CAMBRIDGE
International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/12**

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
	Benefit of doubt given
	Content of response too vague
	Not answered question
	Repetition
	Page or response seen by examiner
	Blank page
	Knowledge
	Application
	Analysis
	Evaluation

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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.

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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 amount tourism currently contributes to GDP in the USA:** $2.24 trillion/7.9% **the amount spent by domestic tourists in the USA:** $1703 billion Credit these responses only	**2**
1(b)	**Explain <u>one</u> likely reason why domestic tourists spend more than inbound tourists in the USA.** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. • USA has a large population therefore there are more people to travel domestically [1] large numbers of domestic tourists results in a greater total of domestic visitor spending [1] • domestic tourists stay longer and return more often as the country is more accessible [1] causing them to spend more [1] • the USA is more accessible to domestic tourists, they don't spend as much on travel [1] leaving them more to spend when at the destination [1] • the volume of domestic tourists in the USA is higher than inbound tourists [1] therefore their total spending will be higher [1] Credit all valid responses.	**2**

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Question	Answer	Marks
1(c)	**Explain <u>one</u> reason the USA has so many tourists from the following source markets:** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. **Mexico** • accessibility/located near/neighbouring countries [1] cheaper travel expenses than long haul/convenient/easy to travel/can use own transport e.g. car [1] • visiting friends and family [1] many Mexicans have migrated to the USA [1] • experience different culture [1] American culture is popular and widely experienced in the media, Mexicans travel to experience it [1] **United Kingdom** • same language [1] ease of travel/no language barrier [1] • similar culture [1] ease of travel [1] • American culture is popular and is widely represented in the media [1] UK tourists travel to experience what they have seen first hand [1] • seasonal climate conditions in the USA [1] weather in the south of the USA can be better than the UK/guaranteed snow in Californian mountains [1] • UK has unpredictable weather/cold in the winter [1] UK tourists can travel for more predictable/warmer weather conditions in the USA [1] • good and frequent flight links from the UK to the USA [1] easy and convenient travel [1] • increased promotion of USA to UK tourists [1] more awareness stimulating more demand [1] Credit all valid responses.	**4**

Question	Answer	Marks
1(d)	**Explain <u>three</u> negative economic impacts of tourism.** Award one mark for the correct identification of a negative economic impact and a second mark for explanatory development of the impact. • import leakage [1] international organisations imports goods and services to meet tourist demand, causing money to leak out of the economy/money from purchases benefits another country [1] • export leakage [1] foreign staff work in tourism and send money home, therefore wages don't contribute to the local multiplier effect/economy /foreign owned companies send profits back home causing the money to leak out of the economy [1] • inflation [1] out pricing the local population resulting in a reduction in standards of living for local population/reduction in appeal of the destination due to increased prices resulting in less tourist spend [1] • seasonal employment [1] seasonal poverty/reduction in living standards in off peak seasons [1] • over dependence on tourism [1] traditional/other industries lost and the country has no back up industry if tourism rate decreases/unstable economy if disaster or global shock causes tourism numbers to decrease [1] • opportunity cost [1] government spend the money generated from tourism-on-tourism infrastructure rather than facilities for locals e.g. hospitals/school resulting in a reduced or poor standard of living for the local population [1] Credit all valid responses.	**6**

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Question	Answer	Marks
1(e)	**Discuss why governments set objectives for tourism development**. Use **Table A** to mark this question. Responses may include the following and any other valid points should be credited. **AO1 knowledge and understanding** • manage/control tourism development • set common goals for all organisations in the industry to follow • minimise negative impacts and maximise positive impacts • force/push the sustainable tourism agenda through objectives • used to plan for controlled tourism growth **AO3 Analysis** • without objectives and control development won't follow a common purpose that is in the best interests of the country • country risks losing out on positive impacts of tourism and opportunity to make the destination more sustainable **AO4 Evaluation** • government objectives provide a coordinated, controlled approach. • without them, destinations could suffer negative impacts that will affect the host population, the success of the tourism industry and the country. • international investors and developers may not consider local needs. With objectives the local needs are considered, and exploitation is minimised. Credit all valid responses.	**6**

Question	Answer	Marks
2(a)	**State <u>two</u> types of travel agents.** Award one mark for each correct identification. • business • independent • miniples • multiples • online/call centre • retail/retailer/high street • specialist/specialise Credit these responses only.	**2**
2(b)	**Other than dynamic packages, state <u>two</u> types of package holidays.** Award one mark for each correct identification. • all inclusive • mass market • specialist Credit these responses only.	**2**
2(c)	**Explain <u>two</u> reasons why tour operators sell dynamic package holidays.** Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. • to attract more customers/a variety of customers [1] customers prefer/enjoy/want to have control of/choose the components of their holiday [1] • customers prefer more choice/picking different elements when selecting a package holiday [1] providing this with dynamic packages creates customer satisfaction [1] • it protects future business/sales [1] if not provided customers will create/choose their own travel arrangements/travel independently because they can pick different elements, resulting in less business for the travel agencies [1] • in response to market developments [1] it is now easier for customers to arrange travel independently/customers prefer to have more choice/customisation options therefore the travel agency is responding to changing market needs/preferences [1] • allowing customers to choose elements attracts customers [1] causing an increase in sales by providing/selling different products/increasing the product portfolio of the travel agency [1] • gives the travel agency a competitive advantage [1] customers get to decide what goes into their package holiday, this may not be provided by all travel agencies therefore attracting customers/generating more sales [1] Credit all valid responses.	**4**

