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TRAVEL AND TOURISM **0471/01**

Paper 1 Written Paper **May/June 2016**

MARK SCHEME

Maximum Mark: 100

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1 (a) Identify from Fig. 1 (Insert), the <u>three</u> methods of public transport available at the Mawson interchange. [3]

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

- Train (1)
- Bus (1)
- Taxi (1)

(b) Describe <u>two</u> likely benefits to visiting tourists of using a public transport interchange, such as the ones shown in Fig. 1 (Insert). [4]

Award one mark for the identification of each of two valid benefits and award a second mark for an appropriate descriptive amplification, such as:

- Provides increased accessibility (1) to CBD from suburban locations(1) – allows visitors to easily explore (1)
- Quicker rush hour journey times (1) – to avoid traffic congestion into CBD (1)
- Allows hire car visitors to park and ride (1) – rail will have quicker journey time (1)

Credit all valid points in context.

Benefit must be interchange specific

(c) Many large city destinations suffer from overcrowding and congestion in their central areas. State and explain <u>three</u> ways in which destinations try to reduce these problems. [6]

Award one mark for the identification of each of three valid control methods and award a second mark for an explanatory comment relating to efficient management.

Valid responses will include:

- Pedestrian zones (1) – traffic-free environment creating more space for visitors, shoppers and workers (1) and avoids congestion within CBD (1)
- Ring roads (1) – keeps through traffic out of CBD (1), allows vehicles to move at higher speed (1)
- Congestion charge (1) reduce traffic in peak hours (1)
- Awareness raising campaign regarding use public transport (1) reduce congestion by increasing use of public transport (1)
- One way systems (1) – reduce congestion by diverting traffic (1)
- Toll roads (1) use of public transport to avoid toll charges (1)
- Park and ride schemes (1) – keeps cars out of CBD (1)
- ‘Off-peak’ travel cards (1) – encourages non-rush hour travel (1) and better uses capacity of public transport network (1)

Credit all valid reasoning.

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(d) Tourist attractions located in city destinations will often have to manage a large number of visitor arrivals. Explain <u>three</u> ways that such attractions manage visitor arrivals to avoid congestion at their entrances. [6]

Award one mark for the correct identification of each of three valid control methods at the entrance and award a second mark for an appropriate explanation as to how congestion might be avoided in each case.

Correct ideas will include:

- Pre-booking (1) – allows venue to stagger arrivals, avoid entrance queues etc. (1)
- Queue barriers to hold in visitors (1) – keeps some access to entrance free for use (1)
- Limit groups (1) – coach parties only at certain times etc. (1)
- More staff at busy times (1) – gives increased capacity when needed (1)
- Set up a drop-off zone (1) – no parking at entrance (1)
- Designated disability access (1) – reduces hold-ups (1)
- Technology e.g. EPOS (1) – speed up purchasing of tickets (1) faster processing of tourists (1)
- Timed tickets (1) stagger arrivals (1)

Credit all valid reasoning to do with valid types of control methods.

(e) Some attractions will receive complaints from customers regarding their visitor experience. Discuss how such complaints are likely to be dealt with. [6]

It is important to look for **key actions** taken by the staff, such as:

- listen carefully
- apologise
- let the customer know that the matter will be fully investigated
- never argue
- refer the issue to a manager if needed
- agree the solution with the customer.

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

Level 1 (1–2 marks) will identify up to two appropriate actions, providing some detail but will be mainly descriptive.
Level 2 (3–4 marks) can be awarded for an analysis of the actions, clearly indicating how the customer and/or organisation benefits as a result.
Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of particular actions. The better answers will have a reasoned conclusion.

Example
It is important to listen carefully to the customer (L1). The member of staff should apologise in general terms (L1) for the inconvenience caused. This apology should in the first instance be of a general nature, a more specific apology could follow later possibly by letter or in person (L2). It is important to let the customer know that the matter will be fully investigated and put right. Staff should always try to see the problem from the customer's point of view and never argue with the customer (L2). If the individual staff member cannot find a solution to the problem they should refer the issue to a manager. It is always important to agree the solution with the customer (L3). This is particularly important as it will mean that the customer is fully aware of what will happen and will at least have had the opportunity to give their basic approval to the solution (L3).

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2 (a) Using Fig. 2 (Insert), complete the following table by naming each feature. [3]

Award one mark for each of three correct identifications as follows:
- A = **South America**
- B = **Australia/Australasia**
- C = **Pacific Ocean**

(b) State the following: [4]

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

- Singapore climate = **Equatorial**
- July temps Auckland = **lower**
- Berlin time = **advance**
- Maldives storms = **at risk/yes**

(c) Jamaica is a popular tourist destination shown in Fig. 2 (Insert). It regularly attracts over 1.5 million visitors a year from the USA and Canada. Explain how <u>each</u> of the following is likely to influence this trend. [6]

In each case, award one mark for the identification of an appropriate reason and award a second mark for an appropriate explanatory comment in context. Valid responses will include:

Jamaica's geographical position in the world
- Proximity to North America (1) – easy access from USA and Canada (1) via direct flights and Florida based cruise lines (1)
- Destination on Caribbean cruise circuit (1) – many cruises start from Miami (1)

Jamaica's climate
- Tropical climate (1) – attracts 'snowbirds' escaping harsh continental winter (1)
- Year long season (1) – with heavy discounts during wetter summer and hurricane season (1)

The fact that Jamaica is a less economically developed country (LEDC)
- Weaker currency than US$ (1) – exchange rate makes it cheap to go (1)
- Standard of living lower than US (1) – value for money destination (1)

Credit all valid reasoning along above lines.

