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Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM **0471/12**

Paper 1 Core Paper **October/November 2016**

MARK SCHEME

Maximum Mark: 100

Published

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1 (a) ***Using Fig. 1 (Insert), complete the following table by naming each feature.*** **[3]**

Award one mark for each of three correct identifications as follows:
- A = **Europe**
- B = **Indian Ocean**
- C = **Caribbean Sea**

(b) ***State the following:*** **[4]**

Award one mark for the correct identification of each of the following:
- Line X = **Tropic of Capricorn**
- July temps Anchorage = **lower**
- Brisbane time = **advance**
- Cairo = **Desert**

(c) ***Explain the positive economic impacts associated with <u>each</u> of the following:*** **[6]**

In each case award one mark for the identification of at least one valid positive economic impact related to the context given and then award second/third mark for an explanatory comment **plus** any valid linked development.

Valid responses will include:
Preparations for event
- Jobs (1) – construction works/direct and indirect (1)
- Improved infrastructure (1) – roads etc. (1)
- Multiplier effect (1) – stimulates demand in supply industries etc. (1), workers spend wages (1)

International visitors
- Foreign exchange (1) – overseas visitor spending (1), improved balance of payments and GDP (1)
- Tax revenues (1) – purchases and local business profits (1)
- Staying visitors spend more than domestic (1)

(d) ***State <u>three</u> types of special arrangement and explain how <u>each</u> will improve accessibility.*** **[6]**

Award one mark for the correct identification of each of three valid arrangements and award a second mark for an appropriate explanatory comment about each in the accessibility context. Correct responses will include:
- More public transport (1) – carry more people efficiently (1)
- No parking zones (1) – reduce congestion (1)
- Controlled parking (1) – badge/ticket access only to prevent obstructions (1)
- Combined transport and admission tickets (1) – reduces queues and journey time (1)
- Drop-off and pick-up points (1) – to control flows in/out of venue (1)
- Road closures (1) – keep general traffic away (1)
- Provide car parking (1) – to avoid traffic congestion (1)
- Traffic police (1) – keep flows moving (1)
- Purchase tickets in advance e.g. at TIC (1) – reduce queues/congestion at entrance (1)
- Direction signage (1) – know route/avoid congestion (1)

Credit all valid reasoning in context.

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(e) ***Discuss the actions a tour operator needs to take in order to create am inclusive package tour to a major overseas event.*** **[6]**

Correct answers include:
- Planning – destination dates etc.
- Research – source rooms, flights and enter into contracts
- Market research – potential custom
- Pricing and profits

Use level of response criteria

Level 1 (1–2 marks) will **identify** up to two appropriate steps, providing some detail but will be mainly descriptive

Level 2 (3–4 marks) can be awarded for an **analysis** of key steps, clearly indicating how these allow the tour to be put together

Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/importance of particular steps. The better answers will have a reasoned **conclusion**.

Example
A tour operator typically combines tour and travel components to create a package tour. The most common example of a tour operator's product would be a flight plus a transfer from the airport to a hotel and the services of a local representative, all for the one inclusive price. These components have to be sourced (L1), their availability confirmed and a contractual arrangement entered into between supplier and operator (L1). The operator must research availability, negotiate a rate and enter an agreement before matters can progress (L2). Without suitable transport, accommodation and tickets for the event there can be no inclusive package. (L3)

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2 (a) ***Identify from Fig.2 (Insert) the following:*** **[3]**

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

- Town = **Deadwood**
- Time = **30 mins**
- Cost = **$1**

(b) ***With reference to Fig. 2 (Insert), identify and explain the <u>two</u> ways in which Mt. Moriah Cemetery is encouraging sustainable tourism.*** **[4]**

There are **only** two valid ideas mentioned in Fig. 2 so award one mark for the identification of each and award a second mark for an appropriate explanatory development about sustainability such as:

- Charge $1 admission/entry fee (1) – to fund site improvements for future/ maintenance (1)
- 'Take **only** photos…' (1) – sacred place so no negative impacts (1)

(c) ***Describe <u>three</u> ways in which staff employed at cultural visitor attractions can help enhance the visitor experience.*** **[6]**

This question has been set in the context of **job roles** and we are to credit any valid comments about role of staff who work at a cultural attraction such as ticket sellers, guides or other assistants. We are inviting the candidate to explain what it is the member of staff does that enhances the visitor's experience of the attraction. There is nothing to stop an answer solely about a tour guide receiving full marks. Award one mark for the identification of each of three valid cultural visitor attraction job roles and then award a second mark for an explanation as to how this enhances the visitor's experience. For example **<u>guides</u>** can:

- Talk about the displays (1) – visitor learns additional information (1)
- Speak a foreign language (1) – so that international visitors can more easily understand (1)
- Answer questions (1) – visitor gets informed feedback (1)
- Give advice e.g. directions (1) – visitor benefits from local knowledge (1), does not get lost (1) etc.

