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Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

TRAVEL & TOURISM **0471/11**

Paper 1 Core Module **May/June 2019**

MARK SCHEME

Maximum Mark: 100

Published

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 International will not enter into discussions about these mark schemes.

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Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

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Question	Answer	Mark
1(a)	**State <u>three</u> seas or oceans that surround Africa.** Award one mark for each correct identification. Mediterranean Sea Indian Ocean Atlantic Ocean Red Sea Arabian Sea Award these responses only.	**3**
1(b)	**Complete the table to show the type of tourism impact for each of the following:** Award one mark for each correct identification. An increase in education and training – **social and cultural** Seasonal employment – **economic** Revival of traditional arts and crafts – **social and cultural** Traffic congestion – **environmental** Award these responses only.	**4**
1(c)	**Explain <u>one</u> way <u>each</u> of the following tourism impacts in Cape Verde could be managed:** Award one mark for the correct identification of a way and award a second mark for explanatory comment of the way in context. **litter on the beaches** Educate tourists [1] sign/leaflets [1] More/bins [1] encourage responsible behaviour [1] Fine litter dropping [1] deterrent [1] **increased waste going to landfill** Encourage recycling [1] separate litter bins [1] Reduce waste generation in hotels [1] educate hoteliers [1] **damage to protected beach environments** Educate tourists [1] sign/leaflets [1] Fence off protected areas [1] prevent damage/restrict access [1] Laws/fines [1] encourage correct behaviour [1] Restrict access [1] carrying capacity [1] Credit all valid responses in context.	**6**

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Question	Answer	Mark
1(d)	**Explain <u>two</u> ways that governments can support the growth of a tourist destination.** Award one mark for the correct identification of a way and award a second and third mark for explanatory comment of the way in context. Fund NTOs [1] pursue national tourism policies [1] responsibility for marketing and promoting the destination [1] Create a national tourism policy/plan [1] set aims and objectives [1] coordinated approach [1] target areas for development/funding [1] Relax visa rules [1] easier/more accessible for more countries [1] therefore widening the market [1] Invest in infrastructure [1] stimulate growth/increase tourist satisfaction [1] and therefore increase returns [1] Host events [1] encourage tourists [1] repeat visitors [1] Invest in national airlines [1] increase routes/access [1] more tourists [1] Credit all valid responses in context	**6**
1(e)	**Discuss the negative impacts of foreign investment when developing a tourism industry.** Indicative content: Leakage/reduction in multiplier benefits Loss of control Workers imported/less chances for locals Risk of withdrawal Credit all valid responses in context. **Level 1 (1–2 marks)** will **identify** up to two valid impacts providing some detail within the context but will be mainly descriptive. **Level 2 (3–4 marks)** can be awarded for **explanation** of how the impacts affect the development of a tourism industry. **Level 3 (5–6 marks)** can be awarded for **discussion** of the significance/importance of the impacts. Better answers may have a reasoned conclusion. Foreign investment can provide valuable capital that the destination may not be able to provide, especially if they are an LEDC. However, it comes with significant risks, such as leakage [L1] profits made from the tourism organisations will be taken back to the investors' home country reducing the economic benefits [L2]. The loss of money from the economy limits the multiplier effects within the country as the money no longer circulates in the economy [L3]. The destinations' tourism infrastructure can also be vulnerable as the investors could withdraw from the country at any point [L1]. This would result in a loss of tourism organisations reducing the provision available to tourists [L2]. If the country is an LEDC there may be no local investors able to step in, resulting in a possible loss of appeal in the destination [L3]. Ultimately many destinations have no choice but to seek foreign investment, however this does reduce tourism economic benefits and makes the destination economically vulnerable [L3].	**6**

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Question	Answer	Mark
2(a)	**Identify <u>four</u> services provided for tourists at the ferry terminal shown in Fig. 2.1.** Award one mark for each correct identification. Left luggage Seating area Luggage trolleys Tourist information/brochures and leaflets Telephones Shop Cloakroom Information screens Coffee shop Ticket services Award only responses that can be seen in the photograph.	**4**
2(b)	**Explain <u>one</u> benefit to the following tourists of travelling by ferry rather than by road or by air:** Award one mark for the correct identification of a benefit and award a second mark for appropriate explanatory development of the benefit in context. **families** Freedom to move [1] keep children entertained [1] Entertainment on board [1] children's clubs etc. [1] Can carry more luggage/less luggage restrictions [1] buggies/toys [1] **groups** Cheaper group travel [1] affordable trip [1] Take coach on board [1] onward travel [1] **independent travellers** Can be cheaper [1] budget conscious/no aviation fuel tax [1] Travel is part of the holiday [1] more relaxing/less time pressured [1] Quicker check-in time [1] easier travel [1] Credit all valid responses in context.	**6**

