CAMBRIDGE
International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/11**

Paper 1 Key Terms and Concepts **May/June 2025**

MARK SCHEME

Maximum Mark: 80

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 2025 series for most Cambridge IGCSE, Cambridge International A and AS Level components, and some Cambridge O Level components.

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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 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.

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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.

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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.

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Annotations guidance for centres

Examiners use a system of annotations as a shorthand for communicating their marking decisions to one another. Examiners are trained during the standardisation process on how and when to use annotations. The purpose of annotations is to inform the standardisation and monitoring processes and guide the supervising examiners when they are checking the work of examiners within their team. The meaning of annotations and how they are used is specific to each component and is understood by all examiners who mark the component.

We publish annotations in our mark schemes to help centres understand the annotations they may see on copies of scripts. Note that there may not be a direct correlation between the number of annotations on a script and the mark awarded. Similarly, the use of an annotation may not be an indication of the quality of the response.

The annotations listed below were available to examiners marking this component in this series.

Annotations

Annotation	Meaning
	Correct point
	Incorrect point
BOD	Benefit of doubt given
VG	Content of response too vague
NAQ	Not answered question
REP	Repetition
SEEN	Page or response seen by examiner
BP	Blank page
K	Knowledge
APP	Application
AN	Analysis
EVAL	Evaluation

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.

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Table A

Use this table to give marks for each candidate response for **Questions 1(e), 2(e)** and **4(e).**

Level	AO1 Knowledge and understanding 2 marks	AO3 Analysis 2 marks	AO4 Evaluation 2 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
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
0	No creditable response.	No creditable response.	No creditable response.

Table B

Use this table to give marks for each candidate response for **Question 3(e).**

Level	AO2 Application 2 marks	AO3 Analysis 2 marks	AO4 Evaluation 2 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
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
0	No creditable response.	No creditable response.	No creditable response.

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Question	Answer	Marks
1(a)	**Identify the following:** Award one mark for a correct identification. **the number of business trips to Germany:** 11 million **the number of business trips to France:** 4 million **the number of business tourists to Germany:** 172 million Credit these responses only.	**3**
1(b)	**State the term used to describe all the different types of business travel.** Award one mark for the correct identification. MICE Credit this response only.	**1**
1(c)	**Describe <u>two</u> ways events and conferences can be sustainable.** Award one mark for the correct identification of a way and a second mark for descriptive comment of the way in context. • water refill stations [1] minimise single use plastic [1] • virtual options/hybrid [1] minimise amount of people travelling [1] • recycle waste [1] reduce waste to landfill [1] • encourage the use of public transport [1] less carbon emissions [1] Credit all valid responses.	**4**

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Question	Answer	Marks
1(d)	**Explain how the following challenges are likely to affect demand for business tourism:** Award two marks for each correct identification of a way/how and a third mark for explanatory development in context. **rising prices** • travel more expensive [1] less tourists willing to attend events/conferences [1] reduction in business tourism numbers [1] • events/conference providers increase the price of hosting and event [1] less events held because of affordability [1] less tourism spend in the country [1] • reduction in demand for in person events [1] more demand for virtual events [1] don't require travel making it more affordable [1] **staff shortages** • unable to hosts events because they can't be staffed [1] event providers will look to other destinations to host events [1] amount of, and spend from, business tourism declines/loss of trade [1] • reduced level of service due to lack of/fewer staff [1] customers may not return to the destination to host the event/conference due to bad customer service experience [1] reduction in demand and bad reputation affects future success in the industry [1] • less business tourism [1] companies don't send employees to conference/event because they are needed to continue with essential tasks at the office/factory [1] conferences and events can't be run/make a loss due to lack of customers [1] Credit all valid responses.	**6**

