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**Cambridge International Examinations**
Cambridge International General Certificate of Secondary Education

**TRAVEL AND TOURISM** **0471/12**

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

MARK SCHEME

Maximum Mark: 100

**Published**

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| Question | Answer | Mark |
|---|---|---|
| 1(a) | **State the following geographical characteristics of Zambia:**<br><br>Award one mark for each correct identification<br><br>• **whether Zambia is located to the north or south of the Equator** = South<br>• **the term that best describes the climate of Zambia** = tropical<br>• **the continent that Zambia is located in** = Africa<br><br>**Award only these responses** | **3** |
| 1(b) | **Identify the following:**<br><br>Award one mark for each correct identification<br><br>• **the only lake situated solely in Zambia** = lake Bangweulu<br>• **the name of the river running through Zambia** = Zambezi<br>• **the country situated on the western border of Zambia** = Angola<br>• **the capital of Zambia** = Lusaka<br><br>**Award only these responses** | **4** |
| 1(c) | **Explain <u>three</u> reasons for the appeal of Zambia to international tourists.**<br><br>Award one mark for the correct identification of an appeal and award a second mark for an appropriate explanatory development of the appeal in context<br><br>• Climate [1] enjoy warmer weather [1]<br>• Victoria falls [1] view world's largest waterfall [1]<br>• National parks [1] view wildlife [1]<br>• Safaris [1] big 5 [1]<br>• Wildlife [1] close to large game [1]<br>• Multi-centre trip [1] kaza-univisa reducing costs/time[1]<br>• Kariba Lake/Dam [1] sights can't see at home [1]<br>• Access to Zambia/Zimbabwe<br><br>Responses need to be set in the context of international tourists to achieve the full 2 marks per appeal<br><br>Credit all valid responses in context | **6** |

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| Question | Answer | Mark |
|---|---|---|
| 1(d) | **The Zambian Government has taken a number of strategies to encourage tourism growth.**<br><br>**Explain the likely benefit to the tourist of the following strategies taken by the Zambian government.**<br><br>Award one mark for the correct identification of a benefit and award a second mark for an explanatory development of the benefit<br><br>**KAZA univisa**<br>• Reduce visa costs/time [1] can easily move around [1] multi centre [1]<br><br>**infrastructure development on roads**<br>• Easier to move around [1] view more [1]<br>• Easier to drive [1] comfort/smoother [1]<br>• Reduce congestion [1] faster travel [1]<br><br>**online visa application**<br>• Convenient [1] no need to travel to embassy in home country [1]<br>• Easier [1] on computer [1] internet 24/7 [1] | **6** |
| 1(e) | **Assess the problems caused when destinations become dependent on tourist.**<br><br>• Underdevelopment in other areas of the economy e.g. education<br>• Tourism is very vulnerable to economic, social and political changes<br>• Skills shortages<br>• Leakage<br>• Increased risk of recession/economic downturn<br>• Overcrowding<br>• Increased environmental impacts<br>• Seasonal economy<br><br>Credit all valid responses in context<br><br>**Level 1 (1–2 marks)** will **identify** up to two problems, providing some detail but will be mainly descriptive<br><br>**Level 2 (3–4 marks)** can be awarded for an **analysis** of the problems<br><br>**Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the significance/importance of the particular problem. Better answers will have a reasoned **conclusion**<br><br>The Caribbean is the most tourism-dependent region in the world, on some of the islands, more than half of the work force is employed by the industry [L1]. This can result in traditional skills being lost e.g. fishing [L2] resulting in negative social impacts [L2]. Tourism is vulnerable to global economic and social changes [L1] if skills are lost the people and economy of the country will struggle in the event of a loss or reduction of tourism [L2] this is turn can cause economic recession and social deprecation amongst the host population [L3] . | **6** |

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| Question | Answer | Mark |
|---|---|---|
| 2(a) | **State <u>three</u> characteristics of business tourists.**<br><br>Award one mark for each correct identification<br><br>• Less concerned about price<br>• Do not choose when to travel<br>• Spend more<br>• Booked by company/business<br>• Expect high quality<br>• Short stay<br><br>Credit all valid responses in context relating to characteristics and NOT needs such as Wi-Fi, meeting rooms, etc. | **3** |
| 2(b) | **M.I.C.E. is an important component of business tourism.**<br><br>**State what is meant by M.I.C.E.**<br><br>Award one mark for each correct identification<br>• Meetings<br>• incentives<br>• Conferences<br>• Exhibitions<br><br>**Award only these responses** | **4** |
| 2(c) | **Explain <u>three</u> benefits to business tourists of booking with specialist business travel agencies.**<br><br>Award one mark for the correct identification of a benefit and award a second mark for appropriate explanatory development of the benefit in context<br><br>Credit all valid responses in context<br>• Reduced workload [1] limited time to research and do booking [1]<br>• Specialist knowledge [1] discounts [1] know needs and wants of business tourists [1]<br>• Experienced [1] best contacts/venues [1]<br>• Dedicated agent [1] know personal preferences [1] | **6** |

