www.dynamicpapers.com

**CAMBRIDGE INTERNATIONAL EXAMINATIONS**

**International General Certificate of Secondary Education**

## MARK SCHEME for the May/June 2014 series

# 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, 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 will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the May/June 2014 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

CAMBRIDGE
International Examinations

www.dynamicpapers.com



**1 (a) Using Fig. 1, complete the following table by identifying the letter that marks the position of each cruise circuit. [4]**

Award one mark for each of four correct identifications as follows:

- Baltic = D
- Fiords = C
- Caribbean = A
- Mediterranean = B

**(b) State the following: [3]**

Award one mark for each of three correct responses as follows:

- Cape Town's climate = **Temperate or Mediterranean**
- Dubai time = **Behind**
- St. Petersburg high season = **July**

**(c) Explain <u>three</u> positive economic impacts at ports of call which result from cruise ship arrivals. [6]**

Award one mark for the correct identification of each of three valid positive economic impacts and award a second mark for an appropriate explanatory comment about each. Correct ideas will include:

Please note that the explanation of a valid positive impact **MUST** relate to the arrival of Cruise ships and/or their passengers

- Increased employment (1) – jobs related to port and local services (1)
- Increased foreign exchange (1) – tourist spending (1)
- Multiplier effect (1) – creates demand for local suppliers (1)
- Improved infrastructure (1) – port modified to cope with cruise ships (1)

Credit all valid reasoning in context.

© Cambridge International Examinations 2014

www.dynamicpapers.com



**(d) Explain why the members of staff employed at attraction ticket offices are likely to need the following:** **[6]**

In each case award one mark for a valid illustration of the use of the skill in the job function and award a second mark for an explanatory development relating to that particular function.

- *Good communication skills*
  Speak clearly (1) – so that customers understand (1) – receive correct number of tickets etc. (1)
- *Good numeracy skills*
  To calculate costs (1) – give correct change (1) – apply discounts (1) – cash up (1)
- *Good ICT skills*
  Operate ticket system (1) – handle online bookings and reservations (1) – answer email (1) etc.

**(e) Many destinations have built attractions that offer tourists a view of the area. Discuss the likely reasons for the appeal of these attractions to international visitors.** **[6]**

Features of such attractions (e.g. Eiffel Tower, Burj Khalifa or 'Big Wheels' etc.) likely to appeal to overseas visitors include:

- Location – easy access
- Views of the city – see locations / city centre from a different perspective
- Cost – value for money
- Guide / commentary – foreign language option & visitor information
- Short time – important if limited visit

*Use level of response criteria*

**Level 1 (1–2 marks)** will **identify** up to two appropriate features of attractions offering views, providing some detail but will be mainly descriptive.
**Level 2 (3–4 marks)** can be awarded for an **analysis** of features, clearly indicating how the attraction is likely to appeal to international visitors.
**Level 3 (5–6 marks)** can be awarded for **evaluative comment** about the significance / importance of particular features. The better answers will have a reasoned **conclusion**.

**Example**
Attractions such as the 'London Eye' appeal to international visitors because their city centre location (L1) makes them easy to access (L2). Furthermore, they are easily seen and found and they provide an excellent sightseeing opportunity (L1), with many photograph views of key sites being made available (L2). An added attraction is the visitor commentary provided inside each 'pod' and there is a foreign language option that makes for a more enjoyable visitor experience. (L3)

© Cambridge International Examinations 2014

www.dynamicpapers.com



**2 (a) Identify from Fig. 2 the following: [3]**

Award one mark for each of three correct responses as follows:

- Myanmar's 2nd largest market = **China**
- The % increase to Shwedagon = **28.75**
- The No. visiting Shwedagon = **225,381**

**(b) Explain two ways in which information about the Shwedagon Pagoda's 'dress code' for visitors will encourage positive sociocultural impacts in the destination. [4]**

Award one mark for the identification of each of two valid ways in which positive sociocultural impacts can result and award a second mark for an appropriate explanatory development of each. Correct ideas will include the following:

- Education of visitors into local cultural norms of behaviour (1) – so visitors will behave more responsibly (1)
- Prevent negative socio-cultural impacts (1) – reduce source of potential conflict with host population (1)
- Minimise demonstration effect (1) – visitors behave as locals (1)

Credit all valid reasoning in context given.

**(c) Historic attractions such as the Shwedagon Pagoda can suffer negative impacts caused by large numbers of visitors. Explain <u>three</u> ways in which historic attractions can minimise the risk of damage caused by visitors. [6]**

Award one mark for the correct identification of each of three valid ways attractions can reduce the risk of damage and award a second mark for an appropriate explanatory comment about the purpose / usefulness of each valid way / method. Correct ideas will include:

- Guides / guided tours (1) – monitor group (1)
- Create routes / paths (1) – keep away from sensitive or at risk areas (1)
- Barriers (1) – stop touching etc. (1)
- Glass cases (1) – preservation of items (1)
- Signage (1) – do not touch etc. (1)
- CCTV / alarms etc. (1) – alert staff (1)
- Reduced hours (1) – reduce exposure to risks posed by visitors (1)

Credit all valid reasoning.