Question	Answer	Marks
1(e)	**Evaluate the reasons why most business tourism takes place in urban destinations.** Use Table A to mark this question. Responses may include the following and any other valid points should be credited. **AO1 knowledge and understanding** • urban destinations/cities have good transport access/infrastructure • urban destinations have good ample tourism infrastructure/hotels /conference venues etc. • urban destinations are often famous and have their own appeal/ attractions for entertainment **AO3 Analysis** • convenient/easy to travel to and from • venues able to hold large number of business tourists • famous destinations make the conference/exhibition more appealing to attend **AO4 Evaluation** • MICE will be better attended/successful if hosted in a convenient location, businesses will have more success • easier for businesses to arrange which makes the destination more appealing and successful for business tourism Credit all valid responses.	**6**

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Question	Answer	Marks
2(a)	**Define the following terms:** Award one mark for each correct definition. **self-catering** • accommodation where tourists provide and cook for themselves **occupancy rate** • percentage of accommodation rooms in use Credit these responses only.	**2**
2(b)	**State <u>two</u> types of destinations.** Award one mark for each correct identification. • beach/coastal • island • resort/integrated resort/eco resort/ski resort • rural/countryside/mountains/lake • urban/town/city Award these responses only.	**2**
2(c)	**Describe <u>two</u> ways tourism organisations can overcome the issue of perishability.** Award one mark for the correct identification of a way and a second mark for descriptive comment of the way in context. • discount/sell rooms cheaper closer to the stay date [1] get some money for the room rather than letting it perish/expire [1] • target different tourist types that will stay in quieter seasons/times [1] less rooms perish [1] • promotion/special offers [1] persuade people to stay longer e.g. 3 nights for the price of 2 during the times when rooms are perishing [1] • minimum night stay [1] over the quieter nights e.g. Monday [1] • better/more marketing/branding [1] so products are in demand and sell before expiry [1] Credit all valid responses.	**4**

Question	Answer	Marks
2(d)	**Explain <u>three</u> reasons for the appeal of homestay accommodation.** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. • authentic experience [1] experience life as a local [1] • more sustainable/responsible [1] money stays local/learn about local culture [1] • improve language skills [1] immersed in local language/no translation services [1] • live like a local [1] learn about local culture and customs first hand [1] Credit all valid responses.	**6**
2(e)	**Evaluate the importance of tourists respecting customs when at a destination.** Use Table A to mark this question. Responses may include the following and any other valid points should be credited. **AO1 knowledge and understanding** • responsible tourism/respectful • doesn't contribute to the erosion of customs • moral behaviour **AO3 Analysis** • culture is preserved and protected • improves cultural understanding and tolerance • fosters cultural pride in the host population **AO4 Evaluation** • by respecting customs when at a destination it ensures that tourists will continue to want to visit to immerse themselves in the culture and locals won't be hostile towards visitors. • it is the right thing to do, we shouldn't force our cultures on others Credit all valid responses.	**6**
3(a)	**Define the term 'resilience'.** Award one mark for the correct definition of the term. • the ability of travel and tourism providers/organisations/industry to respond to and recover/bounce back from difficult situations/shocks Credit all valid responses.	**1**

Question	Answer	Marks
3(b)	**State <u>three</u> types of special interest travel.** Award one mark for each correct identification. • medical • religious • education • adventure • cultural • sports • health • wellbeing Credit all valid responses.	**3**
3(c)	**Explain <u>two</u> reasons for the appeal of cruise holidays.** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason. • multiple destinations in one holiday [1] see more/value for money/multiple experiences [1] • access to areas that are difficult with other modes of transport/travel [1] remote and small islands can be expensive and challenging to access [1] • all facilities provided in one place [1] cruise ships have a wide variety of activities/products and services on board [1] • relaxation [1] everything is provided on the ship [1] • view sights/destinations from a different perspective on the water [1] unique experience [1] • All inclusive [1] no need to spend more/tourist can budget [1] Credit all valid responses.	**4**
3(d)	**Explain <u>three</u> likely reasons why the Jamaican government and JTB wanted the country to remain open for tourism throughout the pandemic.** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. • to allow the industry/tourism organisations to survive [1] loss of customers/money could result in many going out of business [1] • provided the destination with a competitive edge [1] with other destinations closed Jamaica could benefit from lots of customers [1] • ensured that tourist spend was continuing to come to the country [1] supporting the economy of the country [1] Credit all valid responses.	**6**

