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Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM **0471/12**

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 highest ranking European airport** — London /Heathrow/LHR [1] **The airport with the greatest negative percentage change in international passengers** — Bangkok/BKK [1] **The name of the only American airport to feature in the top 20 rankings** — New York/NY/JFK [1]	**3**
1(b)	**Dubai airport (DXB) now ranks as the world's busiest airport for international passenger traffic.** **Explain <u>two negative</u> economic impacts associated with increased arrivals of international tourists.** Award one mark for the correct identification of a negative economic impact and award a second mark for an appropriate explanatory development for each. • Import leakage [1] – F&B imported to meet tourists needs [1] • Export leakage [1] – foreign investors finance resorts/hotels and take profits back to their country [1] • Inflation [1] – prices rise/locals priced out of the market [1]	**4**

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Question	Answer	Marks
1(c)	**The International Air Transport Association (IATA) is the global trade association for airlines.** **Explain <u>three</u> benefits to airlines of being a member of IATA.** Award one mark for the correct identification of a benefit and award a second mark for explanatory development of the benefit in context: **the benefit must be to the airline.** • Involved with change/improvements of industry (safety/efficiency/standardisation/profitability/environmental) [1] airlines become more successful [1] • IATA training [1] improve services and standards [1] • Discounts on industry publications [1] up to date research and information [1] • IATA supports and promotes interests of members [1] have views represented with governments etc. [1] driving industry change [1] • Attend IATA meetings/AGM [1] meet and learn from industry professionals [1] • Access to up to date information/policies and procedures [1] e.g. safety standards [1] • Recognition of professionalism/prestige [1] involvement with industry body [1] attract customers/suppliers [1] • Assures customers of quality/safety [1] attract customers/customer satisfaction [1] • Trustworthy airline [1] customer satisfaction/assurance before purchasing tickets [1] Credit all valid responses in context *Note: explanatory development should set out purpose/reasons for the benefit that has been identified.*	**6**

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Question	Answer	Marks
1(d)	**Air Arabia offers a low cost air service across the Middle East, North Africa, Asia and Europe.** **Describe <u>three</u> characteristics of low cost airlines.** Award one mark for the correct identification of a characteristic and award a second mark for a correct description of the characteristic in context. • Basic/no frills/no luxury [1] ideal for short haul [1] • Scheduled [1] fly to a set timetable [1] • Pay extra for baggage [1] passengers pay extra for all luggage/hold luggage [1] • Seats not allocated [1] seats allocated on a first come first served basis/passengers can pay extra for allocated seating [1] • One class [1] economy class only/no business/first class [1] • Limited/no additional service [1] no entertainment/TV/can pay for TV [1] • No free meals [1] option to pay for food & beverages [1] • Less leg room [1] seats closer together to allow for max capacity [1] • Fly to regional airports [1] cheaper landing fees [1] Credit all valid responses in context	**6**

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Question	Answer	Marks
1(e)	**International airports offer passengers the option to upgrade their airport experience by booking into a VIP lounge.** **Discuss the appeal to leisure tourists of upgrading to the VIP airport lounge.** Indicative content: • Free Wi-Fi • Complementary food & beverages • Spa treatments • Higher level of service • Comfortable seating • Television • Better services than main lounges • Exclusivity/quieter/special experience or occasion **Level 1 (1–2 marks)** will **identify** up to two valid features of the VIP airport lounge, providing some detail but will be mainly descriptive. **Level 2 (3–4 marks)** can be awarded for an **analysis** of the feature of the VIP lounge, clearly indicating how it would appeal to a leisure tourist. **Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the significance/importance of particular features. Better answers will have a reasoned **conclusion**. Example: Upgrading to the VIP lounge will give leisure tourists access to free wi-fi [L1] allowing leisure tourists to stay in contact with their families and do last minute planning and research [L2] allowing leisure tourists to use their time more effectively [L3]. They will also get access to complementary refreshments [L1] allowing them to refuel and refresh before boarding in a relaxing exclusive environment [L2]. Leisure tourists can indulge in the VIP lounge experience giving them a sense of prestige and privilege making the airport experience more pleasurable [L3].	**6**

