UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

International General Certificate of Secondary Education

MARK SCHEME for the October/November 2011 question paper for the guidance of teachers

0471 TRAVEL AND TOURISM

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

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UNIVERSITY of CAMBRIDGE
International Examinations

Question	Expected Answer	Mark	Focus
1 (a)	**With reference to Fig. 1, identify the following:** • **the number of foreign tourists visiting São Paulo in 2009** • **the percentage of foreign visitors in 2009 that were leisure tourists** • **the most popular month for visits by domestic tourists** • **the average daily amount spent by all visitors on hotel accommodation in 2009.** Award one mark for each correct identification as follows: • Number = **1.7 million (must have million or m)** • Percentage = **13.6%** • Month = **December** • Amount = **US$68 (must have/state $)**. These are the <u>only</u> valid answers.	4	1.4(a)
(b)	**Outline <u>three</u> likely reasons to explain why the average amount spent by foreign visitors to São Paulo is nearly US$100 more than the average amount spent by domestic visitors.** Award one mark for the correct identification of each of three valid factors related to foreign visitor expenditure and then award a second mark for an appropriate amplificatory development of each. Correct ideas in this context include: • paying for accommodation (1) – nowhere to stay in overseas location (1) • long-haul travel (1) – length of stay greater (1) • wealthier Europeans (1) – greater level of disposable income (1) • buying souvenirs (1) – locals would not do this (1) • sightseeing and tours – locals less likely to do these (1). N.B. comments about business traveller expenditure are valid as stimulus clearly states 57% of visitors are business tourists. Credit all valid reasoning relating to types of foreign visitor expenditure and follow the **1 + 1 x 3 = 6** structure.	6	1.4(b)
(c)	**With reference to Fig.1, identify the <u>three</u> most commonly used methods of transport for domestic tourists visiting São Paulo.** Again, these are the only valid answers. Award one mark for the correct identification of each of: • bus • air/aircraft/plane • car.	3	2.3(a)

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(d)	**Explain <u>three</u> in-flight services that are provided by long-haul international carriers for the benefit of business class passengers.** This is in-flight <u>only</u> and candidates must restrict themselves to what is usually on offer **within** the business class cabin of most international long-haul carriers. Award one mark for the correct identification of each of three valid business class services and then award a second mark for an appropriate explanatory comment about each, such as: • pre-take-off champagne or drink (1) – to welcome (1) • high cabin crew ratio (1) – provide attentive level of service (1) • food and drink better quality/choice (1) – meet business travellers' expectations (1) • F&B on demand (1) – fit in with customers' needs (1) • seat comfort (width and pitch) (1) – work (1) • turns into bed (1) – ability to sleep (1) • locker/hanging space (1) – store clothes or equipment more conveniently (1) • increased hand luggage (1) – take laptop (1) etc. • Internet access (1) – business travellers can keep working (1) • telephone access (1) – contact passengers/employees (1) • massage (1) – relaxing (1). Credit all valid reasoning relating to types of in-flight business class service and follow the **1 + 1 x 3 = 6** structure.	6	4.4(a)

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	(e)	**All international airports have good transport links. For <u>one</u> airport with which you are familiar, evaluate the forms of transportation that make it accessible to the destination it serves.** This is quite straightforward; however, candidates must provide details of a **<u>specific airport</u>**, otherwise **4 max**. The key is to evaluate the forms of transportation identified and all comments relating to road/rail links and services should receive credit. N.B. Malé in the Maldives relies on ferry, sea plane and launch to provide connections from the airport to outlying atolls. <u>*Use level of response criteria*</u> **Level 1** (1–2 marks) Will identify up to two appropriate types of transport, providing some detail, but will be mainly descriptive. **Level 2** (3–4 marks) Can be awarded for an analysis of selected types of transport, clearly indicating suitability for passenger needs and/or requirements, for at least two of these. **Level 3** (5–6 marks) Can be awarded for evaluative comment about types of transport related to the service's implication for different passenger needs. The better answers will have a reasoned conclusion. **Example:** Bangkok's Suvarnabhumi Airport (BKK) has been made very accessible from the city with new access roads (L1) connected to Bangkok's ring road by a 5-lane highway (L2). A high-speed rail link (L1) makes the journey very easy with a 15-minute journey time (L2). However, the airport bus service (L1) will really benefit many international travellers because of its low cost. 150Bht is cheap, and the 4-route network gives good city coverage (L3). It is particularly good for direct access to hotels in the city, which is what arriving passengers are most likely to need (L3).	6	4.3(c)
2	**(a)**	**With reference to Fig. 2, identify <u>three</u> European markets that have shown a decrease in visitors.** Again, these are the only valid answers. Award one mark for the correct identification of each of: • Germany • Italy • Britain/UK.	3	1.4(a) 1.4(b)
	(b)	**With reference to Fig. 2, identify and explain the major strategy adopted by many local hotels to maintain their occupancy rates.** Fig. 2 is quite clear about this, so award one mark for the identification of **<u>discounting</u>** (i.e. reducing prices) and award a further mark for appropriate reasoning, such as that **<u>market share is maintained</u>** (i.e. made more attractive or affordable).	2	3.5(a)