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| Question | Answer | Mark |
|---|---|---|
| 2(d) | **Describe <u>three</u> ways that hotels may provide for business tourists <u>during breakfast service</u>.**<br><br>Award one mark for the correct identification of a way and award a second mark for descriptive comment of the way in context of a business tourist.<br>• Newspaper [1] business news [1]<br>• Prompt service [1] attend meetings [1]<br>• Early service to room [1] early departure/check out [1]<br>• Self-service [1] quicker – attend meetings [1]<br>• Healthy options [1] regular stays away [1]<br>• Breakfast in room [1] leave early for meetings/travel [1]<br>• Room service [1] working [1]<br>• Breakfast meetings/designated area [1] special arrangements [1]<br><br>Responses need to be set in the context of business tourists/tourism to achieve the full 2 marks per way | **6** |
| 2(e) | **Business tourists normally don't have the time to visit tourist attractions when travelling.**<br><br>**<u>Other</u> than visiting attractions, discuss the activities that business tourists may take part in which will benefit the local economy.**<br><br>• Shopping<br>• Hiring meeting venues<br>• Eating out/restaurants<br>• Use local transport<br><br>Do not allow repetition of MICE.<br>Note: Accommodation as it is not an activity.<br>Credit all valid responses in the context of the local tourism economy<br><br>**Level 1 (1–2 marks)** will **identify** up to two valid activities, providing some detail but will be mainly descriptive<br><br>**Level 2 (3–4 marks)** can be awarded for an **analysis** of the activities, clearly indicating how the local economy would benefit<br><br>**Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the significance/importance of particular activities. Better answers will have a reasoned **conclusion**<br><br>Business tourists can entertain their clients at local restaurants [L1] therefore local eating establishments will gain the tourist spend rather then it staying in the hotel [L2] this will help to spread the economic benefit and may reduce leakage if the hotel is a foreign brand or owned by foreign investors [L3]. | **6** |

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| Question | Answer | Mark |
|---|---|---|
| 3(a) | **Identify from Photograph A (Insert) <u>three</u> ways the railway station provides for passengers with special needs.**<br><br>Award one mark for each correct identification<br>• Clear/large signs<br>• Disabled ticket barrier<br>• Flat floor<br>• Staff ready to help<br>• Display screens<br><br>Only award responses that are evident in Fig 2 (Insert) | **3** |
| 3(b) | **State <u>four</u> ways that travellers can check on departure and arrival times when at railway stations.**<br><br>Award one mark for each correct identification<br>• Text alerts<br>• Information board<br>• Email alerts to phone/tablet<br>• Ask staff<br>• Information desk/ticket counter<br>• Website/online<br>• Timetables/Leaflets<br>• Loudspeaker announcements<br><br>Credit all valid responses in context | **4** |
| 3(c) | **Explain why the following skills are important for staff at major railway stations***:*<br><br>Award one mark for the correct identification of a factor and award a second mark for a correct explanation of the factor to the passenger<br><br>**clear speech**<br>• Easily understood [1] maybe limited English speakers [1]<br>• Noisy environment [1] train announcements [1]<br><br>**numeracy skills**<br>• Calculate dates/times [1] time till departure [1]<br>• Calculate number of tickets [1] group travel [1]<br>• Give change [1] may handle multiple currencies [1]<br><br>**product knowledge**<br>• Advise travellers [1] get correct train/platform/time [1]<br>• Guidance on services [1] increase customer experience/satisfaction [1] | **6** |

