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Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM **0471/11**

Paper 1 Core Module **October/November 2017**

MARK SCHEME

Maximum Mark: 100

Published

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Question	Answer	Marks
1(a)	**Identify the following:** Award one mark for each correct identification. **The number of passengers carried on Star Ferries per year** — 21.6 million **The number of routes operated by Star Ferries** — 2	**2**
1(b)	**Hong Kong is located on China's south coast and is situated just south of the Tropic of Cancer.** **State the climate of Hong Kong.** Award one mark for the correct identification of: • subtropical	**1**
1(c)	**Explain <u>two</u> ways that transport organisations, such as Star Ferry, can minimise their environmental impact.** Award one mark for the correct identification of a way and award a second mark for appropriate explanatory development of how the way reduces the impact. • Carbon Offsetting [1] planting trees [1] supporting energy efficiency [1] • Using local suppliers [1] reduce delivery mileage [1] reduce pollution caused by deliveries [1] • Fuel efficient engines [1] burn less fuel and reduce air pollution [1] • Incentives for workers to walk/cycle to work [1] purchase discounted cycles [1] additional discounts given to workers [1] reduce carbon footprint [1] • Solar panel/wind turbine/biomass boilers [1] use green energy for port buildings [1] • Limit operational hours [1] reduce noise pollution [1] Credit all valid responses in context. *Note: explanatory development should set out purpose/reasons for the way that has been identified.*	**4**

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<table>
<tr><th>Question</th><th>Answer</th><th>Marks</th></tr>
<tr><td>1(d)</td><td>
State <u>three</u> services that may be provided aboard international ferries and for <u>each</u> give <u>one</u> benefit to the passenger.

Award one mark for the correct identification of a service and award a second mark for a correct description of the service.

<table>
<tr><th>Service</th><th>Benefit</th></tr>
<tr><td>Shop [1]</td><td>last minute purchases [1]</td></tr>
<tr><td>Tourist information office [1]</td><td>leaflets and activities to do at destination [1]</td></tr>
<tr><td>Tour guide on board [1]</td><td>commentary of sights/landmarks on route [1]</td></tr>
<tr><td>Café/restaurant [1]</td><td>scenic dining experience [1]</td></tr>
<tr><td>Children’s entertainment/activity area [1]</td><td>pass the time during the journey [1]</td></tr>
<tr><td>Baggage Assistance [1]</td><td>Help passengers with bags [1]</td></tr>
</table>

The focus of this question is on services NOT facilities e.g. toilets, power sockets, Wi-Fi etc.

Credit all valid responses in context
</td><td>6</td></tr>
<tr><td>1(e)</td><td>
Explain <u>three</u> ways that local people may be affected when transport services become popular with tourists.

Award one mark for the correct identification of an affect and award a second mark for a correct explanatory development of how it affects the locals.

• Transport services becomes congested [1] locals cannot commute to work [1]
• Traffic congestion [1] harder for locals to move around [1]
• Prices increase [1] pricing out locals [1]
• Service times change [1] locals cannot use service for daily routes [1]
• Increased waiting time to purchase tickets [1] locals lives disrupted/inconvenienced [1]
• Increase in pollution [1] locals’ environment harmed/changed [1]
• More jobs in transport services [1] more locals employed as drivers [1]
• Increase in transport services [1] more convenient for locals [1]

Context for all explanations should be the locals.

Note: explanatory development should set out purpose/reasons for the way that has been identified.
</td><td>6</td></tr>
</table>

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Question	Answer	Marks
1(f)	**Discuss the benefit of looking at tourist reviews sites when planning journeys.** Indicative content: • Real life review • Provides unbiased information about the destination/tourism organisation • Hints and tips • Find the best services/places to go • Research prior to purchase • View traveller photographs • Variety of opinions • Positive and negative, aware of difficulties 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 tourist would benefit. **Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the significance/importance of particular benefits. Better answers will have a reasoned **conclusion.** Example: Tourists can research tourist review sites prior to their departure or purchase [L1], they provide lots of different opinions from real travellers [L1]. Tourists can understand the advantages and disadvantages of a destination and make plans to overcome any possible issues [L2] therefore guaranteeing a more successful trip for the tourists [L3]. However, tourist review sites are not always authentic opinions, some posts are falsified (from competitors) and may give a false impression [L2]. However the most important benefit is that it is real life reviews from fellow travellers and tourists can form their opinion based upon these views rather than biased marketing materials[L3], allowing them to plan a more successful trip [L3].	**6**