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(c)	**Explain <u>two</u> factors that are likely to have contributed to the overall decline in visitor numbers to Mauritius.** Award one mark for the correct identification of each of two valid factors and then award a second mark for an appropriate explanation of each. Correct ideas based on the Fig. 2 scenario will include: • the global economic slump (1) – a lessening of demand (1) • changes in consumer spending habits (1) – avoid high-cost long-haul travel (1) • competition from other destinations (1) – cheaper for similar product elsewhere (1). Credit all valid reasoning in context of Mauritius following the **1 + 1 x 2 = 4** structure.	4	1.4(a)
(d)	**Mauritius is located at 20S, 57.5E, approximately 2000 kilometres off the south eastern coast of Africa and lies east of Madagascar. State the following:** • **the term that best describes the climate of Mauritius** • **whether local time in Mauritius is in advance of or behind local time in Singapore** • **whether the month of December is winter or summer in Mauritius** • **the climatic hazard most likely between December and March.** Award one mark for the correct identification of each of the following: • Climate = **tropical** • Time = **behind** • December = **summer** • Hazard = **cyclones/hurricanes/tropical storms/floods** but **<u>not</u>** just the word storm – must be something extra to convey the magnitude. These are the only valid responses.	4	2.2(b) 2.2(a) 2.2(c)

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(e)	**Island destinations, such as Mauritius, offer visiting tourists a range of watersport activities. State and explain <u>three</u> negative environmental impacts that can result from the development of watersport activities in such destinations.** Award one mark for the identification of each of three valid negative environmental impacts and award a further one mark for an appropriate explanatory comment about each. Correct responses in the tropical island context of Mauritius include the following: • habitat destruction (1) – turtles on beach etc. suffer dislocation because of building and activities (1) • ecosystem damage to reefs (1) – divers break off bits of coral (1) • loss of biodiversity (1) – over-fishing etc. (1) • water pollution (1) – oil spills (1) • noise pollution (1) – jet skis etc. (1). Credit references to congestion linked to marina development along with references to things like swell aiding beach erosion. Do **<u>not</u>** allow the single words '**litter'** (as watersport participants are an unlikely source) and '**pollution'** (as this is too vague in watersport context – need air/water to be valid) and follow the **1 + 1 x 3 = 6** structure.	6	1.2(c)
(f)	**Discuss the reasons why many 5* international hotels have made sports and fitness facilities part of their leisure service provision.** This invites candidates to consider the trend for fitness and wellbeing to be part of travel motivation. There is a strong demand from the leisure travelling public who are adopting a more health-conscious lifestyle and who are prepared to spend serious amounts of money on personal wellbeing. The reasons can be considered from **either** the customer **and/or** the provider perspectives. <u>*Use level of response criteria*</u> **Level 1** (1–2 marks) Will identify up to two appropriate types of reason, providing some detail, but will be mainly descriptive. **Level 2** (3–4 marks) Can be awarded for an analysis of selected reasons, clearly indicating how customer/provider needs are being met. **Level 3** (5–6 marks) Can be awarded for evaluative comment about the significance/ importance of particular reasons. The better answers will have a reasoned conclusion. **Example:** Many resort hotels have introduced sports and fitness facilities to help attract customers (L1). The current trend for health and wellbeing (L1) means that many guests will expect such facilities (L2) to be provided within an international 5* property. The more facilities offered, the greater the potential appeal of the resort (L2) and so income generation will increase (L3). This is of great significance to the provider. As well as beauty and health treatments, sport and recreation opportunities will be available and so visitors will be provided with more choice of leisure activity, thus meeting their needs (L3). Both customer and provider will benefit.	6	4.3(b)