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Question	Answer	Marks
2(a)	**Refer to Fig. 2 (Insert), information regarding Brazil's tourist visa requirements.** **Identify the following:** Award one mark for each correct identification **The number of international visitors to Brazil per year** — 6 million **The typical cost of a visa to Brazil** — $160 **Percentage of spending from domestic visitors** — 94%	**3**
2(b)	**State the following:** Award one mark for the correct identification of **The continent that Brazil is in** — South America **Whether a flight from London, U.K. to Rio de Janeiro, Brazil would be long haul or short haul** — Long Haul	**2**
2(c)	**Explain <u>two</u> ways governments can encourage the growth of tourism.** Award one mark for the correct identification of a way and award a second mark for explanatory development of the way in context. • Relax visa rules [1] easier access for tourists [1] • Fund/increase funding for National Tourist Boards [1] TBs promote the country [1] • Fund regeneration/restoration projects to attract tourists [1] improved areas have a greater appeal [1] • Ministry/government office for tourism [1] recognising value and controlling tourism activities [1] • Creation of national plan/objectives [1] set goals/strategies/policy to increase tourism [1] • Creation of policies [1] providing guidance to support and develop the industry [1] • Planning [1] designate areas for tourism development/relax planning rules for tourism development [1] • Laws protecting tourists [1] enhancing travel experience/consumer protection etc. [1] • Fund tourism infrastructure [1] such as airports/public transport [1] • Subsidies/grants for tourism organisations [1] encourage/support private sector to provide more tourism infrastructure/opportunities [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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Question	Answer	Marks
2(d)	**The Olympic Games is an international sporting event that attracts tourists from all over the world. The 2012 London Olympics are said to have created 14 000 new tourism jobs.** **Describe <u>three</u> direct tourism jobs that events could generate.** Award one mark for the correct identification of a direct tourism job and award a second mark for a correct description of the job/need for the job • Hotel receptionist [1] required to check in guests due to increased visitor arrivals [1] • Tour guides [1] tourists will experience some of the country's attractions whilst visiting [1] • Ticket agents [1] selling tickets to the events and tourist attractions [1] • Room stewards/cleaners [1] clean hotel rooms for new guests [1] • Tour operators [1] selling specialised packages to the event [1] • Coach/taxi drivers [1] tourists move around the destination while at events [1] Credit all valid direct travel or tourism job responses.	**6**
2(e)	**National Tourism Organisations (NTOs) play an important role in the development and promotion of tourism.** **Explain <u>two</u> ways that NTOs could encourage an increase in business tourism.** Award one mark for the correct identification of a way and award a second mark for explanatory development of how the way will encourage an increase in business tourism. • Host/attend trade fairs [1] promote country to target (Business) audience [1] • Marketing/advertise in trade magazines/web sites [1] highlighting conference facilities available [1] • Produce market research [1] allowing private tourism providers to recognise benefit of business tourism [1]/gaps in the business tourism market [1]/characteristics of the business tourism sector [1] • Overseas offices [1] knowledgeable in business tourism facilities and components [1] • Familiarisation trips [1] for Travel Agents/Tour Operators to sell the destination better [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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Question	Answer	Marks
2(f)	**Discuss the ways that promotional materials can be used to encourage sustainable tourism.** Indicative content: • Leaflets on sustainability prior to departure/on arrival • Inform the reader about cultural norms at the destination • Inform tourists about the fragile environment/ecosystem Award all valid responses in any context i.e. Tourists/Tourism/Tourist providers/Government This is about informing and educating tourists about sustainable tourism through the use of promotional materials NOT the benefits or disadvantages of different promotional methods. **Level 1 (1–2 marks)** will **identify** up to two valid promotional materials or two pieces of information from these materials. **Level 2 (3–4 marks)** can be awarded for an **analysis** clearly indicating how this could influence/help the tourist to behave sustainably. **Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the significance/importance of delivering the sustainable message and influencing tourist behaviour. Better answers will have a reasoned **conclusion**. Example: Travel agents can provide tourists with leaflets prior to departure informing tourists of recommended behaviour when at the resort [L1]. Tourists can read the leaflet before departure and ensure that they are equipped with the right clothing/equipment to behave responsibly when at the destination/resort [L2]. When tourists adopt sustainable principles it can reduce and minimise any impacts to the host population and host destination [L3].	**6**