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(d) The Jamaican Tourist Board (JTB) is responsible for marketing and promoting Jamaica worldwide. State and explain <u>three</u> ways in which the JTB is likely to fulfil its role to promote and market out of country. [6]

The strategies quoted should be fully appropriate to overseas target markets. Award one mark for the correct identification of each of three valid ways and award a second mark for an appropriate explanatory development of each such as:

- Attending Trade Fairs (1) – e.g. WTM in London has many operators (1)
- Media advertising campaigns (1) – Focus on key segments (1)
  NOTE: DO <u>NOT</u> CREDIT 3 TYPES e.g. Newspaper, TV, Radio etc. – all media
- Website (1) – language options (1) or 24/7 availability (1) etc.
- Having an overseas office or representative (1) – to handle campaigns (1)
- Promotional materials in local languages (1) – major European markets (1)
- Hosting familiarisation trips for key agents (1) – they stimulate demand (1)

Credit all valid reasoning in context.

(e) Jamaica is famous for its 'Reggae' music. Many destinations offer opportunities for visitors to enjoy music, dance or other types of performance in a cultural setting. With reference to <u>one</u> example, assess the appeal of a cultural performance to visiting tourists. [6]

The key is the **assessment** of what the candidate identifies as features of the chosen event. Credit **all** valid comments relating to visiting leisure tourist needs and expectations.

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

Level 1 (1–2 marks) will identify up to two appropriate aspects of the chosen event e.g. transport/access, venue, what takes place etc. providing some detail but will be mainly descriptive
Level 2 (3–4 marks) can be awarded for an analysis of selected event aspects, clearly indicating appeal such as suitability for tourist needs and/or requirements for at least one or two of these.
Level 3 (5–6 marks) can be awarded for evaluative comment about each aspect and this will probably be related to the event's meeting of visitor needs. The better answers will have a reasoned conclusion.

Example: Rio de Janeiro Carnival
Rio Carnival appeals to visitors because it is the biggest street party in the world (L1), with hundreds of thousands of people pouring into the city each year to take part in the festival. During the last 4 days and nights prior to Ash Wednesday, most of the city closes down for wild and euphoric celebrations. The streets come alive with colourful feathers, sequins and silk as far as the eye can see and samba drums beat out an infectious rhythm (L1). The entertainment continues well into the night with carnival balls each evening, as well as free street parties and parades all over the city (L2). However, the major highlight of carnival is the spectacular Sambadrome parade, where samba schools battle it out to win the hearts and minds of carnival goers, with glittery costumes, fabulous floats and elaborate dance routines. Parades in the Sambadrome run from Friday to Tuesday nights but the most spectacular are on the Sunday and Monday evenings (L3).

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

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

- No. of African destinations = **26**
- No. of seats = **12 200**
- No. of Dubai-Lagos flights = **4**

(b) Emirates is a scheduled airline offering passengers different classes of travel. Describe <u>two</u> features of business class travel on a scheduled airline such as Emirates. [4]

Accept **features of the cabin**, **ground service** and **ticketing**. Award one mark for the correct identification of each of two valid features of business class air travel and award a second mark for an appropriate descriptive amplification of each.

Correct responses will include:

- Limo transfers (1) – private transport to and from airport (1)
- Separate check-in (1) – to avoid queues (1)
- Lounge access (1) – with comfortable work area (1)
- Business cabin (1) – designed with more space and privacy (1)
- Business class services (1) – higher crew ratio (1), meal choice (1) etc.

Credit all valid responses.

(c) Explain <u>three</u> advantages to passengers of making their international journeys via a hub airport such as Dubai. [6]

Awarded one mark for the identification of each of three valid advantages with a second mark to be awarded for an appropriate explanatory development. Valid responses include:

- Stopover in hub (1) – make it a twin centre trip (1)
- Cost (1) – may be a cheaper option (1)
- Convenient access (1) - services to a hub operate regional departures (1)
- Opportunity to break long haul journey (1) – walk around, duty free etc. (1)
- Duty Free (Dubai) (1) – largest Duty Free (1)

Credit all valid reasoning.

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(d) Airline cabin crew are responsible for delivering front line customer service. State <u>three</u> different types of training usually given to travel and tourism front line staff and in <u>each</u> case explain how customers are likely to benefit as a result. [6]

Award one mark for the identification of each of three valid types of training and award a second mark for an appropriate benefit in each case.