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Question	Answer	Mark
2(c)	**State <u>three</u> different types of water-based transport, other than ferries, used by tourists.** Award one mark for each correct identification. Cruise/ocean liner Water taxi Hovercraft Barge/canal boat Sightseeing boat Submarine Seaplane Yacht/sailing boat Speedboat Canoe Water bus Credit all valid responses in context.	**3**
2(d)	**Describe <u>three</u> ways that ferry companies can meet the needs of passengers with limited mobility.** Award one mark for the correct identification of a way and award a second for descriptive comment of the way in context. Ramped access [1] accessible [1] Lifts on board [1] move between decks/access all services and facilities [1] Assistance provided [1] may need to be booked in advance [1] Designated parking places [1] on car ferries/port [1] Disabled toilets [1] easier/better access/facilities [1] Wheelchairs provided [1] easier access [1] Hand rails [1] support/stability [1] Designated seating [1] comfort [1] Credit all valid responses in context.	**6**

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Question	Answer	Mark
2(e)	**Discuss the reasons why governments might invest in sea transport.** Indicative content: Improve access to other areas/alternative appeal Creation of jobs Environment targets Develop tourism industry – attract cruises Reduce congestion/overcrowding Credit all valid responses in context. **Level 1 (1–2 marks)** will **identify** up to two valid reasons providing some detail within the context but will be mainly descriptive. **Level 2 (3–4 marks)** can be awarded for an **explanation** of why governments might invest in sea transport. **Level 3 (5–6 marks)** can be awarded for **discussion** of the significance/importance of the reason. Better answers may have a reasoned conclusion. Governments may invest in sea transport as an alternative method of transport to provide increased/improved access to an area/destination [L1]. Although this is likely to be a very large expenditure it will benefit the tourism industry and the local population [L2]. It may also be to meet the strategic tourism objectives set by the government/NTOs by improving the appeal of the destination to other sectors of tourism such as cruise tourism [L1]. Cruise tourists are noted to be big spenders when at a destination so attracting cruises can bring significant economic benefits to a destination [L2], resulting in a large return on the investment over time [L3]. Developing and improving sea transport can improve the tourism industry and bring economic benefits to a destination, however it requires large sums of money that not all destinations are able to provide, especially LEDCs, and foreign investment may be sought which brings with it problems of leakage [L3].	**6**

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Question	Answer	Mark
3(a)	**State <u>three</u> examples of technology that tourism staff are likely to use when communicating with customers.** Award one mark for each correct identification. Computerised reservation system/database Email Website/internet Finance/billing systems/program Telephone Tablet/computer Microphone Credit all valid responses in context.	**3**
3(b)	**State <u>four</u> details staff will discuss with customers when booking a hotel room.** Award one mark for each correct identification. Price Special room requirements/type of room Deposits Charges for additional services Payment terms Meals/meal plan/board Access requirements Availability Duration of stay Number of guests Personal details Other facilities/services at the hotel Credit all valid responses in context.	**4**

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Question	Answer	Mark
3(c)	**Describe <u>one</u> action a hotel receptionist is likely to take at <u>each</u> of the following stages of the hotel guest cycle:** Award one mark for the correct identification of an action and award a second mark for descriptive comment of the action in context. **pre-arrival/booking** Explain to guest booking terms and conditions/availability [1] make the sale [1] Record detail on reservation system [1] secure booking/record details [1] **check-in** Welcome the guest [1] professionalism/welcoming/first impressions [1] Create a reservation record [1] name/address/ensure needs are met [1] Ask guest to complete a registration card [1] extra detail e.g. car reg/passport number [1] Take payment [1] credit/debit card or cash/give change [1] Check ID/name against reservation [1] prevent check-in errors [1] Ask for ID/passport [1] scan copy for records [1] **check-out** Charge any extras [1] meals/drinks [1] Provide receipts [1] business tourist/record of charges made [1] Thank guest [1] future sales/professionalism [1] Ask for feedback [1] prevent future problems [1] Credit all valid responses in context.	**6**
3(d)	**Describe <u>three</u> ways tourism organisations can control the personal presentation of their staff.** Award one mark for the correct identification of a way and award a second mark for descriptive comment of the way in context. Provide uniform [1] regulate clothing [1] Mirrors in staff area [1] check appearance before going out front [1] Staff room/changing area [1] hang clothing to prevent creases/keep clean [1] Training [1] policy/guidance [1] Provide laundry services [1] clean uniform at start of shift [1] Uniform policy/dress code [1] spot checks [1] Credit all valid responses in context.	**6**