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Question	Answer	Marks
2(a)	**Photograph A (Insert), shows a catering facility situated at a tourist attraction.** **Identify <u>three</u> ways that this catering facility is meeting customer needs.** Award one mark for each correct identification. • Heated food display unit • Till • Self-service fridges • Coffee machine • Lighting • Food • Drink • Staff ready to help/serve • Clearly visible Menu/variety of choices • Fridges Credit all valid responses in context	**3**
2(b)	**Explain how each of the following may improve the customer experience:** Award one mark for the correct identification of a benefit and award a second mark for a correct explanatory development of the benefit. **Multi-lingual menus** • Easier to understand [1] read themselves in own language [1] • Easier to order [1] inclusive for all customers [1] • No need for translation [1] easier [1] less staff interaction [1] • Attracts customers [1] inclusive [1] feel welcome [1] **Self-service drink fridges** • Quicker service [1] less staff interaction [1] • View products easily [1] easily make choices [1] • No need to queue [1] quicker [1] Credit all valid responses in context *Note: explanatory development should set out purpose/reason.*	**4**

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<table>
<tr><th>Question</th><th>Answer</th><th>Marks</th></tr>
<tr><td>2(c)</td><td>
Give <u>three</u> examples of details that a waiter would write on an order ticket and for <u>each</u> suggest <u>one</u> reason why the waiter might write it.

Award one mark for the correct identification of an item and award a second mark for a correct explanatory comment.

<table>
<tr><th>Detail</th><th>Reason</th></tr>
<tr><td>Time of order [1]</td><td>To check service time [1]</td></tr>
<tr><td>Drinks/wine order [1]</td><td>To pass information to sommelier/bar [1]</td></tr>
<tr><td>Food/Mains order [1]</td><td>To notify kitchen [1]</td></tr>
<tr><td>Amount of the item ordered [1]</td><td>Information for chef/kitchen/get order right [1]</td></tr>
<tr><td>Table number [1]</td><td>To deliver meals to correct table [1]</td></tr>
<tr><td>Number of customers [1]</td><td>To check correct number of mains/meals [1]</td></tr>
<tr><td>Side orders [1]</td><td>To meet individual needs [1]</td></tr>
<tr><td>Allergies [1]</td><td>To make kitchen/chef aware of risks [1]</td></tr>
<tr><td>Price of item [1]</td><td>To work out how much customer has to pay [1]</td></tr>
<tr><td>Eat in/takeaway [1]</td><td>To package/plate order correctly [1]</td></tr>
</table>
Do not award repetition of food order (e.g. meat, vegetables etc.) other than courses.

Note: explanatory development should set out purpose/reasons for the item that has been identified.
</td><td>6</td></tr>
<tr><td>2(d)</td><td>
Explain <u>three</u> benefits to tourism organisations of providing catering facilities for their customers.

Award one mark for the correct suggestion of a benefit and award a second mark for explanatory development of the benefit.

• Increase customer enjoyment/satisfaction [1] stay longer (increases dwell time) [1]
• Increase reputation [1] attract more tourists [1]
• Provides opportunity to rest/refresh [1] customer satisfaction [1]
• Increases secondary spend [1] additional funding/income [1]
• Meeting customer needs [1] food and drink/refreshment/rest area [1]

Do not award repetition of providing refreshments e.g. food, drink etc.