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Question	Answer	Marks
3(a)	**When checking in to a hotel, staff inform customers about the services and facilities that are available to them.** **State <u>four</u> services <u>or</u> facilities that hotel staff may discuss with a business customer at check in.** Award one mark for each correct identification • Wi-Fi code/how to access Wi-Fi [1] • Wake up call [1] • Newspaper [1] • Restaurant opening times/offer a restaurant booking/catering [1] • Map of the local area [1] • Room service [1] • Spa facilities [1] • Gym facilities [1] • Pool facilities [1] • Bar facilities [1] • Currency exchange [1] • Bell boy/porter [1] Credit all valid responses in context	4
3(b)	**When checking in to a hotel customers will be asked to complete a registration record.** **State <u>three</u> items of personal data requested on a registration record.** Award one mark for each correct identification • Name [1] • Address [1] • Passport number/ID number [1] • Signature [1] • Telephone number [1] • Car registration number [1] • Email [1] • Gender/title [1] • Nationality [1]	**3**

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<table>
<tr><th>Question</th><th>Answer</th><th>Marks</th></tr>
<tr><td>3(c)</td><td>Suggest <u>two</u> members of staff that a hotel receptionist will inform once a guest has checked out and explain why they need to be informed.

Award one mark for each correct identification of a member of staff and award a second mark for a correct explanation of the need to inform them

<table>
<tr><th>Member of staff:</th><th>Reason for communication:</th></tr>
<tr><td>Room Steward/cleaner [1]</td><td>prompt cleaning of room ready for next guest [1]</td></tr>
<tr><td>Bell Boy/Porter [1]</td><td>Assist tourist with bags out to car/taxi [1]</td></tr>
<tr><td>Driver/Chauffeur [1]</td><td>Ready to drive customer to their next destination [1]</td></tr>
</table></td><td>4</td></tr>
<tr><td>3(d)</td><td>Travel and tourism organisations have procedures that members of staff are required to follow when handling customer complaints.

Explain <u>four</u> ways that staff in a hotel can display good customer service when handling complaints.

Award one mark for the correct identification of a way and award a second mark for explanatory development in context.

• Listen carefully [1] customer feels valued [1]
• Apologise in general terms [1] customer feels hotel is concerned [1]
• Ensure customer the matter is being investigated [1] prevent repeat incidents [1]
• Don’t argue with the customer [1] customer able to present views and issues in a receiving way [1]
• Agree a solution with the customer [1] customer feels action is being taken/complaint been taken seriously [1]
• Ensure that actions promised to the customer are taken [1] prevent repeat incidents [1]
• Record the complaint [1] track trends/identify areas of weakness [1]
• Don’t interrupt [1] customer feels they are being listened to and taken seriously [1]
• Inform management [1] track problems/assist if staff unable to solve the issue [1]

Credit all valid responses in context

Note: explanatory development should set out purpose/reasons for the way that has been identified.</td><td>8</td></tr>
</table>

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Question	Answer	Marks
3(e)	**Many travel and tourism organisations will use technology such as touch screens, to gather information on their level of customer care as seen in photograph B (Insert).** **Discuss the benefits to travel and tourism organisations of using technology to measure their customer care standards.** Indicative content: • More customers will complete it as it is quicker/easier • Improves the quantity of feedback collected • Easier to approach/target customers after the sale • More affordable than paper version (less waste) – internet/email database • Convenient – results collated/accessed easily • Not lost/saves space • Results easily processed • Encourages customer to fill out/complete – more accessible/appealing • Follow up on complaints **Level 1 (1–2 marks)** will **identify** up to two valid benefits of using technology providing some detail within the context of collecting feedback but will be mainly descriptive. **Level 2 (3–4 marks)** can be awarded for an **analysis** clearly indicating how this could benefit the travel and tourism organisation. Only award specific benefits in relation to technology. **Level 3 (5–6 marks)** can be awarded for **evaluative** comment about the significance/importance to the travel and tourism organisation. Better answers will have a reasoned **conclusion**. Example: Travel and tourism organisation will use technology to help them collect customer feedback, as a method it can be more appealing to customers [L1] in particular younger customers. This will improve the response rate [L2] benefiting the organisation by collecting more responses [L2] allowing the organisation to better analyse their customer service standards and make informed improvements [L3].	**6**