Question	Answer	Marks
2(d)	**Evaluate <u>two</u> ways travel agents can benefit from selling products via an app.** Award one mark per analytical comment of the importance of the benefit given. Award a second and third mark for evaluative comment of the reason/importance in context. **AO3 Analysis (AN) the benefit** • more customers/sales as it is easier for customers to access/purchase the product • apps facilitate easier and quicker way to communicate with customers • meeting the demands/needs of customers, future proofing the business • provides a competitive edge/advantage over competition • they can sell to customers any time, not restricted to shop hours/24/7 • reduction in costs, they do not need to pay for physical shop/lots of staff • app accessible from anywhere in the world/wider market as the app can reach a global audience **AO4 evaluation (EVAL) evaluation of the benefit given** • without the app sales will be missed which will restrict revenue and business growth • app allows the travel agents to increase their market share by targeting sales from other customers increasing revenue/allowing for business expansion/maximising profit • meeting the needs of the customers by providing the app, it is a highly competitive industry, if the customer needs are not met then sales will be lost, and the travel agent will struggle to survive • creating more sales, and an increased chance of success for the business • improves the travel agents brand image, allowing them to develop a good reputation as an accessible/modern/innovative business Credit all valid responses.	**6**

Question	Answer	Marks
2(e)	**Assess the benefits of package holidays for customers.** Use **Table A** to mark this question. Responses may include the following and any other valid points should be credited. **AO1 knowledge and understanding** • everything is booked and done for them • all essential elements of a holiday are included in the package • no need to spend time researching – all done for them • package includes guaranteed bookings, reducing the risk of missing out on tickets to attractions/transport • sometimes cheaper price than buying products and services individually • customers can pay up front for package holidays and don't need to worry about cash and know their expenditure exactly/budget accordingly • many package holidays/travel agents allow customers to pay in instalments, not possible when booking separately • safety for the customer – being on an organised holiday/support in resort provided from holiday reps/reduces risks of scams when purchasing online or foreign owned organisation **AO3 Analysis** • less stressful/easier • enjoy holiday without worrying about booking and making arrangements • providing assurance for new or inexperienced travellers **AO4 Evaluation** • holidays are for leisure and/or relaxation, removing the stress allows tourists to enjoy their holiday more • tourists often feel worried/vulnerable if in a country they are unfamiliar with, package holidays allow them to feel secure, safe and enjoy themselves Credit all valid responses.	**6**
3(a)	**State <u>two</u> ancillary services.** Award one mark for each correct identification. • bicycle hire • car hire • currency exchange • guided tours/tour agent • insurance Credit these responses only.	**2**

Question	Answer	Marks
3(b)	**Describe how visitor attractions are intangible.** Award one mark for the correct identification of a characteristic and a second mark for descriptive comment. • visitor attraction is a service/experience [1] it is people doing things for you [1] • there is no physical product that the tourists take away from the visit to a visitor attraction [1] as you cannot touch it [1] • an intangible visitor attraction cannot be held or touched [1] for example, a visit to a theme park/museum [1] Credit all valid responses.	**2**
3(c)	**Explain <u>two</u> ways visitor attractions could provide for business tourists.** Award one mark for the correct identification of a way and a second mark for explanatory development of the way in context • event space/meeting rooms [1] hold their meetings without disturbance [1] • host team building incentives [1] business tourists might return with their family/friends after their business incentive because they enjoyed the attraction so much [1] • corporate discount [1] hosting an event or incentive at the attraction becomes more appealing to the business tourists [1] • free Wi-Fi [1] enable business tourists to stay in touch with work, whilst visiting the attraction in their spare time [1] Credit all valid responses.	**4**

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Question	Answer	Marks
3(d)	**Explain <u>three</u> ways destinations can benefit from wildlife attractions.** Award one mark for the correct identification of a way and a second mark for explanatory development of the way in context • attraction generates investments into the environment [1] destination is protected and developed sustainably/natural environment at the destination is protected [1] • attraction focuses on regeneration/protection [1] wildlife is protected and breeding programs help the wildlife population to improve, improving the quality/appeal of the destination [1] • tourists visiting the destination are educated/learn about wildlife and want to support/conserve the environment/act more sustainably [1] resulting in them helping the conservation efforts in the destination/acting more responsibly/sustainably when at the destination [1] • carrying capacity/visitor management is implemented to protect the wildlife [1] the tourism assets at the destination are protected increasing the appeal of the destination [1] • attracts sustainable tourists/eco tourists [1] who travel with minimal negative impacts to the destination, minimising negative impacts at the destination [1] • provides entertainment for people travelling to the destination [1] makes them stay longer, spend more money and enjoy the destination more [1] • attracts more tourists to the destination as they can view wildlife they can't see at home [1] develops the destinations brand image/reputation [1] • wildlife attraction provides jobs [1] benefiting the multiplier effect/standard of living in destination [1] • entry ticket to the attraction generates money in the destination [1] and therefore the destination will receive more income/increase multiplier effect/circulation of money at the destination [1] Credit all valid responses.	**6**