© Cambridge International Examinations 2014

www.dynamicpapers.com



**(d) Historic visitor attractions may earn additional revenues from business tourism. Explain <u>three</u> ways in which such attractions provide a service for business customers. [6]**

Award one mark for the correct identification of each of three valid services and award a second mark for an appropriate explanatory comment about each. Correct ideas will include:

- Room hire (1) – use for meetings (1)
- Supply F&B (1) – service meeting / event (1)
- Sponsorship deals (1) – related opportunities for promotion (1)
- Use of space / grounds (1) – hold event or exhibition (1)

Credit all valid SERVICES in context – AV equipment is valid but **<u>not</u>** just internet / wifi access as why would they be going to an old historic attraction?

**(e) With reference to <u>one</u> historic attraction with which you are familiar, discuss the ways in which it meets the needs of family visitors. [6]**

This is very specific and generic comments not related to a particular example will be subject to a **4Max limit!** A modern purpose-built attraction will score **Zero** as will hotels, transport terminals etc.

We should expect to see comments about:

- Family tickets
- Children's facilities / attractions
- Special events
- Baby changing facilities etc.

*<u>Use level of response criteria</u>*

**Level 1 (1–2 marks)** will **identify** up to two appropriate features of attractions, providing some detail but will be mainly descriptive.
**Level 2 (3–4 marks)** can be awarded for an **analysis** of features, clearly indicating how the attraction is likely to appeal to families.
**Level 3 (5–6 marks)** can be awarded for **evaluative comment** about the significance / importance of particular features. The better answers will have a reasoned **conclusion**.

**Example: Bodiam Castle, East Sussex**

Bodiam is a National Trust property and offers discounted entry to families (L1) making it an affordable family day out (L2). On certain days there are medieval displays that attract all types of visitor (L1) and children enjoy these events because they can dress up in costumes of the period (L2). On-site facilities are also very family friendly and parents have the opportunity to purchase kids meals at the cafe and have access to the mother and toddler changing facilities. (L3)

© Cambridge International Examinations 2014

www.dynamicpapers.com



**3 (a) Identify from Fig. 3 the following:** **[3]**

Award one mark for the correct identification of each of the following:

- Road = **N1**
- Mountain = **Du Toitskloof**
- Distance = **11Km**

**(b) In the following table, circle the <u>four</u> advantages to tourists of travelling by car rather than travelling by rail.** **[4]**

Award one mark for the correct identification of each of:

- Door to door travel
- Departure time of your choice
- Can stop and break journey at any time
- Can carry more luggage

**(c) Many international tourists will hire a car for use during their holiday. State <u>three</u> ways in which car hire can be booked and explain why an international tourist would find each booking method helpful.** **[6]**

Award one mark for the correct identification of each of three valid ways and award a second mark for an appropriate explanatory comment about each. Correct ideas will include the following:

- Travel agent (1) – at same time as the inclusive tour package (1)
- Direct via Internet (1) – convenient to pre-book (1)
- Hotel (1) – offered by reception and can take advice (1)
- Airport car hire desk (1) – choice of cars, instant access to the car (1)
- Phone to a local operator (1) – having seen adverts and can ask questions etc. (1)

Credit all valid reasoning.

Please note that the explanation **MUST** relate to the valid method identified.

© Cambridge International Examinations 2014

www.dynamicpapers.com



**(d) Traffic congestion is a major problem in many city destinations. Explain <u>three</u> ways in which city destinations can manage traffic congestion. [6]**

The context here is the city and traffic congestion so we will **<u>only</u>** credit appropriate suggestions. Award one mark for the correct identification of each of three valid strategies and award a second mark for an appropriate explanatory comment about each. Correct ideas will include:

- Park & ride (1) – reduce CBD traffic flows (1)
- Pedestrianisation (1) – cars banned so better for people (1)
- Ring roads (1) – deflects through traffic away from CBD (1)
- Bus / taxi lanes (1) – ban cars from certain routeways (1)
- Introduce smart traffic lights (1) – traffic light waiting time changes according to congestion (1)
- Cycle lanes (1) – encourages green methods of transport (1)
- Video cameras (1) – live traffic information is published on traffic boards (1)

Please note Police and Cameras should only be awarded if the context of managing traffic congestion is clear and obvious.

Credit all valid reasoning e.g. congestion charges etc.

