CAMBRIDGE INTERNATIONAL EXAMINATIONS

International General Certificate of Secondary Education

MARK SCHEME for the May/June 2013 series

0471 TRAVEL AND TOURISM

0471/01 Paper 1 (Written Paper), maximum raw mark 100

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 will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the May/June 2013 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

1 (a) Identify the following:

Award one mark for each correct identification as follows:

- Sea A = **Caribbean**
- Line B = **Tropic of Capricorn**
- C = **Madrid**
- D = **Singapore**
- Term = **Equatorial**

(b) International tourists can be classified according to their main purpose of travel. Define and give an example of the following: **[6]**

Award one mark for each definition plus an additional mark for an appropriate named example.

- **Medical tourism =** travel overseas for treatment (1) such as low cost surgery in India. (1)
- **Ecotourism =** Responsible travel to natural areas that conserves the environment and improves the well-being of local people (1) such as staying in an eco-lodge in Costa Rica. (1)
- **Religious tourism** = people of faith travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes (1) Muslim hajj to Mecca. (1)

(c) Identify and explain the two ways in which visitor movement is managed at the site to avoid negative environmental impacts. **[4]**

Responses MUST be derived from Fig. 2 image. Award one mark for each of two valid method identifications and award a second mark for an appropriate explanatory comment about each. Correct responses will relate to ONLY:

- Roped off statue (1) – prevent damage (1)
- Pathway/stairs (1) – prevent congestion (1) erosion, etc. (1)

(d) Local people often sell traditional craft items as souvenirs outside popular visitor attractions. Explain two ways in which the sale local souvenirs promotes the culture of the destination. **[4]**

The question is promote and we should credit responses that emphasise visibility of crafts. Award one mark for the correct identification of each of two valid ways and award a second mark for an appropriate explanatory comment about each, such as:

- Items on show (1) so visitors become aware. (1)
- Increased demand (1) supports local artisans. (1)
- Tourist souvenirs taken home (1) seen by a wider audience. (1)
- Reflect content of cultural attractions (1) so visitors may seek other cultural sites. (1)
- Reinforces local pride (1) cultural identity of host population increases. (1)

Credit all valid reasoning.

(e) Discuss the reasons why some visitor attractions r make bookings prior to their arrival.

This is a visitor management issue to reduce congestion sure that the number of visitors can be accommodated, potential negative impacts.

Candidates can talk about any of the following issues:

- Prevent congestion – long queues
- Having enough staff
- Having enough stock (e.g. cafe and shop)
- To give arrival time
- Allocate coach parking space
- Minimise local negative impacts

Use level of response criteria

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 analysis of selected reasons, clearly indicating suitability for tourist needs and/or provider requirements for at least two of the reasons.

Level 3 (5–6 marks) can be awarded for evaluative comment about provision and this will probably be related to customer and/or organisation needs/suitability. The better answers will have a reasoned conclusion.

Example

Many attractions want to operate efficiently and avoid difficulties caused by congestion and overbooking (L1). Some attractions will give time slots to large groups so that an even flow of visitors can be maintained. This will also mean that other guests do not feel crowded out (L2). The main reason is to allow the efficient operation of the attraction and so plans can be made to have enough staff on duty to provide services such as guided tours (L3).

2 (a) Identify the following: [3]

Award one mark for the correct identification of each of:

- 2 winter outdoor activities = **Skiing** and **Ice skating**.
- Summer outdoor activity = (**Mountain) biking/cycling**.

(b) The hotel offers guests a choice of accommodation. State four ways in which an apartment is likely to differ from a standard hotel room. [4]

Award one mark for the identification of each of four valid differences such as:

- More space
- Lounge area
- Kitchen
- White goods
- TV in each room
- Accommodate 2+ guests

(c) Describe fully how the hotel's restaurant is likely service of the following meals:

- **Breakfast buffet**
- **Set evening meal.**

Award one mark for each of three descriptive comm crediting ideas such as the following:

Buffet breakfast = guests help themselves (1), only hot choice hot/cold items (1) from designated buffet statio required. (1)

Set evening meal = waiter service (1), 3 course menu choices (1), tables cleared during each course (1), full bar service. (1)

Credit all valid comments to do with glassware, crockery, condiments, etc.