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3	(a)	**With reference to Fig. 3, identify and describe the <u>three</u> components of the "2 Day Lapland Tour" package holiday product.** A package is defined as follows: • The service must cover a period of 24 hours, or involve overnight accommodation. • The service must consist of a pre-arranged combination of at least two of these components: transportation, accommodation, other tourist service which forms a significant proportion of the package (e.g. excursions, entertainment). • This service must be sold at an inclusive price. <u>Thus, award one mark for the correct identification of each of the **three** components and an additional one mark for a brief description of each from Fig. 3, as follows:</u> **Transport/flight/transfer** (1) = flight to Rovaniemi (1) Airport and return OR transfer to resort **Accommodation/1-night stay** (1) = Suomu hotel or cabin (1) **Other tourist service/activities** (1) = skidoo, snowmobile or sleigh ride/meet Santa/visit Santa Park (1). Do not allow repetition. A component can only be credited once. Follow the above **1 + 1 x 3 = 6** structure.	6	4.1(a) 4.1(b)
	(b)	**Explain <u>two</u> ways in which the advertised package will appeal to families with children.** This is rather obvious but may be a little unfamiliar to some candidates. Award one mark for the correct identification of each of two ways contained in Fig. 3 and award a further mark for an appropriate explanatory comment about each, pointing out family/child appeal. Valid ideas include: • putting on overgarments (1) – dressing up to play in the snow etc. (1) • snow games (1) – fun (1) • sleigh/skidoo/snowmobile ride (1) – exciting (1) • meet Santa (1) – Christmas treat (1) • Santa Park (1) – child activity (1). Credit all valid reasoning based on Fig. 3 and follow the **1 + 1 x 2 = 4** structure.	4	4.1(a)
	(c)	**With reference to Fig. 3, identify <u>three</u> methods used to promote the advertised package.** Fig. 3 indicates the following, and these are the **<u>only</u>** valid responses, so award one mark for the correct identification of each of three from: • Brochure/telephone/Internet/website/email.	3	3.5(a)

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(d)	**State <u>three</u> ancillary services usually sold by travel agencies and explain how <u>each</u> is likely to be of benefit to a leisure traveller booking a package holiday.** The intention is that the services are SOLD to be suitable for the needs of a leisure traveller, therefore award one mark for the identification of each of three valid ancillary services and award a second mark for an appropriate explanatory contextualisation of each. Correct responses will include: • insurance (1) – heath and accident cover (1) • car hire (1) – easy access at destination (1) • excursions (1) – place guaranteed, paid for in advance (1) • airport transfers (1) – privacy and convenience (1) • airport hotels (1) – break journey (1) • foreign exchange (1) – convenient, all major currencies (1) • travellers cheques/cash cards (1) – convenient, security (1) • sell tickets for events (1) – convenient for visitor, saves queuing etc. (1) • theme park tickets (1) – cost-saving, convenient (1). Credit all valid reasoning and follow the above **1 + 1 x 3 = 6** structure.	6	1.3(b)

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(e)	**With reference to <u>one</u> example with which you are familiar, discuss how a river, lake or inland waterway has been developed for tourism purposes.** **Any** stretch of inland water (river, lake, canal or creek) is perfectly valid but reference to a particular example is required, otherwise **4 max**. The coast is **NOT** relevant and **no credit is to be awarded**. N.B. Port Louis (Mauritius) is an invalid example as it is coastal. Comments about a coral reef (as in Maldives) are valid but only in terms of what goes on WITHIN the lagoon. Furthermore, details of buildings along the bank as attractions **and/or** details of vessels for transport are both equally valid. *<u>Use level of response criteria</u>* **Level 1** (1–2 marks) Will identify up to two appropriate types of development, providing some detail, but will be mainly descriptive. **Level 2** (3–4 marks) Can be awarded for an analysis of selected types of development, clearly indicating suitability for tourist needs and/or requirements, for at least two of these. **Level 3** (5–6 marks) Can be awarded for evaluative comment about types of development related to the service's implication for different visitor needs. The better answers will have a reasoned conclusion. **Example:** Dubai Creek. The Creek is a natural seawater inlet that cuts through the centre of Dubai. It is the historical part of Dubai where visitors can take an abra (L1) and view the old trading port and the dhows from the water (L2). Leisure vessels, such as Bateaux Dubai cruise (L1) to Al-Maktoum Bridge, allow diners to pass and view many of the city's historic as well as modern landmarks (L2). A totally free visitor attraction, something that is rare in Dubai, is to stroll around the wharf, which offers a picturesque glimpse of Dubai's trading heritage, where dhows bound for distant places dock to unload their goods (L3). The Creek golf course provides visitors with a sporting option but most visitors come for the view (L3).	6	2.4(c)
4 (a)	**Complete the following table by identifying the photograph most likely to have been taken by each type of leisure tourist.** These are the only valid answers – award one mark for each correct identification as follows: Tourist visiting a built attraction = **C** Tourist on an adventure tourism holiday = **B** Tourist on a guided safari tour = **A**.	3	1.1(a)