Question	Answer	Marks
3(e)	**Evaluate the consequences of locating all visitor attractions in one area.** Use **Table A** to mark this question. Responses may include the following and any other valid points should be credited. **AO1 Knowledge** • increases appeal – easy for customers when attractions are located all together • restricts tourist spending to one area – limiting tourist spend to other areas of the country • overcrowding from too many people in one area causing negative environmental impacts • too much competition in one area, limiting the chances of success of attractions • increases crime/anti-social behaviour due to crowded area • noise and congestion can disturb the wildlife of the area • unbalanced tourism/overtourism in the area from too many tourists visiting the attractions **AO3 Analysis** • creates a destination identity/brand as a leisure destination aiding the success of the destination • area known as a specialist destination attracting other tourism organisations and tourists and increasing the economic benefits • one area has multiple economic benefits e.g. money and spend, others can have less. • Can cause local people to have to move for jobs causing a significant difference in the standard of living between areas. **AO4 Evaluation** • can be acceptable if there are other features that allow other areas with no visitor attractions there to thrive • destination may not be so popular without all the attractions in the same area, so whilst not ideal it is beneficial to the tourism industry and allows the country to benefit from tourism Credit all valid responses.	**6**

Question	Answer	Marks
4(a)	**Identify <u>two</u> examples of good customer service seen in Fig.4.1.** Award one mark for each correct identification. • staff loading/carrying luggage for the customers • teamwork • uniforms/smartly dressed staff/name badge Credit these responses only.	**2**
4(b)	**State <u>two</u> types of serviced accommodation meal plans.** Award one mark for each correct identification. • all inclusive • bed and breakfast/B&B/continental • full board/American plan • half board/continental • room only/European plan Credit all valid responses.	**2**
4(c)	**Explain <u>two</u> impacts on hotels of bad customer service.** Award one mark for the correct identification of an impact and a second mark for explanatory development. • loss of customers due to bad customer service experienced [1] loss of future business/sales [1] • negative publicity/bad comments and reviews [1] deter other/future customers/damaged reputation [1] • loss of competitive edge because of bad reputation/reviews/negative image [1] harder for business to survive the competitive marketplace [1] • customers won't recommend the hotel to friends and family [1] loss of future business/sales/marketing costs increase as they have to find other ways to attract customers [1] Credit all valid responses.	**4**

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Question	Answer	Marks
4(d)	**Explain the importance of the following interpersonal skills:** Award one mark for the correct identification of a reason for the importance and a second and third mark for explanatory development in context. **teamwork** • all departments need to work together to provide the product/service/good customer service [1] without one element the whole stay/tourist experience can be ruined [1] which could impact on the image of the business/future sales/reputation of the organisation [1] • multiple staff deliver the service [1] must communicate to ensure the customer gets the best customer service [1] improving the appeal of the business/chance of repeat custom [1] • vital for providing good customer service [1] if all the hotel staff work together they can assist the customers in a better way [1] leading to customer satisfaction and more loyal customers/better brand image/reputation [1] • products can be delivered quicker [1] staff work together for the common goal of providing good customer service [1] satisfied/loyal customer [1] • if staff aren't able to work together it could lead to conflict in the workplace [1] ruining the brand image because staff aren't able to communicate and work with each other [1] spoiling the customer experience [1] **patience** • tourists may be tired from travel/speak a different language/be confused [1] staff have to deliver good service regardless of the conditions [1] meeting customer wants and needs/resulting in satisfied customers [1] • shows staff to be caring and good listener when dealing with customers or complaints [1] which allows staff to understand the situation and also find a suitable solution [1] therefore customers are satisfied/have issues resolved [1] • important when a customer is being disruptive [1] helps staff to remain calm to deal with the issues/complaint [1] reducing risk of escalation/issues resolved [1] Credit all valid responses.	**6**

Question	Answer	Marks
4(e)	**Evaluate the importance of destination have sustainable transport options.** Use **Table B** to mark this question. Responses may include the following and any other valid points should be credited. **AO2 Application** • gives tourists choice of how they travel, allowing them to choose sustainable travel • tourists travel at different times/places/ways – more option required to get as many as possible travelling sustainably • meeting the needs of sustainable tourists/attract eco-tourists • reduce traffic and noise pollution in the destination • positive destination brand image **AO3 Analysis** • increase tourist numbers/tourist spend in the destination • protects the environment at the destination • reduced negative environmental impacts affecting the local population e.g. noise and air pollution • if attracting more tourists to the destination they should benefit from more tourist spend **AO4 Evaluation** • if the tourists are not offered sustainable transport options, they will continue to use high polluting transport with negative effects on the country, environment and host population • destinations can develop a brand image as a sustainable destination that gives them a competitive advantage	**6**

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