

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

MARK SCHEME for the May/June 2007 question paper

0471 TRAVEL AND TOURISM

0471/01

Paper 1 (Written Paper), maximum raw mark 100

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.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

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Page 2	Mark Scheme	Syllabus	Paper
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Q. No.	Expected Answer	Mark	A.O.
1 (a)	Award one mark for each of three of the following: <ul style="list-style-type: none"> Noise pollution Visual pollution Congestion (access) Lack of privacy 	3	A2.0
(b)	Award one mark for each of two valid reasons identifications and a further one mark for an appropriate explanation of each. Correct ideas include: <ul style="list-style-type: none"> View (1) – sea and/or marina Prestige (1) – exclusive development (1) Price (1) – demand investment growth (1) Allow all valid reasoning such as all-year destination and accessible location, etc.	4	A1.0 B3.0 D1.0
(c) (i)	Award one mark each to a max of four from: <ul style="list-style-type: none"> Flights Accommodation All taxes Transfers Meal plan Use of all hotel facilities Services of a local representative 	4	D2.0
(iii)	Award one mark for each of four valid service identifications and a further one mark for an appropriate description of each. Correct ideas include: <ul style="list-style-type: none"> Travel insurance (1) – profit/customer need (1) Currency (1) – profit/customer need (1) Car hire (1) – profit/customer need (1) Passport/visa (1) – ability to travel (1) Airport Hotel (1) – convenience/profit (1) Credit all valid explained services	8	A1.0 D2.0
(d)	<u>Use level of response criteria</u> Better candidates will address a variety of services of use to international travellers with special needs such as mobility assistance, wheelchair access, signage, etc. Level 1 (1-2 marks) will be descriptive and weaker candidates may well just list all the services that they can think of Level 2 (3-4 marks) will be more discriminating and we should look for at least two services commented on in some depth about their usefulness to particular needs Level 3 (5-6 marks) can be awarded for an explained treatment of two or more valid services and we should look for appropriate comments by the better candidates.	6	D4.0

Page 3	Mark Scheme	Syllabus	Paper
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Q. No.	Expected Answer	Mark	A.O.
2 (a) (i)	Award one mark for each of three from: <ul style="list-style-type: none"> Giant Drop Tower of Terror Cyclone The Claw (image) 	3	B3.0
(ii)	Award one mark for each of three from: <ul style="list-style-type: none"> cuddling a koala hand feeding kangaroos holding a snake feeding the birds (image) 	3	B3.0
(b)	Award one mark for each of three valid advantages and award a second mark for a valid explanation of each, correct ideas will include: <ul style="list-style-type: none"> convenience (1) – visit at will (1) cost (1) – very economical for family (1) flexible route (1) – choose scenery etc. (1) door to door (1) – more convenient (1) Credit all valid reasoning	6	D4.0
(c) (i)	Credit each of three valid statements including: <ul style="list-style-type: none"> preserve area of natural beauty conserve fauna and flora follow eco-principles limit development 	3	A1.0 A2.0
(ii)	Award one mark for each for the correct identification of two valid environmental problems and award a second mark for a valid explanation of each, correct ideas will include: <ul style="list-style-type: none"> 'honeypots' (1) – overcrowding/congestion (1) pollution (1) – noise, litter etc. (1) wildlife disruption (1) – too many visitors (1) 	4	A2.0
(d)	<u>Use level of response criteria</u> There must be some evaluation for level 3 of methods such as advertisements, leaflets, brochures and internet. Level 1 (1-2 marks) will describe or simply list methods without any comment to do with suitability Level 2 (3-4 marks) will look at two methods in some depth and will point out advantages of each Level 3 (5-6 marks) will look at two or more methods and provide clear evaluative comment leading to a reasoned conclusion.	6	C5.0

Page 4	Mark Scheme	Syllabus	Paper
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Q. No.	Expected Answer	Mark	A.O.
3 (a)	Award one mark for each of the five attractions stated on Fig. 3: <ul style="list-style-type: none"> • Tian An Men Square • Forbidden City/Imperial Palace • Summer Palace • Great Wall • Ming Tombs 	5	B3.0
(b) (i)	\$601	1	C4.0
(ii)	Dubai (DXB)	1	C4.0
(iii)	Advance	1	B2.0
(iv)	One mark each for: <ul style="list-style-type: none"> • Air Tax • Personal expenses 	2	C4.0
(v)	Award one mark for each valid point (up to 3 max) of all valid reasons such as: <ul style="list-style-type: none"> • centre of Middle East generating region • wealthy area (high GDP) • Dubai open skies policy • untapped market Credit all valid reasoning and allow development points.	3	A4.0
(c)	Award one mark for each of three valid advantages and award a second mark for a valid explanation of each, correct ideas will include: <ul style="list-style-type: none"> • more leg room (1) – bigger seat pitch (1) • smaller cabin (1) – better staff ratio (1) • increased luggage (1) – 20k+ allowance (1) • lounge access (1) – easier check-in (1) Credit all valid explanations	6	D4.0
(d)	<u>Use level of response criteria</u> Level 1 (1-2 marks) can be awarded for an accurate definition of integration Level 2 (3-4 marks) can be awarded to those candidates that see Fig. 3 illustrates vertical integration where China Southern owns Tourism Development Co Ltd, Beijing hotels and tour operations. Level 3 (5-6 marks) can then be awarded to those who say cost savings result because of this operation's size and buying power.	6	D2.0

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Q. No.	Expected Answer	Mark	A.O.
4 (a)	Award one mark to each of four of the following: <ul style="list-style-type: none"> • giving directions • list of places to eat • attraction tickets • holiday-planning help • sale of official Orlando merchandise 	4	D1.0
(b)	Award one mark for each of three valid skills and award a second mark for a valid explanation of each, correct ideas will include: <ul style="list-style-type: none"> • foreign languages (1) – visitors (1) • numeracy (1) – sales/cash handling (1) • communication (1) – clear advice (1) • literacy (1) – following care manual etc. (1) • ICT (1) – office systems etc. (1) 	6	C2.0
(c) (i)	Credit each of three valid reasons, allowing development, for ideas such as: <ul style="list-style-type: none"> • wettest weather • overcast skies • hurricane risk • highest humidity 	3	B2.0
(ii)	Credit each of three valid reasons, allowing development, for ideas such as: <ul style="list-style-type: none"> • driest weather • clear skies • no hurricane risk • lowest humidity • Christmas and New Year holiday season 	3	B2.0
(d)	Award one mark for each of up to three valid use identifications, allowing development, such as: <ul style="list-style-type: none"> • business tourism venue • hold meetings/conferences/fairs • any event with large numbers will need a large venue • purpose-built and managed 	3	A1.0
(e)	<u>Use level of response criteria</u> Level 1 (1-2 marks) will be for identification and simple listing of appropriate benefits. Level 2 (3-4 marks) can be awarded to those candidates who look in some detail employment, income and GDP Level 3 (5-6 marks) should also have some detail about the multiplier effect and the best candidates will offer personalised evaluative comment.	6	A2.0