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(b)	**Fig.5 shows local souvenirs on sale outside a South African visitor attraction. Explain <u>three</u> positive impacts that the sale of souvenirs will have on the local host community.** The question wording allows candidates to talk validly about economic/social/cultural benefits without restriction. Award one mark for the identification of each of three valid impacts and award a further one mark for an appropriate explanatory comment about each. Correct responses will thus include: • money/income (1) – raise standard of living (1) • work/job (1) – lessens local unemployment (1) • local area more attractive (1) – reduces migration or rural depopulation (1) • preserves traditional craft (1) – local skills not lost (1) • strengthens local cultural identity (1) – increased visitor awareness/appreciation (1). Credit all valid responses. The concept of the 'multiplier effect' is valid. Credit should be given for both the encouraging of **spending** and **demand** for local goods/produce to be sold as a souvenir. Credit all valid reasoning but be careful of repetition and follow the above **1 + 1 x 3 = 6** structure.	6	1.2(d) 1.2(b)
(c)	**Not all encounters between tourists and the host population are positive. Explain <u>three</u> ways in which the 'demonstration effect' can result in a negative social/cultural impact on a local host population.** This question is about the demonstration effect and the candidate is being asked to explain ways in which visiting tourist **<u>behaviour</u>** can exert a negative effect on the host community. Essential ideas revolve around **<u>copying/adoption</u>** of observed behaviour. Thus award one mark for each of three valid identifications and a second mark for an explanatory comment about how each of these is damaging. Correct ideas will include: • clothes/fashion (1) – decline in traditional dress (1) • smoking/drinking (1) – challenges local custom, tradition, religious observance (1) • possessions (1) – encourages consumerism (1) • sexual behaviour (1) – morals (1) • drugs (1) – crime (1) • language (1) – copying slang, swearing, replaces native language (1). Credit all valid reasoning to do with valid types of behaviour and follow the **1 + 1 x 3 = 6** structure.	6	1.2(d)

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(d)	**Explain <u>two</u> ways in which built attractions can manage visitor arrivals to prevent congestion.** Award one mark for the correct identification of each of two valid control methods and award a second mark for an appropriate explanation of how congestion might be relieved or avoided in each case. Correct ideas will include: • pre-booking (1) – allows venue to stagger arrivals, avoid entrance queues etc. (1) • limit groups (1) – coach parties only at certain times or must have guide etc. (1) • more staff at busy times (1) – gives increased capacity when needed (1) • set limits (timings and/or numbers)(1) – close when full (1) • create tickets (1) – numbers can be more easily monitored (1). Credit all valid reasoning to do with valid types of **<u>control methods</u>** and follow the **1 + 1 x 2 = 4** structure.	4	1.2(a)

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(e)	**Many international visitor attractions employ staff to act as guides. Discuss the main skills that such employees will be expected to possess.** Many candidates do not clearly understand what constitutes a skill in the customer service context. Many are likely to quote desirable personal qualities rather than the skills front-line travel and tourism employees should possess, such as: • ability to speak foreign languages – communicate with visitors • customer service training – ability to handle complaints • numeracy – sales/cash handling • communication – speaking clearly when offering advice • literacy – following care manual procedures etc. • first aid – health and safety issues. Credit all valid reasoning. Do not credit personal qualities. *Use level of response criteria* **Level 1** (1–2 marks) Will identify up to two appropriate types of skill, providing some detail, but will be mainly descriptive. **Level 2** (3–4 marks) Can be awarded for an analysis of at least two selected skills, clearly indicating suitability for visitor needs and/or requirements. **Level 3** (5–6 marks) Can be awarded for evaluative comment about types of skills related to the customer service implication of different visitor needs. The better answers will have a reasoned conclusion. **Example:** Guides at visitor attractions will have to escort groups of people around the site, so they should have been trained (L1) for the job. This will mean that visitors have a better experience (L2) and may visit again. The ability to speak a foreign language (L1) is important because it will make it easier for some visitors to understand and have their questions answered (L2). It is most useful for guides to have good communication skills (L3), such as a clear speaking voice, so that visitors can easily understand what is being said (L3).	6	3.2(a)

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