CAMBRIDGE
International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/13**

Paper 1 Key Terms and Concepts **May/June 2024**

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.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the May/June 2024 series for most Cambridge IGCSE, Cambridge International A and AS Level and Cambridge Pre-U components, and some Cambridge O Level components.

© Cambridge University Press & Assessment 2024

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 descriptions 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.

© Cambridge University Press & Assessment 2024

Social Science-Specific Marking Principles (for point-based marking)

1 Components using point-based marking:

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

a DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)

b DO credit alternative answers/examples which are not written in the mark scheme if they are correct

c DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons …)

d DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)

e DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities

f DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted)

g DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion).

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Calculation questions:

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

© Cambridge University Press & Assessment 2024

4 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking
- For levels of response marking, the level awarded should be annotated on the script
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

© Cambridge University Press & Assessment 2024

Assessment objectives

AO1 Knowledge and understanding
Demonstrate knowledge and understanding of facts, terms and concepts of travel and tourism.

AO2 Application
Apply knowledge and understanding of facts, terms and concepts to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis
Analyse travel and tourism issues and show an understanding of the possible impacts of those issues on travel and tourism.

AO4 Evaluation
Evaluate information to develop arguments, understand implications, draw inferences and make judgements, recommendations and decisions.

© Cambridge University Press & Assessment 2024

Table A

Use this table to give marks for each candidate response for Question/s 1 & 2.

Level	AO1 Knowledge and understanding 2 marks	AO3 Analysis 2 marks	AO4 Evaluation 2 marks	Marks
	Description	**Description**	**Description**	
2	The response contains **two** or more explained valid points. 2 marks	There is some consideration of the significance of **two** of the points mentioned. **OR** The arguments for or against **two** of the points mentioned are given. 2 marks	The response contains a reasoned conclusion or recommendation. 2 marks	**2**
1	The response contains **one** explained valid point **OR** is likely to be a list of valid points with little or no explanation. 1 mark	The response gives some consideration to the significance of **one** point mentioned. **OR** The arguments for or against **one** point mentioned are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark	**1**
0	No creditable response.	No creditable response.	No creditable response.	**0**

Table B

Use this table to give marks for each candidate response for Question/s 3 & 4.

Level	AO2 Application 2 marks	AO3 Analysis 2 marks	AO4 Evaluation 2 marks	Marks
	Description	**Description**	**Description**	
2	Includes an explanation of why **two** or more points mentioned are relevant/suitable to the context of the question. 2 marks	There is some consideration of the significance of **two** of the points mentioned. **OR** The arguments for or against **two** of the points mentioned are given. 2 marks	The response contains a reasoned conclusion or recommendation. 2 marks	**2**
1	**One** point mentioned has an explanation of why it is relevant/suitable to the context of the question. 1 mark	The response gives some consideration to the significance of **one** point mentioned. **OR** The arguments for or against **one** point mentioned are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark	**1**
0	No creditable response.	No creditable response.	No creditable response.	**0**

© Cambridge University Press & Assessment 2024

Question	Answer	Marks
1(a)	**Identify the following from Fig. 1.1:** Award one mark for each correct identification. **The percentage increase in international arrivals:** 4/4% **The average amount international tourists spent in 2020:** $1300 **The direct global contribution of tourism in 2021:** $1.9 trillion Credit all valid responses in context.	**3**
1(b)	**State <u>three</u> factors that can affect tourism demand.** Award one mark for each correct identification. • Economic • Levels of disposable income • Government investment in the destination/area • Demographics • Price • Seasonality/climate/weather • Increasing awareness of health • Social • Social consciousness • Fashion and trends • National holidays • Reputation • Competition • Developments in transport • Developments in information technology/social media • Political • Government objectives for tourism • Terrorism • War • Stability/instability • Security and safety • Crime • Imposed limitations on travel • Pandemic • Environment • Increased awareness and concern for the environment • Sustainability • Extreme weather • Natural disasters • Risk of disease Credit all valid responses in context.	**3**

