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Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM **0471/12**

Paper 1 **October/November 2018**

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.

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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 percentage increase in Thailand's visitor arrivals:** 20% • **the capital of Thailand:** Bangkok • **the amount these tourists spend:** 1.44 trillion Baht / $41 billion USD *accept either.*	**3**
1(b)	**Explain <u>two</u> likely reasons why Thailand's top 5 source markets are from Asia.** Award one mark for the correct identification of a reason and award a second mark for appropriate explanatory development of the reason: • Geographically close [1] easier/quicker travel [1] • Affordable/cheaper [1] short breaks [1] • Cultural similarities [1] reduced/no culture shock [1] • Growing wealth in china [1] travelling more [1] • Risk of travel in other areas of the globe [1] Thailand perceived safer [1] • Commerce/trading links [1] close to transport goods to and from [1] • More marketing/promotion in these areas [1] generates/increased awareness [1] • More demand [1] densely populated continent [1] Credit all valid responses in context.	**4**
1(c)	**Explain <u>two</u> advantages and <u>two</u> disadvantages to Thailand of encouraging higher spending tourists.** Award one mark for the correct identification of a dis/advantage and award a second mark for appropriate explanatory development of the dis/advantage in context: **Advantages** • More tourism revenue or spending [1] multiplier effect [1] • Greater economic impacts/increase in GDP/more foreign currency [1] jobs/tax/wealth [1] • More businesses in new/luxury markets[1] hotels/restaurants [1] • More jobs [1] higher spending tourists demand more services [1] • Develop luxury brand [1] specialise in competitive market [1] **Disadvantages** • Import leakage [1] import goods and services to meet high spending tourists' needs [1] • Export leakage [1] profits from hotels leaving the country [1] • Tourism industry growth specialised [1] reduced provision for other market segments e.g. domestic [1] • Inflation [1] locals priced out/reduced spending power [1] • Opportunity costs [1] money needed to fund developments could be used elsewhere e.g. healthcare [1] Credit all valid responses in context.	**8**

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Question	Answer	Marks
1(d)	**State <u>four</u> likely risks for tourists when in Thailand.** Award one mark for the correct identification: • Terror attacks [1] • Health/diseases [1] • Crime/Pickpockets [1] • Extreme weather [1] • Natural disasters [1] • Flooding [1] • Earthquakes [1] • Culture clash [1] • Political instability [1] Credit all valid responses in context.	**4**
1(e)	**Discuss the ways that the Tourism Authority of Thailand (TAT) could encourage tourists to stay longer.** Indicative content: • Marketing campaign – branding/highlight the many features/other areas/raise awareness • Market research – identify tourist habits and tourists to target • Monitor/raise standards – training • Marketing to different segments – long haul may stay longer • Policies – advise and educate tourism organisations • Lobby the government – to improve the industry • Arrange events 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 explanation of the way, clearly indicating how this has caused tourists to stay longer. **Level 3 (5–6 marks)** Can be awarded for evaluative comment about the significance/importance of particular way. Better answers will have a reasoned conclusion. The Tourism Authority of Thailand can concentrate its marketing on highlighting the many features of Thailand to create a desire to stay longer and experience more of Thailand [L1]. They can conduct research in to tourist habits to identify suitable tourist/markets to target, who are likely to stay longer [L1]. If tourists are aware of the varied features, products and services available they may be tempted to stay longer [L2]. Backpackers that may be on route through Asia and stay for a short time only can be targeted by raising awareness of the features of Thailand outside of the normal tourist areas [L2] creating the desire to stay longer and experience all these features [L3].	**6**

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Question	Answer	Marks
2(a)	**State <u>three</u> services provided at airports for inbound tourists.** Award one mark for each correct identification: • Shops • Restaurant/café • Tourist information • Car hire • Transfers/buses/trains/taxi/coach • Wi-Fi • Bureau de Change • Porters • Duty free • Trolleys • Prayer rooms Credit all valid responses in context.	**3**
2(b)	**Describe <u>three</u> ways that airports can manage large crowds of people.** Award one mark for the correct identification of a way and award a second mark for descriptive comment of the way in context: • Staff to control and direct [1] minimise congestion [1] • Barrier [1] queue/passage [1] • Clear signs [1] in right areas/minimise wandering lost [1] • Announcements [1] e.g. direct to baggage carousel [1] • Use of technology e.g. biometrics/self-check in [1] process queues quicker [1] • Expand the airport [1] more space [1] • Open more immigration desks [1] minimise waiting [1] • Open more check-in desks [1] reduce crowds [1] Credit all valid responses in context.	**6**