Note: explanatory development should set out purpose/reasons for the benefit that has been identified.
</td><td>6</td></tr>
</table>

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Question	Answer	Marks
2(e)	**Discuss how visitor attractions may appeal to school groups.** Indicative content: • Educational talks and demonstrations • Information/education • Classroom • Parking for coaches • Guided tours • Bring learning to life • Packages for schools/colleges • Discount prices for pupils/students • Recreation time/enjoyment Credit all valid responses in context **Level 1 (1–2 marks)** will **identify** up to two valid ways, providing some detail but will be mainly descriptive. **Level 2 (3–4 marks)** can be awarded for an **analysis** of the ways, 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 ways. Better answers will have a reasoned **conclusion.** Example: Disneyland Paris provides educational talks [L1] which will include subject specific activities and worksheets to increase the learning taking place [L2]. They also provide classrooms [L1] so school groups can all sit together to learn and complete set tasks [L2]. Educational talks can be customised by the teacher so that they can be sure that school groups learn all that they need to [L3]. Guaranteeing that the trip will be successful and productive for the teachers and the pupils and they all enjoy a good trip [L3].	**6**

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Question	Answer	Marks
3(a)	**Identify the following:** Award one mark for each correct identification: **The percentage of visitors that visit Alaska out of season** — 15% **The number of visitors arriving in Alaska by air** — 898 500 **The number of tourism jobs in Alaska** — 38 700	**3**
3(b)	**Visitors spend over US$1.83 billion in Alaska.** **State <u>four</u> types of products and services that tourists might buy when in a destination.** Award one mark for each correct identification. • Transport • Tourist attractions/events • Accommodation • Food/drink • Souvenirs • Guided tour Credit all valid responses in context. Be aware of repetition.	**4**
3(c)	**Explain <u>three</u> factors that may discourage tourists from visiting Alaska in November.** Award one mark for the correct identification of a factor and award a second mark for an explanatory development of the factor. • Limited tourist facilities/service available [1] facilities shut down [1] • Limited transport services [1] stopped due to safety/lack of demand [1] • Climate/Weather [1] too cold [1] • No national/school holidays in home country [1] limiting families from travelling [1] • Cruise Ships do not visit [1] cruise season has passed [1] Credit all valid responses in context *Note: explanatory development should set out purpose/reasons for the factor that has been identified.*	**6**

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Question	Answer	Marks
3(d)	**Describe <u>three disadvantages</u> of jobs in the tourism industry.** Award one mark for the correct identification of a disadvantage and award a second mark for appropriate descriptive comment about each. • Long/antisocial hours [1] limited time with/away from family/ friends [1] • Seasonal employment [1] no work/money out of season [1] • Poor pay [1] long hours for limited pay/could earn more in other industries [1] • Higher skilled jobs go to foreign workers [1] hard for locals to get skills /higher paid jobs [1] Credit all valid responses in context	6
3(e)	**Discuss the ways that destinations can encourage tourists to arrive out of season.** Indicative content: • Events/festivals • Special offers/promotions • Sport tourism (if specific e.g. mountain walking in ski resorts) 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 way encourages more tourism. **Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the significance/importance of the way in encouraging tourism. Better answers will have a reasoned **conclusion**. Example: Destinations can encourage out of season tourism numbers to grow by holding special events and festivals [L1]. When held out of season events and festivals give the tourist a reason to visit the destination [L2]. The tourist may then extend their visit to the destination and see other sights therefore spending more money within the economy [L3]. Alternatively the government could work with tourism providers to encourage a coordinated program of discounts/special offers [L1] encouraging tourists to travel to the destination bringing more customers and money to the tourism businesses [L2]. This will have the additional benefit of minimising some negative impacts associated with tourism e.g. seasonal employment can become all year round employment [L3] providing economic benefits and increasing the multiplier effect in the low season [L3].	**6**

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<table>
<tr><th>Question</th><th>Answer</th><th>Marks</th></tr>
<tr><td>4(a)</td><td>Refer to Fig 3 (Insert), an itinerary for a tour to Damnoen Saduak Floating Market in Thailand.

Identify the following:

Award one mark for each correct identification.