(d) Explain <u>three</u> advantages to tourists of using a range of web-based resources before making their travel arrangements. **[6]**

Award one mark for the correct identification of each of three valid advantages and award a second mark for an appropriate explanatory comment about each. Correct ideas will include:

- A wealth of choice (1) – can access thousands of travel reviews and commentaries from travellers. (1)
- Candid, up-to-the-moment and live reports (1) – most accurate details available. (1)
- Detailed information (1) – can unearth local gems, get news updates and read about specialist topics. (1)
- Openness (1) – they allow the readers to join in the conversation. (1)
- Text, images and video formats (1) – more detailed than brochures/ guidebooks, etc. (1)
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Credit all valid reasoning including references to sources such as TripAdvisor, etc.

NB – do **<u>not</u>** credit simple generic Internet features such as 24/7 availability, on-line booking, etc.

(e) Assess the ways in which <u>one</u> destination with wh extended its tourist season.

Actual details will vary with the nature of the destin comments, not related to an identifiable destination, will Expect to see reference made to aspects such as:

- Special events
- Additional visitor facilities
- Seasonal calendar of activities etc.

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

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 selected ways, clearly indicating suitability for tourist needs for at least two of them.

Level 3 (5–6 marks) can be awarded for an assessment about provision in the named destination and this will probably be related to tourist suitability. The better answers will have a reasoned conclusion.

Example Dubai

The very hot summer months are Dubai's traditional low season. Many tourists are attracted in summer because of lower hotel prices (L1), many offering all-inclusive family deals (L2). The destination stages "Summer Surprises" (L1) and many family-friendly events take place (L2). All public buildings like shopping malls are air conditioned and attractions like Ski Dubai provide indoor tourist activities for those wanting to escape the heat. This means that visitor numbers remain high throughout the year (L3).

3 (a) Identify and explain <u>two</u> ways in which the tour's operator is looking after passengers' health and safety. [4]

Figs. 4 and 5 clearly show <u>THREE</u> aspects of this and these are the <u>only</u> answers. Award one mark for the correct identification of each of two valid ways and award a second mark for an appropriate explanatory comment about each:

- Staff helping passengers board (1) – so they do not hurt themselves (1)
- Carrying life vest (1) – avoid drowning in emergency (1)
- Walk forward sign (1) – safe way to exit (1)
- Headphones (1)
- Seatbelts (1)

(b) Most passengers will book sightseeing tours with their hotel or with shore excursions staff on-board shows a typical chain of distribution for tourism explain the relationship between operators of local ships.

This is set in terms of the chain of distribution and ca identify the following:

- **Tour operator = wholesaler/provider** (1)
- **Hotels & cruises = retailer** (1)

Award 2 marks for the correct identification of each of the above and award a further four marks for pointing out things such as:

- Operator creates the product (1)
- Sells to retailers (1) and direct to customers (1)
- Retailers re-package the product (1) and sell to their customers (1)

(c) (i) Identify the following: [3]

Award one mark for the correct identification of each of:

- Island destination = **Martinique**
- Terminal size = **19,200 sq. ft.**
- Seating = **280**

(ii) Explain how the ferry terminal provides passengers with each of the following: [6]

- **An accessible location**
- **A comfortable environment**

In each case, award one mark for the correct identification of each of two valid aspects stated in Fig. 6 and award a third mark for an explanatory comment about either. Correct responses will include:

An accessible location

- taxi services (1) easy for passengers to complete their journey. (1)
- designated parking for pick-up and drop-off (1) so passengers can easily arrive/be met. (1)

A comfortable environment

- Spacious Arrival Lounge (1) – designed to offer passengers the same level of comfort found at an airport. (1)
- The Departure area is well ventilated (1) with a restaurant and bar that is designed to serve passengers (1) and seating for 280. (1).

(d) With reference to <u>one</u> destination with which you negative socio-cultural impacts of tourism.

Actual details will vary with the nature of the destin comments, not related to an identifiable destination, will Expect to see reference made to aspects such as:

- The Demonstration Effect.
- Commodification.
- Loss of authenticity and staged authenticity.
- Adaptation to tourism demands.
- Culture clash: In some destinations tourists often fail to respect local customs and moral values.
- Crime.
- Sex .
- Changing attitudes – with increasing visitor numbers there is frequently a rise in both apathy and antagonism amongst particular sections of the local population.

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

Level 1 (1–2 marks) will identify up to two valid impacts, providing some detail but will be mainly descriptive.

Level 2 (3–4 marks) can be awarded for an analysis of selected impacts, clearly indicating the negative effect on destinations.

