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Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM **0471/11**

Paper 1 Core Module **May/June 2017**

MARK SCHEME

Maximum Mark: 100

Published

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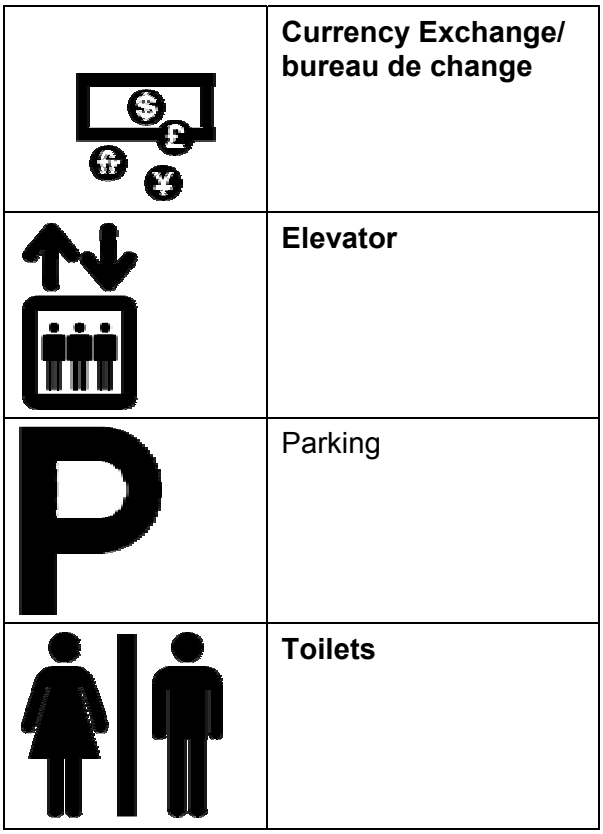
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Question	Answer	Marks
1(a)	**Identify the following:** Award one mark for each correct identification **The number of airlines that use Schiphol Airport** = 103 **The Schiphol airport code** = AMS	**2**
1(b)	**Define the following terms:** Award one mark for the correct identification of a characteristic of the term and award a second mark for an appropriate development of the characteristic or identification of an additional characteristic of the term. **Scheduled flights** Flights that operate to a timetable [1] fly regardless [1] timetable is adjusted according to season [1] not part of a package [1] **Hub airport** Airport used as a transfer point [1] change flights [1]	**4**
1(c)	**Explain <u>two</u> benefits to airports of winning awards.** Award one mark for the correct identification of a benefit and award a second mark for appropriate explanatory development of the benefit in context • Increased customer satisfaction [1] more passengers [1] • Attracts more airlines [1] more success [1] • Attracts more ancillary service to rent out airport space [1] increasing facilities to passengers and customer satisfaction [1] Responses need to be set in the context of **airports** to achieve the full 2 marks per benefit *Credit all valid responses in context*	**4**
1(d)	**State <u>three</u> processes passengers are <u>required</u> to take after departing an aircraft.** Award one mark for each correct identification • Reclaim baggage • Clear customs • Fill out landing cards • Immigration • Pay visa	**3**

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Question	Answer	Marks
1(e)	**Explain <u>three</u> reasons why tourists may prefer to book a flight directly with an airline rather than through a travel agent.** Award one mark for the correct identification of a preference and award a second mark for appropriate explanatory development of the preference • Cheaper ticket price [1] avoid travel agent fees [1] • Special requirement organised at point of booking [1] direct communication [1] • Use discounts [1] discounts may apply only to airlines [1] loyalty cards [1] air miles [1] *Credit all valid responses in context*	**6**
1(f)	**Discuss the reasons why many airlines have had to increase their prices in recent years** Indicative content: • Increased environmental taxes • Increase in fuel costs • Additional service (security) costs are passed on to customers • Increased landing fees • Inflation *Credit all valid responses in context* **Level 1 (1–2 marks)** will **identify** up to two valid reasons, providing some detail but will be mainly descriptive **Level 2 (3–4 marks)** can be awarded for an **analysis** of the reasons, clearly indicating how these have caused an increase in price **Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the significance/importance of particular reasons. Better answers will have a reasoned **conclusion** The increasing costs of aviation fuel have led to airlines increasing their prices [L1]. The cost of the fuel has been passed on to the passenger through an increase in ticket prices, airlines have to ensure that all costs are covered to continue operating [L2]. In addition many governments added environmental taxes to air travel [L1] this tax has to be collected by the airline and passed onto the government, this is collected within the ticket price hence the increase in ticket price [L2]. The greatest increase in price has come from additional taxes such as the environmental tax [L3]	**6**

