opt for niche tourism

- 1m per comparison between Dependable-type travelers and Venturer-type travelers. e.g. Dependable-type travelers are more cautious on spending money while Venturer-type travelers spend money more readily.
- Award max 1m if students discuss dependable-type and venture-type travelers in 2 separate paragraphs.

- (c) "The main reason for the growth in domestic tourism is due to increased mobility in travel."

Do you agree with this statement? Use examples to support your answer. [9]

Level	Marks	Descriptors
3	7-9	<ul style="list-style-type: none"> • Develops arguments that support both sides of the discussion clearly, using a range of points with good elaboration. • Examples used demonstrate a comprehensive understanding of the issue or phenomenon. • Evaluation is derived from a well-reasoned consideration of the arguments.
2	4-6	<ul style="list-style-type: none"> • Develops arguments that support one side of the discussion well, using one or two points with some elaboration. • Example(s) used demonstrate a good understanding of the issue or phenomenon. • Evaluation is well supported by arguments.
1	1-3	<ul style="list-style-type: none"> • Arguments are unclear with limited description or may be listed. • No examples provided or examples are generic, demonstrating a basic understanding of the issue or phenomenon. • Evaluation is simple, missing or unclear.

Sample essay:

In recent years, domestic tourism has experienced remarkable growth, prompting a discussion about the factors driving this phenomenon. This essay argues that the main reason for the surge in domestic tourism is the increased mobility in travel. By examining the expansion of public transport services and infrastructure, increased private car ownership, and the impact of disposable income, it becomes evident that improved mobility has played a pivotal role in driving the growth of domestic tourism.

An increase in mobility in travel can be achieved (support) through the expansion of public transport services and infrastructure. Numerous countries have recognized the importance of improving their transport systems, including the construction of roads, railways, and airports. (Reasoning for success) These advancements have significantly enhanced connectivity across various regions within a country, making it easier for tourists to access a wider range of destinations, both urban and rural. (Example with locational context) For example, according to statistics from the Ministry of Tourism in India, its implementation of new railway lines in the country has improved accessibility to previously less accessible regions. As a result, domestic tourist arrivals to these regions

increased by 18%. (Reasoning for success) The expansion of public transport infrastructure enables tourists to explore lesser-known destinations and experience diverse cultural and natural attractions within their own country, contributing to the growth of domestic tourism.

Another significant factor contributing to the growth of domestic tourism is the increased ownership of private cars, which also aids in the mobility in travel. As families and individuals acquire their own vehicles, they gain the ability to travel comfortably and conveniently to nearby attractions for leisure purposes. This enhanced mobility allows for greater flexibility in choosing the number of destinations to visit and the duration of each visit, thereby driving the growth of domestic tourism. For example, in the United States, where private car ownership has been steadily increasing, the impact on domestic tourism is evident. According to a study conducted by the U.S. Travel Association, a 20% increase in private car ownership led to a corresponding 15% rise in domestic tourist visits to popular national parks. Families and individuals who own cars can embark on road trips, explore scenic routes, and visit multiple destinations within their country, contributing to the growth of domestic tourism.

Although mobility in travel plays a significant role in driving the growth of domestic tourism, it is crucial to acknowledge the influence of increased disposable income, which drives the ability to travel. As people experience rising income levels, they possess greater spending power, which directly impacts their ability to engage in tourism activities and explore their own countries. Recent data from the Japan National Tourism Organization indicates that a 10% increase in disposable income has led to a corresponding 12% increase in domestic tourist expenditure. As individuals have more financial resources at their disposal, they can afford to indulge in various tourism experiences, such as staying at high-quality accommodations, dining at local restaurants, and participating in recreational activities. This increased spending power contributes to the growth of domestic tourism by stimulating the tourism industry and supporting the development of new offerings and infrastructure.

In conclusion, both mobility in travel and the ability to travel have contributed to the growth of domestic tourism. However, when evaluating their relative significance, it becomes evident that increased mobility in travel is the primary driver of this growth as it affects places on a larger scale. The development of public transport services, including roads, railways, and airports, along with increased private car ownership, has improved connectivity and provided individuals with greater freedom to explore various destinations within their own country. While increased disposable income also contributes to the growth of domestic tourism, its impact operates at a more individual or localized scale. Without the means of convenient travel facilitated by enhanced mobility, the potential for significant growth in domestic tourism would be limited even if people have more money.

