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Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

TRAVEL & TOURISM **0471/13**

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	Marks
1(a)	**Identify the following:** Award one mark for each correct identification. The capital of India: **New Delhi** The continent that India is in: **Asia** The island to the south of India: **Sri Lanka** The river that runs through India: **Ganges** Award these responses only.	**4**
1(b)	**State <u>three</u> other tourism products that are aimed at budget tourists.** Award one mark for each correct identification. No frills/budget airlines Self-catering accommodation/camping/B&B No frills hotel/room only Free events Credit all valid responses in context.	**3**
1(c)	**Explain <u>three</u> reasons for the appeal of the Indian Railways' tours.** Award one mark for the correct identification of a reason and award a second mark for explanatory comment of the reason in context. All-inclusive [1] no other costs [1] Ease of planning/travel [1] stress free[1] Includes most popular destinations [1] no need to travel further to take in main destinations [1] Budget packages/Low price [1] affordability [1] Trained tour guides [1] quality of care/information/education [1] Credit all valid responses in context.	**6**

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Question	Answer	Marks
1(d)	**Describe <u>three</u> ways Indian Railways' tours may help to preserve the local culture.** Award one mark for the correct identification of a way and award a second mark for descriptive comment of the way in context. Local food and drink only [1] limit imports/support local food industry [1] Educate [1] information on local culture and heritage [1] Sell local souvenirs [1] preservation of arts and crafts [1] Decorate interior of train in cultural arts [1] increased awareness [1] Stop off at local cultural sites [1] more awareness/education of the culture [1] Book cultural shows [1] continue demand/knowledge passed to generations to meet demand [1] Invest in cultural sites [1] good PR/responsible tourism/ethics [1] Credit all valid responses in context.	**6**
1(e)	**Discuss the possible negative social and cultural impacts that may occur when tourists visit holy places.** Indicative content: Commodification Loss of authenticity Culture clash Crime Changing attitudes Demonstration effect Credit all valid responses in context. **Level 1 (1–2 marks)** will **identify** up to two valid social and cultural impacts, providing some detail but will be mainly descriptive. **Level 2 (3–4 marks)** can be awarded for an **explanation** of the social and cultural impacts, clearly indicating how this affects the locals/pilgrims. **Level 3 (5–6 marks)** can be awarded for **discussion** of the significance/importance of a particular social and cultural impacts. Better answers may have a reasoned conclusion. Tourists may not respect the local religious practices and act or dress inappropriately [L1] causing conflict and resentment towards the tourists [L2]. They may no longer want to open the attraction/site for tourists limiting what is available [L3]. There may also be an increase in crime in the area for example pickpocketing which is common when there are large numbers of tourists [L1]. This may increase the costs for the attraction/site/destination as they need to employ security guards [L2]. Overall there are many benefits to tourism but there are also negative impacts that need to be carefully managed in order to prevent resentment and further conflict between the host populations and the tourists [L3].	**6**

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Question	Answer	Marks
2(a)	**State <u>four</u> direct tourism jobs.** Award one mark for each correct identification. Hotel receptionist Tour guide Holiday representative Travel agent Chamber maid Chef/restaurant manager Credit all valid responses in context.	**4**
2(b)	**Explain <u>three</u> skills that are important when dealing with customers.** Award one mark for the correct identification of a skill and award a second mark for explanatory comment of the skill in context. Multiple languages [1] tourists/customers from different countries [1] Numeracy skills [1] cash handling/sales transactions [1] Customer service [1] meeting customers' needs [1] Problem solving skills [1] dealing with complaints [1] IT skills [1] computer reservations/telephone systems [1] Phone skills [1] professional tone/prompt answer/customer service [1] Good communication skills [1] good impression/customer service [1] Good body language [1] welcoming [1] IT Skills [1] operate systems [1] Credit all valid responses in context.	**6**
2(c)	**Explain how the local economy will benefit from increased tourism employment.** Award one mark for the correct identification of a reason and award a second mark and third mark for appropriate explanatory development of the reason in context. Tourism employee is paid a wage [1] which is then spent in the local economy on goods and services [1] supporting other businesses and jobs [1] Multiplier effect [1] local businesses have increased sales from employees having wages to spend [1] businesses then invest profit within the local or national economy [1] Credit all valid responses in context.	**3**

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Question	Answer	Marks
2(d)	**Explain <u>three</u> likely positive social and cultural impacts associated with tourism employment.** Award one mark for the correct identification of an impact and award a second mark for appropriate explanatory development of the impact in context. Preservation of arts and crafts [1] job displaying/creating [1] Civic/cultural pride [1] national heritage appreciated/preserved [1] International understanding tolerance [1] interact with more tourists/cultures [1] Increase global awareness [1] better understanding and interactions [1] Education/training [1] increased skills and knowledge [1] Credit all valid responses in context.	**6**
2(e)	**Discuss the negative economic impacts associated with tourism employment.** Indicative content: Seasonal employment – no wage in low season/contract renewal not guaranteed Leakage – foreign workers – wage leaks out Low wages – poverty/priced out Credit all valid responses in context. **Level 1 (1–2 marks)** will **identify** up to two valid negative impacts providing some detail but will be mainly descriptive. **Level 2 (3–4 marks)** can be awarded for an **explanation** of the negative impact, clearly indicating how this affects the locals/economy. **Level 3 (5–6 marks)** can be awarded for **discussion** of the significance/importance of the negative impact. Better answers may have a reasoned conclusion. Tourism employment is often seasonal [L1] workers have no wage in the low season and may not be guaranteed a contract for the next season [L2]. This causes poverty and an unstable economy [L3]. If foreign workers are brought into the destination to staff attractions and resorts this causes export leakage [L1] when they take their wages back home preventing the circulation of the money in the destination's economy [L2]. Governments can set laws and regulations and help to educate/train tourism organisations in regard to their tourism employment so that the country benefits as much as possible [L3].	**6**