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Question	Answer	Marks
3(e)	**Evaluate the importance of governments setting objectives for tourism.** Use Table B to mark this question. Responses may include the following and any other valid points should be credited. **AO2 Application** • unified/coordinated approach • sets clear goals and objectives for organisations in the industry • helps to maximise benefits and minimise negative impacts • gives guidance and rules to allow the country to benefit from tourism as much as possible **AO3 Analysis** • without goals/targets an uncoordinated approach can have negative impacts • used as a guide for tourism organisations to make sure they take actions that will benefit the destination • ensures the country benefits/maximises positive benefits **AO4 Evaluation** • allows the whole country to benefit from tourism • without the tourism industry tourism may not be sustainable as it will rely on the good will of tourism organisations Credit all valid responses.	**6**
4(a)	**State <u>two</u> examples of good personal presentation.** Award one mark for each correct identification. • uniform • name badge • no visible tattoos • clean hands and nails • short/tidy hair • no body odour • minimal perfume Credit all valid responses.	**2**

Question	Answer	Marks
4(b)	**State <u>two</u> types of rail transport.** Award one mark for each correct identification. • leisure • MRT/underground/metro • trams • trains • luxury trains Credit all valid responses.	**2**
4(c)	**Explain <u>two</u> ways transport providers can meet the needs of customers with limited mobility.** Award one mark for the correct identification of a way and a second mark for explanatory development of the way in context. • ramps [1] allow full access/safe access to the transport [1] • handrails [1] steady and support when walking/accessing [1] • disabled toilets [1] facilities for all [1] • specified seats [1] improved comfort/accessibility to seating [1] • assistance [1] aid mobility, good for single/independent tourists [1] • provide wheelchairs [1] compatible with the transport [1] Credit all valid responses.	**4**

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Question	Answer	Marks
4(d)	**Evaluate how the following make public transport more appealing:** Award one mark per analytical comment of the importance of the reason given. Award a second and third mark for evaluative comment of the reason/importance in context. **contactless payments** **AO3 Analysis** • quicker payment making using public transport easier • less/no communication required just tap card and go • tourists don't need the right coins/to worry about working out local currency **AO4 Evaluation** • tourists are more likely to use public transport [1] allowing them to explore the destination more [1] • tourists who don't know the local language/are socially anxious will still be able to access public transport [1] accessibility for all makes for a more appealing destination [1] • international tourists can avoid physical money exchange services/card currency exchange services often provide better value for money [1] allowing them to have more money to spend in the location [1] **dedicated bus lanes** **AO3 Analysis** • allows bus transport to flow with less congestion • more environmentally friendly • quicker and more reliable bus/travel times **AO4 Evaluation** • fewer potential delays when using the bus [1] tourist can reach their destination in good time [1] • buses will spend less time idling in traffic queues, emitting pollution [1] more appealing for sustainable tourists/reducing air pollution in the destination [1] • making bus travel more appealing because of its reliability [1] making it appealing for all types because they can be sure to reach their destination on time/not waste time at the destination in traffic jams [1] Credit all valid responses	**6**

Question	Answer	Marks
4(e)	**Evaluate the importance of tourism staff providing good customer service to different customer types.** Use Table A to mark this question. Responses may include the following and any other valid points should be credited. **AO1 Knowledge and understanding** • there are different types of tourists all with different needs. • it is good customer service • expected by customers • comply with the law **AO3 Analysis** • increase tourists numbers/tourist spend at the organisation • competitive industry, if you don't provide it another organisation will and customers chose them over you **AO4 Evaluation** • travel and tourism is a service, people expect to be looked after without question, if not the customers will go to other organisations/leave bad reviews affecting the brand image of the organisation. This will result in loss of money and customers Credit all valid responses.	**6**