Credit all valid reasoning in context.

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(d) ***Explain <u>three</u> ways in which tourism can help support the host destination's traditional culture.*** **[6]**

Award one mark for the identification of each of three valid <u>tourist</u> **or** <u>destination management</u> **actions** and award a second mark for explanatory comment about how this brings about a **positive** impact. Valid responses include:

- Eating traditional food (1) – keeps the cuisine alive (1)
- Watching traditional performances/shows (1) – keeps folklore alive (1)
- Buying handicraft souvenirs (1) – maintains traditional skills (1)
- Opening museums (1) – preserves cultural heritage (1)
- Holding cultural festival (1) – encourage resurrection/preservation of traditional arts (1)
- Building styles (1) – maintaining traditional architectural themes (1)

Credit all valid reasoning and allow minimising negative impacts such as the demonstration effect and resisting globalisation. However, there must be a link between an <u>identified action</u> and it <u>being beneficial</u> in some way.

(e) ***Discuss the factors that make a destination successful.*** **[6]**

Visitors will go to a destination if it offers them:

- Attractions (includes natural resources e.g. climate, landscape etc.)
- Accessibility
- Available packages
- Activities
- Accommodation
- Ancillary services

The attractiveness of a destination reflects the feelings and opinions of its visitors about the destination's perceived ability to satisfy their needs. The more a destination is able to meet the needs of the tourists, the more it is perceived to be attractive and the more the destination is likely to be chosen.
Give credit to responses that talk about a destination being an **amalgam** of the above.

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

Level 1 (1–2 marks) will **identify** up to two appropriate ingredients, providing some detail but will be mainly descriptive

Level 2 (3–4 marks) can be awarded for an **analysis** of valid ingredients, clearly indicating how these enhance the visitor's overall experience

Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/importance of particular ingredients. The better answers will have a reasoned **conclusion**.

Example
For any destination its tourism product will be a combination of several ingredients. The local natural resources, such as climate, landscape and wildlife can be attractions (L1). The local traditions and customs attract cultural tourists (L1). Built attractions appeal to other visitor types. However, without a suitably developed infrastructure, including local transport, tourists are unlikely to visit inaccessible locations (L2). Of all tourist-related facilities, a good choice of quality accommodation, food and beverages and sources of entertainment are most important (L2). A destination's tourism product is simply a series of goods and services that individual tourist consumers use or buy after they have compared them with the other tourist products and services that are available elsewhere (L3).

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3 (a) ***State <u>three</u> functions of international bodies in the airline industry, such as IATA.*** **[3]**

Award one mark for correct identification of each of three valid functions such as, in terms of IATA:

- The International Air Transport Association (IATA) is the **trade association** for the world's airlines (1)
- It **represents** some 240 airlines or 84% of total air traffic (1)
- It **supports** many areas of aviation activity and **helps formulate industry policy** on critical aviation issues (1)
- Head Office divisions drive the **development of global standards**, systems and advocacy positions (1)
- Regional and country offices are responsible for **policy implementation** (1)

(b) ***State <u>four</u> characteristics of long haul scheduled flights.*** **[4]**

Award one mark for each of four valid characteristics such as:

- Fly to a fixed timetable
- Operate regardless of load
- Use major international airports
- Many carriers fly into/out of a hub
- Have more than one class of travel
- Offer flexible ticketing
- Provide meals/food and drink
- Allow free alcoholic beverages in addition to food and drink

(c) ***Identify and explain how the service shown in <u>each</u> photograph will help to meet the needs of particular customers.*** **[6]**

Award one mark for the identification of the service and then award a second if the explanation is related to a particular **type** of passenger and their need.

Candidates must identify the exact service, therefore the only valid responses are:

Photo A = **self check-in/machine** (1) so that passengers in a hurry do not have to queue at busy times (1)

Photo B = use of **strollers** (1) so that families with small children can move around the terminal more easily (1) avoid tiredness (1) keep baby safe (1)

Photo C = **Lounge access** (1) so that first/business class passengers can sit and relax quietly in comfort and do some work while waiting to board flight (1) meet needs of high class travellers (1)

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(d) ***Explain <u>three</u> advantages to passengers of using taxis for their airport transfers.*** **[6]**

Award one mark for the identification of each of three valid **advantages** and then award a second mark for an appropriate explanatory comment about each stated advantage. Correct responses include:

- Convenience (1) – door to door (1)
- Privacy (1) – no need to share journey (1)
- Comfort (1) – more room than bus/train (1)
- Less hassle (1) – no carrying luggage (1)
- Peace of mind (1) – hirer chooses times (1), no queues or waiting (1)
- Booked (1) – no waiting (1)
- Regulated by government (1) safer (1)