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Question	Answer	Marks
2(c)	**Explain <u>one</u> advantage to passengers of receiving information about flights in each of the following ways:** Award one mark for the correct identification of an advantage and award a second mark for appropriate explanatory development of the advantage in context: **display boards** • Check understanding [1] misheard announcement/foreign language/hearing impairment [1] • Well located [1] in restaurants/all around airport [1] • Instant information [1] no need to wait for announcement/check when needed [1] **announcements** • Easier than reading [1] foreign language/visually impaired [1] • Don't miss flight updates [1] distracted whilst shopping [1] • Get information from anywhere [1] don't have to find a display board/ enjoy airport service e.g. restaurants [1] Credit all valid responses in context.	**4**
2(d)	**Explain <u>three</u> benefits to passengers of checking-in online.** Award one mark for the correct identification of a benefit and award a second mark for appropriate explanatory development of the benefit in context: • Quicker/reduce waiting time [1] no need to queue [1] • Easier [1] use time in airport for other means e.g. check email/restaurants [1] • Select seats [1] own choice/preferred seats/stay together [1] • Accessible/disabilities [1] check in without difficulties [1] • Can be done from home/hotel/phone [1] caught in traffic/late departing for airport/convenient/boarding pass downloaded to phone [1] Credit all valid responses in context.	**6**

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Question	Answer	Marks
2(e)	**Discuss the benefits of booking a flight with a travel agent rather than online.** Indicative content: • Advice/information • Online payment risks • Price match online deals • Ancillary services/one stop shop 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 explanation of the benefits, clearly indicating how this benefits the tourist. **Level 3 (5–6 marks)** Can be awarded for evaluative comment about the significance/importance of particular benefit. Better answers will have a reasoned conclusion. Tourists may prefer to buy flights through a travel agent rather than online as they offer advice [L1]. Tourists can be assured that they are getting a flight that is the most suitable for them [L2]. Many travel agents will offer to match a price of an online deal if booked through them [L1] this way the tourist can benefit from a good priced flight and the advice and expertise of the travel agent [L2]. Tourists can then experience a pleasurable and well planned holiday and save money, allowing them to spend more on luxuries while away [L3]. Increasingly there is less of a difference between buying online and through a travel agent [L3].	**6**

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Question	Answer	Marks
3(a)	**Identify <u>three</u> services being provided for tourists checking-in to the hostel.** Award one mark for each correct identification: • Tourist information/brochures/leaflets • Map • Guided tour ticket/selling • Food/dinner/lunch • Drinks • Wi-Fi • Member of staff Award only these responses.	**3**
3(b)	**Describe <u>three</u> situations when staff at the hostel may use a diary to communicate with other employees.** Award one mark for the correct identification of a situation and award a second mark for descriptive comment of the situation in context: • Unable to complete customer request [1] message for job/task to do and room details [1] • Maintenance work [1] details and location of fault [1] • Uncompleted task [1] details for next shift/staff member [1] • Unusual circumstance/events [1] inform other members of staff [1] • Record customer complaint [1] inform other members of staff/manager [1] • Shift change [1] pass on key information/meeting reminders [1] Credit all valid responses in context.	**6**
3(c)	**Describe <u>three</u> characteristics of hostel accommodation.** Award one mark for the correct identification of a characteristic and award a second mark for descriptive comment of the characteristic in context: • Dormitory room [1] multiple occupancy/shared rooms [1] • Cheap [1] basic facilities provided [1] • Dining/cooking facilities [1] pay/self-cater [1] • Shared bathrooms [1] budget accommodation [1] • Private rooms available [1] limited/cost more/not all [1] • Communal facilities [1] lounge/dining/kitchen [1] Credit all valid responses in context.	**6**

