CAMBRIDGE INTERNATIONAL EXAMINATIONS

International General Certificate of Secondary Education

MARK SCHEME for the October/November 2012 series

0471 TRAVEL AND TOURISM

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

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

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1 (a) Identify <u>three</u> tourist attractions to be found within the Santa Marta district. [3]

Award one mark for the correct identification of each of three attractions from:

- Michael Jackson video location
- a samba school
- works of local artists
- city viewpoint.

These are the ONLY possible correct responses.

(b) Explain <u>three</u> ways in which social conditions in Santa Marta are likely to improve as a result of the 'Rio Top Tour' programme. [6]

The key word here is **<u>social</u>** and so improvements **<u>must</u>** relate to people, rather than the national economy in general. Award one mark for the correct identification of each of three valid social improvements and award a second mark for an appropriate explanatory comment about each. Correct ideas include:

- reduced local unemployment (1) – work as guides (1)
- informal employment opportunities (1) – higher incomes (1) increase in local standard of living (1)
- investment in infrastructure (1) – better roads, street lighting etc. (1)
- improved facilities (1) – new schools/clinics etc. (1)
- community spirit (1) – better social environment/hope for future (1)
- learn new languages (1) – people are better educated (1)
- less crime (1) – society stabilised (1).

Credit all valid reasoning in context – do comments made apply to conditions in Santa Marta? It must relate to the locals, not the tourists.

(c) 'Slum tourism' is one of a number of niche markets where operators offer specialised travel packages catering for specific tourist requirements. Other niche markets include: 'Adventure tourism', 'Medical tourism', 'Ecotourism' and 'Religious tourism'. Complete the following table by identifying the most likely niche market for <u>each</u> of the listed travel packages. [4]

Award one mark for each correct identification as follows:

- Venetian Macao Resort = Medical tourism
- New Zealand rafting = Adventure tourism
- Bethlehem Christmas Eve = Religious tourism
- Arenal National Par = Ecotourism

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(d) Leisure tourists often take part in recreational activities whilst they are on holiday. State <u>three</u> outdoor recreational activities that are popular with holidaymakers and briefly describe how <u>each</u> activity can be influenced by the weather. [6]

Award one mark for the identification of each of three valid **<u>outdoor</u>** recreational activities such as sailing, skiing, climbing etc. and award the second mark for an appropriate link to weather/climate such as:

- skiing (1) winter snowfall (1)
- sailing (1) enough wind (1)
- climbing (1) absence of fog for visibility (1)

Credit **all** valid illustrations – there are lots of possibilities, if it's an activity that can be done outdoors for recreational purposes then it is correct.

(e) Many leisure tourists choose to stay at an 'all-inclusive' resort. Discuss how all-inclusive resorts may result in negative economic impacts for the destination. [6]

On average, most all-inclusive package tours will only yield about 20% of travellers' expenditures going to local business within the destination. Furthermore, import leakage occurs when tourists demand standards of equipment, food, and other products that are not readily available in the host country. There are other negative economic impacts in destinations with many all-inclusive resorts as these can exert a clear restraining influence on local economies because local businesses cannot earn income from tourists when they remain for their entire stay at the same resort. Furthermore, major all-inclusive resorts also tend to import more and employ fewer local people and so a much smaller multiplier effect is felt within the local economy.

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

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

Level 2 (3–4 marks)
Can be awarded for an analysis of selected impacts, clearly illustrating one or more negative effects.

Level 3 (5–6 marks)
Can be awarded for evaluative comment about the more significant aspects and better answers will have a reasoned conclusion.

Example: Many all-inclusive properties in Mexico and the Caribbean are operated by chains such as Sandals and are marketed as exclusive resorts. These resorts offer extensive leisure facilities, entertainment and all food and beverage as part of the package. This is profitable for the operator and the product appeals to a variety of leisure travellers. However, rather like the luxury cruise services they model, guests tend to remain isolated from the wider destination and thus secondary spending is limited thus reducing tourism's overall positive economic impact (L2). It can be argued that these resorts also create a range of negative impacts as many items have to be imported (adversely affecting national balance of payments) and most managerial positions go to foreign nationals rather than locals (L3).