(e) ***Discuss the reference sources that a travel agent might use to draw up a customer's itinerary.*** **[6]**

Correct ideas include:

- Tour operator's product in brochure
- Airline's flight schedules
- Hotel via CRS or GDS
- Ancillary products via GDS
- OAG guides etc.
- Brochures
- Websites/internet

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

Level 1 (1–2 marks) will **identify** up to two appropriate procedures, providing some detail but will be mainly descriptive

Level 2 (3–4 marks) can be awarded for an **analysis** of key procedures, clearly indicating how these help to meet customer requirements

Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/importance of particular staff actions. The better answers will have a reasoned **conclusion**.

Example
The agent will attempt to meet the customer's requirements when asked to arrange a particular trip. He will open a reservation file (L1) and use computerised information systems such as Galileo (L1) to obtain travel options and to find out about their availability (L2). He will then be able to select the most appropriate options such as flights (departure airport/times), hotel (grade, location and meal plan) and any extras such as car hire (L2). The most important aspect of this is that the use of CRS and GDS allow all component parts to be readily assembled to meet the customer's needs and expectations (L3).

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

Award one mark for each identification as follows:

- No. of nights = **462 000**
- % 65+ = **8**
- Av stay = **2.5 nights**

(b) ***Suggest why <u>each</u> of the following is an important source market for Australia.*** **[4]**

In each case award one mark for each of two valid explanatory statements relating to flows to Australia. Correct responses include:

The UK
British historical links (1) – English speaking (1) – Commonwealth country (1) – migration and VFR (1) – relatively wealthy travelling population (1) etc.

Japan
Asia Pacific neighbour (1) – accessible (1) – VFR (1) – favourable exchange rate (1)

Credit all valid reasoning.

(c) ***Explain <u>three</u> advantages to staying visitors of self-catering accommodation.*** **[6]**

Award one mark for the identification of each of three valid **advantages** and then award a second mark for an appropriate explanatory comment about each stated advantage. Correct responses include:

- Save money (1) – cheaper than hotels (1)
- More freedom (1) – no set meal times (1)
- Own choice of food (1) – dietary needs (1)
- More space (1) – allows multiple occupancy for family (1)
- Home from home (1) – kitchen/dining facilities included (1)
- Privacy (1) – less people/quieter (1)
- Allow al-fresco eating (1) – terrace/patio (1)

Credit all valid reasoning.

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(d) ***Explain <u>three</u> ways in which tourism might impact on a destination's natural environment.*** **[6]**

Award one mark for the identification of each of three valid ways and award a second mark for an appropriate explanatory comment about the positive and/or negative effect on the environment. Correct responses include:

NEGATIVES

- litter is dropped (1) and local wildlife is disturbed and might eat it (1)
- plants are picked and trampled (1) causing additional erosion (1)
- the pressure of vehicles and people (1) means the soil exposed to wind and water erosion (1)
- Fires/smoking (1) create bush fires (1)
- Water pollution (1) boat oil spills (1) etc.
- Soil erosion (1) trampling (1)

POSITIVES

- Visits to game parks (1) encourages wildlife conservation (1)
- Environmental audits (1) identify areas under threat and result in remedial action e.g. maintenance of paths (1) to reduce trampling and soil erosion (1)
- Use of park rangers with visitors (1) helps to reduce issues such as poaching (1)
- Selling of permits (1) controls hunting and fishing to sustainable levels (1)

Credit all valid reasoning.

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(e) ***With reference to <u>one</u> natural landscape feature, discuss the ways in which it has been developed to appeal to tourists.*** **[6]**

Correct ideas include:

- Location – what has been built?
- Setting – how used?
- What is the appeal and to whom?

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

Level 1 (1–2 marks) will **identify** up to two appropriate developments, providing some detail but will be mainly descriptive

Level 2 (3–4 marks) can be awarded for an **analysis** of developments, clearly indicating how been made attractive to visitors

Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/importance of particular aspects. The better answers will have a reasoned **conclusion**.

Example – Dubai Creek
The Creek is a natural seawater inlet that cuts through the centre of Dubai. It is the historical part of Dubai where visitors can take an abra (L1) and view the old trading port and the dhows from the water (L2). Leisure vessels such as Bateaux Dubai cruise (L1) to Al-Maktoum Bridge allowing diners to pass and view many of the city's historic as well as modern landmarks (L2). A totally free visitor attraction, something that is rare in Dubai, is to stroll around the wharf which offers a picturesque glimpse of Dubai's trading heritage, where dhows bound for distant places dock to unload their goods (L3). The Creek Golf course provides visitors with a sporting option but most visitors come for the view (L3)

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