**(e) With reference to one visitor attraction in a destination of your choice, discuss the methods of public transport that make it accessible to visitors. [6]**

This is very specific and generic comments not related to a particular example will be subject to a **4Max limit! We will not credit hotels etc.**

We should expect to see bus and metro details along with nearest rail station. Taxis also acceptable, with reference to route used. Better answers may make reference to combined travel / entry ticket offers etc.

*<u>Use level of response criteria</u>*

**Level 1 (1–2 marks)** will **identify** up to two appropriate ways to reach the attraction, providing some detail but will be mainly descriptive.
**Level 2 (3–4 marks)** can be awarded for an **analysis** of ways, clearly indicating how the attraction is likely to be reached.
**Level 3 (5–6 marks)** can be awarded for **evaluative comment** about the significance / importance of particular methods / routes. The better answers will have a reasoned **conclusion**.

**Example: Albert Dock, Liverpool**

The Dock is easily accessible on foot, by public transport and also by taxi whether visitors are coming from within the area or further afield (L1). The bus service C4 stops at the Albert Dock or you can walk the short distance to the Albert Dock to the Paradise Street bus station for other services (L2). Trains arrive at Liverpool Lime Street station (L1), which is a twenty minute walk to the Albert Dock. If you don't fancy the walk, you can transfer to Merseyrail at Lime Street, which will take you to James Street Station, a five minute walk from Albert Dock (L2). Many visitors travel on Mersey Ferries as they leave from near the Dock and give unparalleled views of the historic Liverpool waterfront (L3).

© Cambridge International Examinations 2014

www.dynamicpapers.com



**4 (a) Identify from Figs 4(a) and 4(b) the following: [3]**

Award one mark for each of three correct identifications as follows:

- Most popular month = **December**
- % on business = **8%**
- Least popular month = **May**

**(b) Explain three factors which are likely to account for the seasonal pattern of arrivals shown on Fig. 4(a). [6]**

Award one mark for the identification of each of three valid factors and then award a second mark for an appropriate explanatory development about each. Correct responses will include:

- Climate (1) – summer Monsoon (1)
- Holidays (1) – New year (1) linked also to better weather (1)
- Tour operator pricing (1) – reflecting patterns of supply / demand (1)

Credit all valid reasoning in Sri Lankan context.

**(c) Sri Lanka has a number of arrivals for the purpose of attending conventions and meetings. Explain <u>two</u> ways in which a convention is likely to differ from a meeting. [4]**

Key aspects here are **numbers** involved, **size** of venue, **duration** and **purpose** of event.

Award one mark for the identification of each of two valid ways and award a second mark for an appropriate explanatory development about each such as:

- Time / duration (1) – conventions tend to last longer (1)
- Size (1) – more attendees require bigger venues (1)
- Purpose (1) – meetings less important than a conference-like convention (1)
- More peripherals (1) – break out rooms, seminars, AV aids etc (1)

Credit ideas of **scale** & **resources**.

**(d) Explain <u>three</u> services which many international airlines provide for the convenience of their business class passengers before boarding takes place. [6]**

Award one mark for the correct identification of each of three valid services and award a second mark for an appropriate explanatory comment about each. Correct ideas will include:

- Limo transfer (1) – personalised & private service to minimise stress (1)
- Fast check-in (1) – business desk with less waiting (1)
- Lounge access (1) – Wifi, comfort & privacy in which to work or relax (1)
- Called first for boarding (1) – avoid crowds (1)

Credit **all non-flight** valid reasoning.

© Cambridge International Examinations 2014

www.dynamicpapers.com



**(e) Discuss the reasons why there has been a significant increase in the number of tourists visiting friends and relatives. [6]**

MEDC patterns reflect VFR overseas and second home ownership whereas in many LEDCs it is the migration of labour. Sri Lanka is characterised by having large numbers working overseas while families remain at home. Money sent home to support them and employment conditions will include a return flight every 12 or 24 months. This means there will be a regular flow of expatriate workers throughout the year, but particularly at holiday and festival times.

*Use level of response criteria*

**Level 1 (1–2 marks)** will **identify** up to two appropriate reasons, providing some detail but will be mainly descriptive.
**Level 2 (3–4 marks)** can be awarded for an **analysis** of such reasons, clearly indicating why VFR takes place.
**Level 3 (5–6 marks)** can be awarded for **evaluative comment** about the significance/importance of particular reasons. The better answers will have a reasoned **conclusion**.

**Example**
People have migrated to work overseas and earn money to send home (L1) because LEDC nations are associated with lower levels of GDP which results in limited standards of living (L2). For example many Sri Lankans work in Dubai's hospitality industry (L1) and part of their contracts will include annual return flight home. This gives a continuous stream of VFR tourists arriving through the year (L2). However, other expatriate workers will also return home for key holidays and festivals to spend them with their families before returning back to work (L3).

Exam totals:

AO1 = 41
AO2 = 32
AO3 = 27

© Cambridge International Examinations 2014