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| Question | Answer | Mark |
|---|---|---|
| 3(d) | **Explain why railways stations offer the following ancillary services for the customer:**<br><br>Award one mark for the correct identification of a way and award a second mark for appropriate explanatory development of the way in context<br><br>**Café:**<br>Refreshments before travel [1] more pleasurable journey [1]/wait for connecting trains [1]/wait in comfort to collect arriving passengers [1]<br><br>**Shops:**<br>Last minute purchase [1] souvenirs [1]<br><br>**Bureau de Change:**<br>Convenience [1] passengers arrive from/departing to other countries [1]<br><br>Credit all valid responses in context | **6** |
| 3(e) | **Many transport networks sell travel passes that allow tourists to travel on a variety of networks and transport types within one destination for a set period of time.**<br><br>**Discuss the appeal to international tourists of purchasing travel passes.**<br><br>• Convenience – one ticket<br>• Move around whole destination<br>• Can be cheaper<br>• Less communication at ticket offices (language barriers)<br><br>Credit all valid responses in context.<br><br>**Level 1 (1–2 marks)** will **identify** up to two ways that travel passes appeal to international tourists, providing some detail within the context but will be mainly descriptive<br><br>**Level 2 (3–4 marks)** can be awarded for an **analysis** clearly indicating how the travel pass helps the international tourist<br><br>**Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the significance/importance of the appeal of the travel pass for international tourists. Better answers will have a reasoned **conclusion**.<br><br>Travel passes appeal to international tourists as they can move around the destination using different forms of transport without having to purchase multiple tickets from different providers [L1] this can be a benefit to international tourists as there is less stress and fewer difficulties communicating in different languages at ticket offices [L2]. Travel passes also appeal to international tourists as they can move around the whole area [L1] underground networks can be central only and to move outside the central area they will need to use a bus [L2]. Overall the travel passes offer international tourists convenience. [L3] | **6** |

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| Question | Answer | Mark |
|---|---|---|
| 4(a) | **Identify the following:**<br><br>Award one mark for each correct identification<br>• **the expected percentage growth of the European outbound travel market** = 2.3<br>• **the number of countries that Company X operates in** = 15<br>• **the number of customers Company X has** = 22 million<br><br>Accept only these responses | **3** |
| 4(b) | **Define the following terms:**<br><br>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.<br><br>**vertically integrated tour operator**<br>• tour operator that operates at different levels of the distribution chain [1] they have Greater control [1] increased sales and market share [1] price and cost advantages [1]<br><br>**principals**<br>• providers of tourism raw materials [1] airlines [1] | **4** |
| 4(c) | **Some Company X staff deal directly with customers.**<br><br>**Describe <u>three</u> procedures that staff may follow when dealing with customer enquires**<br><br>Award one mark for the correct identification of a procedure and award a second mark for a correct description of the procedure<br><br>• Ask questions [1] so that they can recommend relevant products [1]<br>• Listen carefully [1] understand the enquiry fully [1]<br>• Record details accurately [1] deliver accurate products/service [1]<br>• Polite and courteous [1] good customer service [1]<br>• Welcoming [1] good impression [1] be helpful [1]<br>• Open body language/posture [1]<br><br>Be aware of repetition. | **6** |

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| Question | Answer | Mark |
|---|---|---|
| 4(d) | **Explain <u>three</u> ways that tour operators can manage the seasonality of their sales.**<br><br>Award one mark for the correct identification of a way and award a second mark for appropriate explanatory development of the way<br><br>• Price [1] stimulate sales [1]<br>• Special offers [1] increase demand [1]<br>• Different products/market segments [1] ski holidays/winter sun etc. [1]<br>• Advertise [1] sales in peak/stimulate demand in low [1]<br><br>Do not award repetition of special offers<br><br>Credit all valid responses in context | **6** |
| 4(e) | **Discuss the benefit to tour operators of selling their products through their own chain of travel agents.**<br><br>• Maintain control<br>• Receive more revenue/higher profit margin<br><br>Credit all valid responses in context<br><br>**Level 1 (1–2 marks)** will **identify** up to two valid benefits providing some detail within the context but will be mainly descriptive<br><br>**Level 2 (3–4 marks)** can be awarded for an **analysis** clearly indicating how the benefit helps the tour operator<br><br>**Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the significance/importance of the benefit. Better answers will have a reasoned **conclusion**.<br><br>Tour operators that have their own chain of travel agents maintain an element of control over the sale of their products [L1]. They can ensure that they are sold to the customer with the level of customer service that is representative of the product [L2] which will allow continuation of the brand identity [L3]. One of the biggest advantages is that the tour operator will keep all the money from the sale [L1] not having to share it with the travel agent and therefore losing a portion of the revenue [L2]. This will help the tour operator to remain successful [L3]. | **6** |