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Question	Answer	Marks
3(d)	**Explain <u>two</u> interpersonal skills required when working at a reception desk, such as the one shown in Photograph B.** Award one mark for the correct identification of an interpersonal skill and award a second mark for appropriate explanatory development of the interpersonal skill in context: • Good communication – speaking/listening/reading/writing/body language [1] understand customer/give good customer service [1] • Friendly/approachable/welcoming/good impression/customer service/handle complaints [1] first impressions/represent organisation [1] • Good personal appearance/body language [1] smart and clean/good impression [1] Credit all valid responses in context.	**4**
3(e)	**Discuss the reasons why hostels might appeal to single travellers.** Indicative content: • Communal facilities • Social opportunities • Meet other likeminded travellers • Cheaper/budget travellers – avoid single person supplement **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 reason, clearly indicating how this has appeals to single travellers. **Level 3 (5–6 marks)** Can be awarded for evaluative comment about the significance/importance of particular reasons. Better answers will have a reasoned conclusion. Single travellers may enjoy hostel accommodation as it has many opportunities to meet other tourists [L1]. Lounge and kitchen facilities can be a social area to meet other tourists [L1]. As this accommodation does not have private social space or cooking space [L1], other tourists have to use the communal facilities increasing the opportunity to meet others and socialise [L2]. Tourists often share travel advice whilst using these facilities increasing the tourist enjoyment and experience [L3].	**6**

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Question	Answer	Marks
4(a)	**Identify <u>three</u> reasons for the appeal of Azerbaijan.** Award one mark for each correct identification: • Rich history • Culture • Heritage • Untouched/natural areas • Mineral springs • Cuisine/local food • Business • Sport • Medical • Education • Beach • Ancient architecture • Hunting • International recognised hotel brands	**3**
4(b)	**Describe <u>three</u> likely developments to tourism infrastructure when a destination experiences an increase in international arrivals.** Award one mark for the correct identification of a development and award a second mark for descriptive comment of the development in context: • Roads [1] more movement of people/increased accessibility/funded by increased tourist taxes [1] • Airports [1] increase flight/arrival capacity [1] • Seaport [1] cruises/import supplies [1] • Expand railway network [1] workers/tourist movement [1] • Accommodation [1] internationally recognised branded hotels/money from increased arrivals used to fund development [1] • Attractions [1] meet increased/higher expectations of international tourists [1] Credit all valid responses in context.	**6**

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Question	Answer	Marks
4(c)	**Explain the benefit to Azerbaijan's Tourism Authority of the following tourism promotion methods:** Award one mark for the correct identification of a benefit and award a second mark for appropriate explanatory development of the benefit in context: **tourist information centres in other countries** • Face to face [1] detailed selling/information [1] • Understand market better [1] improve marketing/communications [1] • Explain the many appeals of Azerbaijan [1] promoting to tourists in key international source markets **attending trade fairs** • Target audience [1] delegates are there for information [1] • Attracts large numbers [1] costs effective [1] • Increase awareness/recognition as a destination [1] create links/demand/interest [1] • Research the competition [1] find a niche [1] **brochures and leaflets distributed in other countries** • Easily translated [1] variety of markets/reuse for different countries [1] • Can show images and detail [1] generate interest [1] • Taken away [1] referred to later [1] Credit all valid responses in context.	**6**
4(d)	**Explain <u>one</u> advantage and <u>one</u> disadvantage of Azerbaijan having a growing number of international branded hotels.** Award one mark for the correct identification of a dis/advantage and award a second mark for explanatory development of the dis/advantage in context: **Advantage** • Recognised brands/quicker tourism industry growth [1] foreign investment [1] • Improved brand image [1] confidence/tourists increase due to well-known brand and standards [1] • Raise standards in local accommodation [1] competition for tourist/greater success [1] **Disadvantage** • Leakage [1] profits returned/foreign workers [1] • Unfair/increased competition [1] more resources/expertise [1] Credit all valid responses in context.	**4**

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Question	Answer	Marks
4(e)	**Discuss the ways hosting events can help to encourage tourism in an area.** Indicative content: • Attract visitors – visit again • Spread the word – media and word of mouth • Positive image of the destination • Boost tourism out of season **Level 1 (1–2 marks)** Will identify up to two valid reason providing some detail within the context but will be mainly descriptive. **Level 2 (3–4 marks)** Can be awarded for an explanation clearly indicating how the reason helps to boost tourism. **Level 3 (5–6 marks)** Can be awarded for evaluative comment about the significance/importance of the reason. Better answers will have a reasoned conclusion. Tourists may be attracted to an event and while they are there they will get to see how nice the area is [L1]. They may then visit again to experience other elements of the area/destination [L2]. If they do not visit again themselves, they may talk to friends and family about how nice the area/destination is [L1] and they may then be inclined to visit the area [L2]. Drawing tourists to an area for an event is a good opportunity for the destination and its tourism organisations to showcase themselves in order to further promote the area/destination [L3] and generate appeal in market segments that may not have otherwise visited that area [L3].	**6**

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