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Question	Answer	Marks
4(a)	**State <u>two</u> components included in a package holiday.** Award one mark for each correct identification: • Transport/Travel • Accommodation • Transfers **Award these responses only**	**2**
4(b)	**State <u>three</u> characteristics of independent tour operators.** Award one mark for each correct identification: • Carry small volumes • Not part of a chain • Not vertically integrated • Small to medium specialists • Often focus on 'off the beaten track' destinations • Niche/bespoke products • Often focus on ethical products • Often use local suppliers • Charge higher prices Credit all valid responses in context.	**3**
4(c)	**Moscos offer cruise packages.** **Identify the <u>two</u> major cruise circuits offered by Moscos.** Award one mark for each correct identification: • Mediterranean • Caribbean	**2**

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Question	Answer	Marks
4(d)	**Explain <u>three</u> factors that may limit where tourists choose to visit.** Award one mark for the correct identification of a limiting factor and award a second mark for explanatory development of that factor context. • Disposable income [1] affordability/personal budget/affordability at destination [1] • Employment status [1] access to disposable income is reduced [1] • Size of household [1] increased total cost [1] • Number of children [1] increased total cost [1] • Number of trips taken last year [1] personal budget more trips more expense [1] • Free time available [1] short haul flights preferred [1] • Age [1] length of time travelling/method of travel [1] • Health [1] length of time travelling/method of travel [1] • Cost of transport [1] personal budget [1] • Distance [1] length of time travelling [1] • Accessibility [1] frequency of transport services [1] • Climate [1] health [1] • Extreme weather [1] avoid dangerous weather events [1] • Activities/attractions not available [1] tourists visit only when open [1] • Safety [1] health/terror/crime/political [1] • Visa eligibility [1] not allowed to travel to certain destinations [1] • Culture/social differences [1] different values [1] Credit all valid responses in context *Note: explanatory development should set out purpose/reasons for the way that has been identified.*	**6**

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Question	Answer	Marks
4(e)	**Moscos sell all-inclusive holidays.** **Explain <u>three</u> disadvantages to a destination of all-inclusive holiday packages.** Award one mark for the correct identification of a disadvantage and award a second mark for explanatory development of that disadvantage in context • Leakage – resorts owned by foreign investors [1] tourists do not leave resort [1] • Tourist do not spend outside of resort [1] loss of local businesses [1] • Increased conflict with host population [1] lack of interaction [1] • Fewer tips given [1] workers paid less [1] • Local tourism firms struggle [1] cannot complete with international corporation margins [1] • Limits multiplier effect in destination [1] don't spend in/out of resort [1] *Note: In most all-inclusive package tours, about 80% of travellers' expenditures go to the airlines, hotels and other international companies (who often have their headquarters in the travellers' home countries), and not to local businesses or workers. (unep.org)* Context has to be all-inclusive *Note: explanatory development should set out purpose/reasons for the disadvantage that has been identified.*	**6**

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Question	Answer	Marks
4(f)	**Discuss how destinations may cater for backpacker tourists.** Indicative content: • Basic/affordable accommodation • Travel cards • Budget food providers • Adventurous activities/activities **Level 1 (1–2 marks)** will **identify** up to two provisions for backpackers providing some detail within context. **Level 2 (3–4 marks)** can be awarded for an **analysis** clearly indicating how this could benefit the backpacker. **Level 3 (5–6 marks)** can be awarded for **evaluative** comment. Better answers will have a reasoned **conclusion**. Example: Rotorua, New Zealand. Backpackers are budget conscious tourists who move around destinations and travel for an extended period [L1]. In Rotorua there is a large choice of hostel accommodation [L1] for backpackers to choose from, helping them to minimise their accommodation spend [L2]. There are also plenty of budget food providers [L1]. Backpackers might be travelling alone and not want to eat alone in restaurant [L2] as well as having limited budgets [L2]. Destinations need to provide a wide variety of cost effective facilities to ensure that they maintain/establish a reputation as a suitable destination for backpackers [L3]. Due to the level of competition in destinations catering for them [L3].	**6**

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