Question	Answer	Marks
1(c)	**Explain <u>two</u> reasons why tourists spend more when travelling internationally.** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. • Further to travel (1) transport costs increase (1) • Increased accommodation costs (1) longer length of stay/stay longer to make the most of the trip (1) • Higher budget/spend more at destination (1) once in a lifetime trip/make most of trip (1) • Unique attractions (1) spend more so they don't miss out on the main sights (1) • Tourism tax applied at point of entry (1) more expensive initial costs (1) • Unfavourable exchange rates (1) home currency weaker than destination currency (1) Credit all valid responses in context.	**4**
1(d)	**Explain <u>two</u> economic impacts on destinations when international tourism decreases.** Award one mark for the correct identification of an impact and a second mark for explanatory development of the impact in context. • Tourists are higher spending tourists; less tourists results in less spending and loss of jobs (1) resulting in a lower standard of living for the host population/reduced multiplier effect (1) • Less foreign currency (1) reduced income to the area (1) • Government receive less tax revenue (1) less funds to spend on local facilities and infrastructure/less funds to maintain the destination resulting in further decline (1) • Reduction in income (1) no tourists coming to spend money (1) • Unemployment (1) tourism organisations close due to less customers (1) • Reduction in leakage (1) more local economic benefits (1) Credit all valid responses in context.	**4**

© Cambridge University Press & Assessment 2024

Question	Answer	Marks
1(e)	**Assess the importance of destinations being dynamic.** Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate. AO1 out of two marks – K AO3 out of two marks – AN AO4 out of two marks – EVAL Responses may include the following and any other valid points should be accepted: **AO1 knowledge and understanding** • The world is constantly changing, need to be dynamic to keep up with • To survive/respond to world events and shocks • National economies are dependent on the industry, must change to sustain economic security/benefits • To recover from changes quickly • Need to respond to the changing fashions and trends • Tourists wants and needs change, need to meet tourist demands • The industry has always had to be dynamic, it has become a standard way for the industry **AO3 Analysis** • Lack of change and dynamism can result in no/less tourists • Tourist satisfaction • Lack of change and dynamism can result in loss of jobs/trade • Highly competitive industry, if destinations don't change to continue to meet tourists needs they will lose their competitive edge/become less popular. **AO4 Evaluation** • Destinations need to change or lose money/customers/competitive edge • Lack of tourism from lack of change can cause a national recession/economic downfall • In many countries the whole economy depends on the industry • It is what makes the industry so successful Credit all valid responses in context.	**6**

Question	Answer	Marks
2(a)	**State <u>two</u> topographical features of destinations** Award one mark for each correct identification. • Mountains • Rivers • Lakes • Oceans/seas • Valley • Hill • Waterfall • Sand dunes/desert Award these responses only.	**2**
2(b)	**Other than ecotourists, state <u>two</u> types of tourists.** Award one mark for each correct identification. • Business • Couples • Families • Groups • Independent • Leisure • Responsible tourists • Special interest/medical/pilgrimage/adventure/cultural/sports/health and wellbeing • Specific needs Award these responses only.	**2**
2(c)	**State <u>four</u> skills required when working in the travel and tourism industry.** Award one mark for each correct identification. • Clear speech • Good communication • Welcoming • Patience • Flexible • Listening • Speak other languages • First aid skills • Good body language • Good personal presentation • Numeracy • Literacy • ICT • Problem solving/critical thinking skills • Teamwork Credit all valid response in context.	**4**

Question	Answer	Marks
2(d)	**Evaluate <u>two</u> ways ecotourism can benefit a destination.** Award one mark per analytical comment of a way/the importance of the way in context. Award a second and third mark for evaluative comments of the way/importance. **AO3 Analysis** • Negative impacts are minimal and positive are maximised because ecotourists are responsible tourists • Encourage destinations to preserve and create natural space to attract these tourists • Attract more responsible tourists, destination is managed in a responsible way **AO4 Evaluation** • Destination is more sustainable and better for the locals and tourists • Economy can benefit from tourism without the environmental, social and economic impacts • Competitive edge, set apart from competition • Sustainable tourism industry Credit all valid response in context.	**6**

© Cambridge University Press & Assessment 2024

Question	Answer	Marks
2(e)	**Evaluate how using local tour guides is more sustainable.** Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate. AO1 out of two marks – K AO3 out of two marks – AN AO4 out of two marks – EVAL Responses may include the following and any other valid points should be accepted: **AO1 Knowledge and understanding** • Income stays within the local economy/reduction in leakage • Guides teach tourists about local/relevant issues and social norms • Reduces economic leakage from employing foreign guides • Local communities are actively involved in the tourism product • Supports local enterprises **AO3 Analysis** • Economic benefit is maximised, local community thrive • Spread awareness of local issues • Improves the relationship with the host communities • Exploitation of the local community and resources is minimised **AO4 Evaluation** • Local community and tourism provider benefit equally • Better tourism product resulting in more success for the tourism organisation • Ethical, it's the right thing to do Credit all valid responses in context.	**6**
3(a)(i)	**State <u>four</u> main types of tourism.** Award one mark for each correct identification. • Inbound • Outbound • Short haul • Domestic • Day trip • International Award these responses only.	**4**