Level 3 (5–6 marks) can be awarded for a discussion about impacts in the named destination and this will probably be related to tourist behaviour. The better answers will have a reasoned conclusion.

Example Goa in India

The state's reputation as a relaxed tropical beach paradise has been severely dented recently by a series of murders and rapes of Western tourists together with lurid stories of drunken behaviour and violent drug gangs (L1). A Temple in Mardol recently posted a sign warning "entry restricted for foreign tourists" while others have imposed a strict dress code for visitors to protect the sanctity of their places of worship (L2). The ban was introduced amid growing concerns in Goa about the behaviour of western tourists, most of whom are from Britain, and their lack of respect for the state's conservative Christian and Hindu cultures (L3). Wearing bikinis at beaches is acceptable to people in Goa but when tourists start arriving at the local bank and other public places, it becomes an issue (L3).

4 (a) Identify and explain <u>three</u> ways in which the Ju Shanghai will appeal to business tourists.

Award one mark for the correct identification of each of t a second mark for an appropriate explanatory com indicates the following:

- The hotel also offers extensive meeting, confe (1), including two grand ballrooms and a large hosting weddings and outdoor events. (1).
- The Grand Ballroom (1) able to host banquets, parties and conferences for up to 800 guests. (1).
- A second ballroom and seven multi-functional meeting rooms can cater for up to 350 guests (1) and are equipped with the latest audiovisual equipment and high-speed Internet. (1).
- Located in the heart of Pudong (1) – directly opposite the Shanghai New International Expo Centre. (1).
- The nearby train station (1) offers swift transfers to Pudong International Airport. (1).

Credit all valid reasoning.

(b) The Jumeirah Group currently employs over 10,000 members of staff from over 90 different countries. Suggest and explain three types of training that will be provided for staff in frontline customer service roles. **[6]**

Award one mark for the correct identification of each of three valid types and award a second mark for an appropriate explanatory comment about each, such as:

- Language skills (1) – improve communication with international guests (1)
- Numeracy (1)
- Literacy (1)
- ICT skills (1) – use current systems (1)
- First aid (1) – Health and Safety issues (1)
- Standards (1) – job-specific functions (1)
- Complaint handling (1) – procedure to be followed in context (1)
- Induction training (1)

Credit all valid reasoning in context.

(c) One of the features of the Jumeirah Group is its outstanding customer service. Describe how a member of the waiting staff in a Jumeirah restaurant will be expected to respond to a guest asking for an item not listed on the menu. **[3]**

Award one mark for each of three valid descriptive statements that will apply in the given context of this particular 'moment of truth'. Expect to see the following:

- Not say no/unavailable (1)
- Will go and check (1)
- Offer/suggest replacement item (1)
- Apologise if not possible (1)

(d) Sometimes hotel guests will complain about the ser In the table below circle the four most appropriate wa the hotel's staff should handle such complaints.

Award one mark for the correct identification of each of:

- Never argue
- Listen carefully to the guest
- Apologise in general terms
- Agree a solution with the guest

(e) Assess the services that are provided by many international resort hotels for couples getting married overseas. **[6]**

This should be familiar to most candidates and we should expect to see reference made to aspects such as:

- Choice of rooms and packages appropriate to number of guests and budget.
- Services of a Wedding Planner – manages event for the clients.
- Can arrange extras – decorations, disc, etc.
- Provide honeymoon suite – offer discounted rate for other guests.
- Locations for photos – stunning views, etc.

Use level of response criteria

Level 1 (1–2 marks) will identify up to two valid services, providing some detail but will be mainly descriptive.

Level 2 (3–4 marks) can be awarded for an analysis of selected services, clearly indicating their appropriateness for the foreign couple.

Level 3 (5–6 marks) can be awarded for an assessment of selected services in meeting the couple's needs. The better answers will have a reasoned conclusion.

Example

Exotic foreign weddings are no longer exclusively for celebrities. Weddings in the Caribbean at resorts like Sandals are popular for a variety of reasons including the services of a wedding organiser (L1) and this makes planning easier for the couple (L2). Free luggage and china are offered (L1) and this is a high quality incentive to couples (L2). A Personal butler (L1) is available to provide a range of personal services to the couple (L2). Many hotel groups such as Sandals offer room upgrades to honeymoon couples and this helps to provide value for money (L2). The most important factor for many is cost and holding the event overseas can easily compare with a more lavish home-based ceremony, only with the weather guaranteed (L3).