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Question	Answer	Marks
2(a)	**State the meaning of each of these signs:** Award one mark for each correct identification  **Award only these responses**	**4**
2(b)	**Suggest <u>three</u> different types of travel and tourism organisations that are likely to use international signs.** Award one mark for each correct identification • Tourist attractions [1] • Hotels/other accommodation providers [1] • Transport provides – coach/bus station, airport, seaport [1] • Catering outlets [1] • Entertainment venues [1] *Credit all valid responses in context.*	**3**

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Question	Answer	Marks
2(c)(i)	**Name <u>two</u> types of consumer protection that tourism organisations offer to their customers** Award one mark for each correct identification • EU package travel regulations • Bonding • ATOL/ABTA/USTOA • Licensing • Complying with countries consumer protection laws Credit all valid responses in context.	**2**
2(c)(ii)	**Explain <u>two</u> reasons why tourism organisations offer consumer protection to their customers** Award one mark for the correct identification of a reason and award a second mark for appropriate explanatory development of the reason in context • Customers are guaranteed their holiday, their cash or safe passage home [1] in case of incident/tour operator no longer operating [1] • Financial protection [1] payments [1] • Complying with countries consumer protection laws [1] e.g. EU package travel regulations [1]	**4**
2(d)	**Explain the benefit to customers of travel agents offering the following services:** Award one mark for the correct identification of a benefit and award a second mark for appropriate explanatory development of the benefit **Travel insurance** – convenience [1] book with trusted company [1] promotional deals when booking [1] **Car rental** – convenience [1] book with trusted company [1] ready/available when arrive [1] no language barriers when booking [1] use home currency [1] budget prior to travel [1] **Booking Excursions** – convenience [1] cheaper [1] reliability [1]	**6**

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Question	Answer	Marks
2(e)	**Assess the benefits to tourists of graded accommodation schemes.** Indicative content: • Set standards • Search according to grading • Assurance Credit all valid responses in context **Level 1 (1–2 marks)** will **identify** up to two valid benefits, providing some detail but will be mainly descriptive **Level 2 (3–4 marks)** can be awarded for an **analysis** of the benefits, clearly indicating how the school groups would benefit **Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the significance/importance of particular benefit. Better answers will have a reasoned **conclusion** Grading schemes are nationally recognised standards that let the tourists know what to expect from the accommodation [L1] offering the tourist some confidence when booking [L2] this might be particularly important when booking remotely perhaps through the internet or booking in another country where you are not sure of what quality/standards to expect [L3]	**6**

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Question	Answer	Marks
3(a)	**State <u>three</u> negative environmental impacts associated with water based wildlife tours, as seen in Fig. 3 (Insert).** Award one mark for each correct identification – must be in context of water based and wildlife tours • Disturb wildlife • Disturb breeding patterns • Water pollution/air/noise Credit all valid responses in context	**3**
3(b)	**Explain <u>two</u> reasons for the appeal of a whale watching tour to tourists.** Award one mark for the correct identification of an appeal and award a second mark for appropriate explanatory development of the appeal • Up close to the wildlife in the wild [1] view hard to see wildlife [1] • Good viewing platforms [1] good photographs [1] • Commentary during the tours/educational [1] learn more [1] • View wildlife not available at home [1] once in a lifetime [1] Credit all valid responses in context	**4**
3(c)	**Explain <u>three</u> ways that tourism can be used to conserve local wildlife.** Award one mark for the correct identification of a way and award a second mark for appropriate explanatory development of the way. • Funding/supporting breeding schemes [1] conserve breed [1] • Education of visitors [1] changing attitudes and behaviours [1] • Spending gate fees on conservation [1] funding conservation projects [1] • Maintaining/monitoring habitats [1] protection schemes [1] National parks [1] Game reserve [1] • Ecotourism [1] tourist minimise environmental impact/contribute towards protection [1]	**6**

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<table>
<tr><th>Question</th><th>Answer</th><th>Marks</th></tr>
<tr><td>3(d)</td><td>State <u>three</u> ways a tourist could book a wildlife tour. Outline <u>one</u> benefit of <u>each</u> booking method for the tourists.

Award one mark per subsection, with a max of two per row.

<table>
<tr><th>Booking Method</th><th>Benefit to tourist</th></tr>
<tr><td>tour rep at hotel or at their local office [1]</td><td>trusted company [1]</td></tr>
<tr><td>local independent company [1]</td><td>may use local guides [1]
sustainable tourism [1]</td></tr>
<tr><td>Internet booking [1]</td><td>maybe cheaper [1]
book last minute [1]</td></tr>
</table>

Credit all valid responses in context</td><td>6</td></tr>
<tr><td>3(e)</td><td>Discuss how destinations can manage their carrying capacity.