Question	Answer	Marks
3(a)(ii)	**State <u>one</u> government objective for tourism shown in Fig 3.1.** Award one mark for the correct identification. • Environmental/sustainability • Political/reputation/image of the country Award these responses only.	**1**
3(b)	**State which negative economic objective can be minimised by sourcing food locally.** Award one mark for the correct identification. • Import leakage/leakage Award this response only.	**1**
3(c)	**Explain <u>one</u> way single use plastic can be reduced by hotels** Award one mark for the correct identification of a way and a second mark for explanatory development of the way in context. • No plastic straws (1) use reusable or no straws (1) • No plastic water bottles (1) provide reusable/filtered water for guests (1) • Only use metal cutlery/replace with bamboo or wooden cutlery (1) can be reused/biodegradable (1) Credit all valid response in context.	**2**
3(d)	**Explain <u>three</u> ways being more sustainable can increase the appeal of the Balearics.** Award one mark for the correct identification of a way and a second mark for explanatory development of the way in context. • More tourists interested in visiting the destination/attracts responsible tourists (1) tourists know their ethical tourism needs will be met at the destination (1) • Cleaner/preserved environment for tourists to experience (1) negative impacts have been minimised (1) • Natural resources are protected/preserved (1) tourists can visit lots of well conserved natural attractions (1) • Eco/responsible tourists can be confident visiting the destination (1) destination has a good reputation/destination will be able to meet their needs (1) • More welcoming destination (1) conflict between tourists and host population has been removed/minimised through responsible behaviours in the industry (1) Credit all valid response in context.	**6**

© Cambridge University Press & Assessment 2024

Question	Answer	Marks
3(e)	**Evaluate the importance of a whole destination approach to sustainable tourism.** Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate. AO2 out of two marks – APP AO3 out of two marks – AN AO4 out of two marks –– EVAL Responses may include the following and any other valid points should be accepted: **AO2 Application** • Clear destination brand/sustainable brand • Destination has a USP/added value • All tourism organisations involved • Encourages responsible behaviour from tourists **AO3 Analysis** • Benefits are maximised and negative impacts are minimised across the whole destination • Increase in tourist numbers/appeal • Quality destination/improved visitor experience **AO4 Evaluation** • Without a whole destination approach impacts cannot be completely managed • Governance of the destination/sustainability can be applied to all tourism organisations • Greater positive impact Credit all valid responses in context.	**6**
4(a)	**Other than built attractions, state <u>two</u> types of attractions.** Award one mark for each correct identification. • Natural attractions • Events Award these responses only.	**2**

Question	Answer	Marks
4(b)	**State <u>two</u> services likely to be found at theme parks.** Award one mark for each correct identification. • Entertainment • Cafe/restaurant/hospitality/refreshments • Education programs • Guest services/customer service desk • Transport • Ticket sales • Lost and found • Wi-fi • Shops/retail • Rides Credit all valid response in context.	**2**
4(c)	**Explain <u>two</u> reasons for the appeal of theme parks.** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. • Family fun day out (1) rides/facilities for all ages within the family (1) • Experience the rides (1) adrenaline/unique rides/experience (1) • Good value day out (1) facilities and services to increase dwell time (1) • Entertainment (1) something for everyone/all ages (1) Credit all valid responses in context.	**4**
4(d)	**Explain <u>three</u> reasons why staff should follow procedures when handling complaints.** Award one mark for the correct identification of a procedure and a second mark for explanatory development of the procedure in context. • Understand/identify the issue/complaint (1) ensure the correct actions are taken and issues are solved in a satisfactory manner (1) • Ensure customer agrees with and is happy with the actions taken (1) customer satisfaction/minimise negative publicity (1) • Protect the organisational reputation (1) appropriate action taken/prevent future complaints (1) • Protect staff (1) format to follow allowing for easier/consistent handling of complaints (1) Credit all valid responses in context.	**6**

© Cambridge University Press & Assessment 2024

Question	Answer	Marks
4(e)	**Evaluate the importance of visitor attractions having good public transport links.** Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate. AO2 out of two marks – APP AO3 out of two marks – AN AO4 out of two marks – EVAL Responses may include the following and any other valid points should be accepted: **AO2 Application** • Improves accessibility to the attraction • Allows sustainable travel to the attraction • Reduces congestion from cars in the local area • Meets customer needs/expectations **AO3 Analysis** • More customers/increase in visitor numbers • Improves sustainability of the attraction • Minimises impact on the local population/improves relationships **AO4 Evaluation** • Attraction has a greater chance of success • Attraction can contribute positively to sustainability of the destination Credit all valid responses in context.	**6**

© Cambridge University Press & Assessment 2024