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Question	Answer	Marks
3(a)	**State <u>three</u> customer types.** Award one mark for each correct identification. Leisure Business Families Groups Singles/individuals Credit all valid responses in context.	**3**
3(b)	**Describe <u>two</u> ways staff can show good body language when serving customers.** Award one mark for the correct identification of a way and award a second mark for descriptive comment of the way in context. Good posture/sit or stand upright [1] look ready to serve [1] Eye contact [1] attentive/interested [1] Smiling [1] welcoming/approachable [1] Good hand gestures [1] directions/bow for respect [1] Credit all valid responses in context.	**4**
3(c)	**Explain <u>one</u> benefit to travel and tourism organisations of <u>each</u> of the following methods of communicating with customers:** Award one mark for the correct identification of an way and award a second mark for explanatory comment of the way in context. **letter** – formal/professional/official [1] referred back to a later date [1] **brochures** – detailed/accurate [1] can be taken away to show to others [1] **social media** – real time responses/fast responses [1] targets different market segments/customers [1] Credit all valid responses in context.	**6**
3(d)	**Explain <u>three</u> expectations of business tourists.** Award one mark for the correct identification of an expectation and award a second mark for appropriate explanatory development of the expectation in context. Wi-Fi [1] work/email [1] Fast/professional service [1] limited time/attend meetings [1] Facilities in room [1] iron/trouser press/desk [1] Room service [1] continue working [1] Privacy [1] work/workload [1] Credit all valid responses in context.	**6**

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Question	Answer	Marks
3(e)	**Assess the importance of tourism employees creating a good first impression.** Indicative content: Good customer care/quality service Repeat business Stand out from competitors Meet customer expectations/customer satisfaction Representing the organisation 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 **explanation** of the reasons, clearly indicating how this affects the locals/economy. **Level 3 (5–6 marks)** can be awarded for **assessment** of the significance/importance of the reasons. Better answers may have a reasoned conclusion. Tourism is a service and the employees play an essential role in the product and providing good customer care. Employees need to create a good first impression as they are representing the organisation [L1] their actions reflect the professionalism, quality and standards of the organisation [L2]. Creating a good first impression is good customer care [L1] customers will feel valued and welcomed [L2]. Travel and tourism is a very competitive industry and if organisations do not care for their customers well at all stages then customers will move to another organisation or leave bad reviews [L3] which then impacts future success [L3].	**6**

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Question	Answer	Marks
4(a)	**State <u>three</u> types of public transport.** Award one mark for each correct identification. Bus Water taxi/ferry Underground/tube/metro/subway Rail/train Tram Coach Taxi Credit all valid responses in context.	**3**
4(b)	**Explain <u>three</u> ways that destinations can encourage tourists to use public transport.** Award one mark for the correct identification of a way and award a second mark for appropriate explanatory development of the way in context. Travel pass [1] convenient/ease/use different transport [1] Affordable tickets [1] accessible to all [1] Promotion/leaflets/brochures in tourism organisations [1] raise awareness [1] Multiple places to buy tickets e.g. TIC [1] easy [1] Credit all valid responses in context.	**6**
4(c)	**Explain <u>three</u> likely economic impacts associated with increased investment in public transport.** Award one mark for the correct identification of an economic impact and award a second mark for appropriate explanatory development of the impact in context. Increased employment/jobs [1] more drivers required for more services [1] Increased GDP [1] multiplier caused by more sales of public transport tickets [1] Increased foreign exchange earnings[1] more tourists to an area because of better transport and accessibility in the area [1] Credit all valid responses in context.	**6**

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Question	Answer	Marks
4(d)	**Describe <u>two</u> ways tourists are likely to benefit from the new bridge in Dar es Salaam, Tanzania.** Award one mark for the correct identification of a way and award a second mark for descriptive comment of the way in context. Increased access [1] see more areas/attractions/different beaches/ hotels [1] Easier/more accessible travel [1] access area of Kigamboni easier [1] Business tourist will have faster/more efficient transport to meetings [1] reliability [1] Credit all valid responses in context.	**4**
4(e)	**Discuss the likely appeal of fly-drive package holidays.** Indicative content: Flexibility/freedom/own schedule Independence in moving around Package – no further research/purchasing Increased privacy Easier – no need to search for car hire on arrival Credit all valid responses in context. **Level 1 (1–2 marks)** will **identify** up to two valid reasons for the appeal, providing some detail but will be mainly descriptive. **Level 2 (3–4 marks)** can be awarded for an **explanation** of the appeal of fly-drive package holidays. **Level 3 (5–6 marks)** can be awarded for **discussion** of the significance/importance of the appeal. Better answers may have a reasoned conclusion. Fly-drive holidays provide tourists with complete flexibility [L1] they are able to travel as and when they want rather than relying on tour operators and public transport [L2]. Fly-drive holidays also provide more privacy for tourists [L1], they can travel in their own transport rather than sharing with locals or other tourists [L2]. Fly-drive holidays have many advantages and the appeal will depend upon tourists' requirements and preferences [L3].	**6**