Indicative content:
• Scale down or withdraw promotion & marketing – limit demand
• Open new attractions/destinations – to take pressure off other areas
• Install physical barriers
• Restrict access/flights/visas
• Increase prices
• Limit demand

Accept all reasonable visitor management strategies if in context

Level 1 (1–2 marks) will identify up to two valid ways providing some detail within the context but will be mainly descriptive

Level 2 (3–4 marks) can be awarded for an analysis clearly indicating how the ways help to manage the carrying capacity

Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of the way. Better answers will have a reasoned conclusion.

Credit all valid responses in context

Destinations can limit their marketing/promotional activity [L1] appealing to less tourists and therefore limiting further demand and tourist numbers [L2]. Reduced tourists numbers will allow the destination to effectively manage the carrying capacity issues that they face due to less overcrowding, therefore securing the future of the destination and the future appeal of the destination [L3]. However, it will mean that they see a reduction in tourist numbers and tourist spending [L3]. Destinations can also build or scale up promotion of other attractions [L1] so that tourists are diverted to other areas, reducing the pressure/impacts on the honey pot sites [L2]. This, as a method, has the benefit of the destination still benefiting from the tourist numbers and spending whilst managing/spreading out tourist numbers throughout the destination [L3].</td><td>6</td></tr>
</table>

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Question	Answer	Marks
4(a)	**Identify the following:** Award one mark for each correct identification • **The percentage increase in nights spent in Wales by domestic visitors** = 17% • **The percentage occupancy in self-catering units** = 46% Accept only these responses	**2**
4(b)	**State <u>three</u> types of self-catering accommodation** • Camping • Hostel • Caravan • Cottage • Villa *Credit all valid responses in context*	**3**
4(c)	**Explain the importance of occupancy rates to National Tourist Boards.** Award one mark for the correct identification of the importance and award a second, third and fourth mark for appropriate explanatory development of the importance in context **Note:** *Occupancy rates are the percentage of rooms occupied as a proportion of total rooms available –* ***award 1 mark for clear understanding/definition*** • Create National Occupancy Surveys [1] destination analysis [1] • Comparisons with other countries [1] plan accordingly [1] • Plan national strategies [1] improve industry [1] *Credit all valid responses in context*	**4**
4(d)	**Explain <u>two</u> ways that destinations may benefit from the multiplier effect.** Award one mark for the correct identification of a way and award a second mark for appropriate explanatory development of the way • Increased value of tourist spend [1] tourist spend is re-spent [1] • Creation of more jobs [1] further spending [1] • Stimulate further economic development [1] attract other businesses [1] • Attract further investments [1] generating further development [1] continuing the multiplier effect further [1] *Credit all valid responses in context*	**4**

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<table>
<tr><th>Question</th><th>Answer</th><th>Marks</th></tr>
<tr><td>4(e)</td><td>State <u>three</u> items of information found in a travel guide book. For <u>each</u> suggest <u>one</u> benefit to the tourist.

Award one mark per subsection, with a max of two per row.

<table>
<tr><th>Information</th><th>Benefit to tourist</th></tr>
<tr><td>Climate info [1]</td><td>plan activities [1] pack suitable clothing [1]</td></tr>
<tr><td>Map [1]</td><td>plan out journey [1] location of main sights/attractions [1]</td></tr>
<tr><td>History of the area [1]</td><td>better understanding [1]</td></tr>
<tr><td>Advice on behaviour [1]</td><td>responsible tourism [1] minimise social impact [1]</td></tr>
</table>

Credit all valid responses in context</td><td>6</td></tr>
<tr><td>4(f)</td><td>Discuss the ways that visitor attractions may help to preserve the local culture.

Indicative content:
• events/festivals
• education programs
• exhibitions
• arts and crafts for sale/on display

Credit all valid responses in context

Level 1 (1–2 marks) will identify up to two valid ways providing some detail within the context but will be mainly descriptive

Level 2 (3–4 marks) can be awarded for an analysis clearly indicating how the ways help to preserve the local culture

Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of the way to preserve the local culture. Better answers will have a reasoned conclusion.

Attractions can hold events and exhibitions on the local culture [L1] so that tourists become aware and understand the culture [L2]. For attractions that are funded by the government they are required to have the aim of preserving the culture, everything that they do must be focused on preserving the local culture [L3].</td><td>6</td></tr>
</table>