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Question	Answer	Mark
3(e)	**Assess the importance to tourism organisations of creating a customer care policy.** Indicative content: Provides guidelines for all staff/branches – consistency Improve customer satisfaction rates Used for training Sets out the required standards Credit all valid responses in context. **Level 1 (1–2 marks)** will **identify** up to two valid reasons providing some detail within the context but will be mainly descriptive. **Level 2 (3–4 marks)** can be awarded for an **explanation** of the importance to tourism organisations of creating a customer care policy. **Level 3 (5–6 marks)** can be awarded for **assessment** of the significance/importance. Better answers may have a reasoned conclusion. Tourism organisations create customer care policies so that they can provide guidelines for their staff to work by [L1]. This means that they can have consistency across all staff and branches so customers are treated with the same standards throughout the organisational [L2]. This consistent approach can improve the image and sales of the organisation [L3]. For this consistent approach to be implemented staff need to be trained in the required standards of the organisation, the policy can be used as a training document [L1] educating staff in what is expected of them in detail [L2]. Overall the customer care policy brings many benefits to the organisation such as educating and controlling the service that is delivered, if done correctly this can bring improvements in customer satisfaction and repeat business, therefore improving the success of the organisation [L3].	**6**

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Question	Answer	Mark
4(a)	**State <u>three</u> special interest tourists that are likely to visit Po Lin Monastery.** Religious/pilgrim tourists Cultural tourists Heritage/History tourists Educational tourists Award these responses only.	**3**
4(b)	**Explain <u>one</u> way religious sites, such as the Po Lin Monastery, could minimise <u>each</u> of the following social and cultural impacts:** Award one mark for the correct identification of a way and award a second mark for appropriate explanatory development of the way in context. **crime** CCTV [1] deterrent [1] Security guard [1] monitor [1] **culture clash** Issue guidance for tourist behaviour at site [1] encourage appropriate behaviour [1] Information board [1] shows appropriate behaviour [1] **commodification** Restrict tourist access to ceremonies/rituals [1] privacy/respect for religious acts [1] Credit all valid responses in context.	**6**
4(c)	**Describe <u>three</u> ways tourist attractions can use technology to increase their appeal.** Award one mark for the correct identification of a way and award a second mark for descriptive comment of the way in context. Online booking/payment methods [1] easier for customers/book in advance/guaranteed time [1] Video/film clips [1] show historic footage/more information [1] Interactive media [1] more hands-on/appeal to younger generations [1] Phone app [1] guide around [1] Use of mobility aids e.g. lifts [1] increase access [1] Virtual reality [1] show aspects hard to recreate [1] Lights and sound [1] improve interpretation [1] Headphones/audio guide [1] sounds improve understanding/education [1] Credit all valid responses in context.	**6**

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Question	Answer	Mark
4(d)	**Describe <u>one</u> advantage and <u>one</u> disadvantage of Hong Kong being a stop-over destination.** Award one mark for a correct identification of an advantage/disadvantage and a second mark for descriptive comment in context. **Advantages** Increase tourist numbers [1] and spend [1] Future tourists [1] return for a longer stay [1] More tourism/transport employment [1] turnover quicker e.g. hotel turnover day require more staff [1] **Disadvantages** Overcrowding [1] stop-overs as well as other tourists [1] Increased environmental impacts e.g. air pollution [1] short stays result in more transport journeys [1] Credit all valid responses in context.	**4**
4(e)	**Discuss the benefits to tourism organisations of having QTS status.** Indicative content: Improve standards Recognition Marketing Support guidance given on how to improve **Level 1 (1–2 marks)** will **identify** up to two benefits providing some detail within the context but will be mainly descriptive. **Level 2 (3–4 marks)** can be awarded for an **explanation** of how having QTS status benefits tourism organisations. **Level 3 (5–6 marks)** can be awarded for **discussion** of the significance/importance of the benefit. Better answers may have a reasoned conclusion. Tourism organisations can use the QTS as a way of improving standards [L1] working toward the QTS standards may help, or require them, to improve what they are doing, therefore improving the offering to their customers [L2]. This should make them stand out from competitors and improve their organisation over all [L3]. The QTS status can be used in marketing and promotional materials [L1] which will attract customers to use their services over others [L2] therefore the organisation should become more successful [L2]. Overall although gaining accreditation may require some work and improvement the overall benefits should help the success and future of the organisation [L3].	**6**

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