<table>
<tr><td>The method of transport to and from Damnoen Saduak Floating Market</td><td>[Air-conditioned] coach [1]</td></tr>
<tr><td>The start time of the boat tour</td><td>08:45 [1]</td></tr>
<tr><td>One suggested activity whilst at the Damnoen Saduak Floating Market</td><td>Purchase souvenirs [1]
Take photographs [1]
Explore/sightseeing [1]</td></tr>
</table>

Accept only these responses</td><td>3</td></tr>
<tr><td>4(b)</td><td>Explain <u>one</u> likely <u>positive</u> and <u>one</u> likely <u>negative</u> impact to the local population of the tour in Fig. 3 (Insert) being only a half-day tour.

Award one mark for the correct identification of an impact and award a second mark for explanatory development of the impact.

Negative
• Limits tourist spending [1] economic benefit reduced [1]
• Congestion [1] large numbers in limited time [1]
• Custom for half a day only (tourism organisations) [1] part-time employment (negative) [1] economic benefit limited [1]

Positive
• Locals can still use the facilities (market) for their original purpose [1] minimise disruption to local life [1]
• Limits culture clash impacts [1] locals can avoid tourists in afternoon [1]

Credit all valid responses in context

Note: explanatory development should set out purpose/reasons for the impact that the candidate has identified.</td><td>4</td></tr>
</table>

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Question	Answer	Marks
4(c)	**Explain <u>three</u> benefits to tour operators of using local tour guides.** Award one mark for the correct identification of a benefit and award a second mark for a correct explanatory development of the benefit. • minimise negative social impacts [1] providing a positive selling point to the operator [1] • Guides have local knowledge [1] advise tourists accordingly [1] • Local guides may have better knowledge [1] know the best spots/times etc. [1] • Guides are aware of and sensitive to impacts [1] may have first-hand experience of the impacts [1] • Advise tourists not to act inappropriately [1] minimising impacts [1] • Be respectful of local traditions [1] allowing better relationship with the host population [1] • Cheaper than importing staff [1] local living standards or wages maybe lower [1] Credit all valid responses in context *Note: explanatory development should set out purpose/reasons for the benefit that has been identified.*	**6**
4(d)	**Describe <u>three</u> features of a destination that may appeal to budget travellers.** Award one mark for the correct identification of an appeal and award a second mark for a correct explanatory development of that appeal – in the context of budget travellers. • Public transport [1] cheaper mode of travel/than taxi/affordable [1] • Good transport links [1] independent travellers/prefer flexible transport [1] • Local street food [1] more authentic experience/interact with the locals/cheaper than restaurants [1] • Affordable/cheaper hotels or hostels [1] accommodation to suit limited budget [1] • Centrally located accommodation [1] no transport required [1] • Affordable cheap/free attractions [1] can still visit even with a limited budget [1] *Note: explanatory development should set out purpose/reasons for the appeal that has been identified and must be set in the context of budget travellers.* Credit all valid responses in context	**6**

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Question	Answer	Marks
4(e)	**Discuss the appeal of all-inclusive holidays to families.** Indicative content: • Budget prior to departure • Minimal spend when at resort • Kids clubs and entertainment included • Popular with families – meet other families/children • No need to travel out of the resort • Families may feel safer • Snacks and drinks are included reducing daily spend Context has to be all-inclusive and families **Level 1 (1–2 marks)** will **identify** up to two valid points of appeal of all-inclusive holidays for families providing some detail. **Level 2 (3–4 marks)** can be awarded for an **analysis** clearly indicating how families benefit from the point of appeal identified. **Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the appeal of all-inclusive holidays to families. Better answers will have a reasoned **conclusion**. Example: All-inclusive holidays are good for families because everything is included, families will know exactly how much they will spend [L1] this allows them to budget and save in advance of the holiday [L1]. This is good because it can be expensive to pay for a whole family to go on holiday [L2]. All-inclusive holidays appeal to families so it is likely that other families will be in the resort [L1] so children will find other children to play with and enjoy their holiday [L2]. This will increase their enjoyment [L3]. The biggest advantage to families is the ability to budget and control their expenditure [L3].	**6**