We may credit any of the following:

- First aid (1) – attend customer if taken ill (1)
- Food hygiene (1) – maintain kitchen and meals without contamination (1)
- H&S (1) – a risk-free environment (1)
- Silver service (1) – serve meals and drinks in appropriate manner (1)
- Spoken English (1) – better understanding (1) international language for business communication (1)
- ICT (1) – respond immediately to customer requests (1) operate organisation systems (1)
- Childcare (1) entertain children (1)

Credit all valid illustrations including literacy and numeracy

(e) Many travel agencies now offer a range of cheap flights. Discuss the ways in which cheap flights are likely to be promoted to customers by a travel agency. [6]

Correct methods include:

- Internet site
- Email alerts and texts
- Social media
- Press adverts
- Window displays
- Personal selling
- Direct mail etc.

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

Level 1 (1–2 marks) will identify up to two appropriate ways, providing some detail but will be mainly descriptive.
Level 2 (3–4 marks) can be awarded for an analysis of the ways, clearly indicating how the customer and/or organisation benefits as a result.
Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of particular ways. The better answers will have a reasoned conclusion.

Example

Most travel agents have a website and current offers are displayed for all to see (L1). This allows potential clients to surf the net at their convenience and submit their requests by email or automated booking procedure (L2). Once on the database, further offers can be sent as alerts (L1) either email or text. This is a very cost-effective way for the company to contact potential customers (L2). However, for high street shops, the window displays can attract impulse shoppers by means of vivid adverts and many people still value face to face contact. On the other hand, younger consumers will follow social media and so this would be the most appropriate distribution channel for the company to use. (L3)

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4 (a) State <u>three</u> types of special interest tourist likely to visit Monument Valley. [3]

Award one mark for the identification of each of three from:

- Cultural/historian
- Educational
- Ecotourist
- Adventure/hiker/backpacker
- Sport
- Film
- Any other valid response

(b) Monument Valley is a semi-arid environment with very hot summer temperatures. With reference to Fig. 4 (Insert), identify and explain the <u>two</u> ways in which tour vehicles are suitable for this climate. [4]

This is specific to the tow vehicle shown in Fig. 4, and there are **<u>only</u>** two options. Award one mark for the identification of each way and a second mark for an appropriate explanatory comment:

- Open air vehicles (i.e. open sided) (1) – to keep passengers cool in desert heat (1)
- equipped with large transparent flaps (1) – to keep out rain/dust (1)

(c) Using information from Fig. 4 (Insert), identify and explain <u>two</u> ways in which Goulding's Tours has a positive socio-cultural impact on the destination. [6]

Fig. 4 information is limited to:

- Mission to enlighten and entertain – this is really EDUCATION of the public.
- Employing Navajo guides gives EMPLOYMENT to the host population.

Thus, we are to award one mark for the valid identification of each of two ways and then award a second and third mark for appropriate explanatory development of the positive socio-cultural impacts. For example:

- Education (1) **raises awareness** of the Navajo and their lives (1) helping to **preserve** their culture (1)
- Employment (1) strengthens Navajo **cultural identity** (1) and raises their **income/standard of living** (1)

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(d) Many destinations have natural landscape features that have become tourist attractions. Describe <u>three</u> ways in which such locations have been made accessible to visitors. [6]

Award one mark for the identification of each of three appropriate methods and then award a second mark for amplificatory comment about each in relation to access at a natural landscape site.

Valid responses will include:

- Building road and car park (1) in close proximity (1)
- Signage on main roads (1) to indicate route to follow (1)
- On-site signposting (1) and map of site for visitor orientation (1)
- Create path to site (1) location of best view e.g. viewpoint (1)
- Create flat surface (1) easy for special needs and buggies (1)
- Helipad (1) safe landing of sightseeing helicopter (1)
- Fencing (1) emphasises route to follow (1)

Accept any other reasonable answer.

(e) Discuss the range of shopping facilities available to tourists in <u>one</u> destination of your choice. [6]

We should expect to see comments about:

- City centre stores
- Shopping malls
- Traditional markets, like souks and bazaars
- Airport duty free
- Souvenir shops/stalls
- Attraction gift shops

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

Level 1 (1–2 marks) will identify up to two appropriate types, providing some detail but will be mainly descriptive
Level 2 (3–4 marks) can be awarded for an analysis of facilities, clearly indicating how they appeal to and attract groups of tourists
Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of particular shopping facilities. The better answers will have a reasoned conclusion.

Example
Shopping in Dubai primarily revolves around malls (L1). Apart from never seen before bargains, they provide entertainment and events for the tourists (L2). Dubai now equals London as the most popular retail city in the world. Annual shopping festivals – Dubai Shopping Festival (DSF) and Dubai Summer Surprises (DSS) has helped increase retail spending and have provided stimulus to Dubai's retail sector. The city has traditional souks (L1) for gold and for spices and as they are located by the Creek they have become visitor attractions in their own right (L2). The city has a full range of shops, from small souvenir shops to one of the world's largest malls and fully deserves the title of the retail capital of the Middle East (L3).

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