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2 (a) Identify <u>three</u> ways in which the Mac Mac Falls have been developed as a tourist attraction. [3]

Essentially, this invites candidates to interpret photos A, B and C. We will accept any logical identifications. Award one mark for each of three from any of the following:

- car park
- buildings/souvenir display area
- signage
- footpath
- stairway
- access to viewing point.

The points made **<u>must</u>** be visible in the photos.

(b) Explain <u>two</u> ways in which this site should be developed to make it more accessible for disabled visitors. [4]

It is expected that candidates will refer to the photos but we will have to allow all valid comments about disabled accessibility as the command is **<u>should</u>**. However, this has to be within the context of Mac Mac Falls as shown.
Award one mark for each of two valid suggestions and award a further mark for appropriate explanatory comment about each, such as:

- flatten path (photo B) (1) – wheelchair access (1)
- stairlift/hoist (photo C) (1) – overcome steps (1)
- tactile signs (photo B) (1) – blind (1)
- disabled toilets (1) – to be inclusive (1).

Credit all valid reasoning.

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(c) Explain <u>three</u> ways in which tourism development in areas of outstanding natural beauty can create <u>positive</u> environmental impacts. [6]

This is very specific and requires candidates to think about areas of outstanding natural beauty, National Parks etc. – and the ways in which tourism can contribute to **<u>environmental</u>** protection issues. Examples range from large reserves like Yellowstone National Park in the USA, the Great Barrier Reef in Australia to smaller scale ventures like the Dubai Desert Conservation Reserve (DDCR).

Award one mark for the correct identification of each of three valid impacts and award a second mark for an appropriate explanatory comment about each, such as in the case of the DDCR key points will include:

- preservation/protection of the wildlife/environment (1) – signs indicating where to walk/what to not touch
- the successful re-introduction of animal species (1) – now able to view in habitat (1)
- indigenous flora re-seeding programmes (1) – preserves ecosystem (1)
- segregated into utilisation zones (1) – some safari operators – who worked closely with the reserve management to create sustainable tourism in the region – conduct safaris for visitors (1).

Credit should also be given to **<u>management strategies</u>** such as charging, opening hours, creation of paths/viewpoints etc. that avoid sensitive areas etc.

Be clear that something identifiable has been done and that it has had a particular positive environmental consequence.

(d) Many leisure travellers interested in visiting sites of outstanding natural beauty, such as the Mac Mac Falls, will go to a local Tourist Information Centre (TIC) for help and advice. The table below shows information sources usually provided by a TIC. Complete the table by describing how a visitor to the Mac Mac Falls might make use of each information source. [6]

Award one mark for a valid description about the **<u>usefulness</u>** of each information source, such as:

- map – route for self-drivers (1)
- timetable – plan journey (1)
- leaflet – give full details of all products and services to be found at destination (1)
- guide book – allows self-guided tours (1)
- staff – can answer questions/get advice (1)
- touch screen display – no need to queue (1) quicker to find information etc.

Credit all valid descriptive comments. Make sure that the comment relates to the appropriate source and that the comment is **<u>sufficiently</u>** clear. **<u>Description</u>** should relate to how the visitor uses the source rather than describing the source itself.

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(e) Discuss the reasons why travel and tourism employees, such as tourist information staff, are expected to have high standards of personal presentation. [6]

Many organisations issue quite extensive codes of conduct for staff. Typical requirements for both male and female members of staff include:

- uniforms are provided and should be clean and freshly pressed
- ladies wearing skirts must also wear flesh coloured tights
- jewellery limited to wedding band for men and one pair of non-dangling earrings for women
- no visible tattoo or piercing
- clean, short, well-cared for fingernails
- hair should be clean and well-kept at all times with no extreme styling
- do not use excessive perfume.

Why are these required by the employer?

Such grooming standards act as **general guidelines** and individual units or departments may have more **specific standards based on their particular operational requirements**. As all staff act as **representatives** of the company they are expected to take pride in their personal appearance, dress and general grooming. Cleanliness and personal hygiene are job requirements to **create a good first impression** and **not to offend customers** and create an overall **positive image of company/brand.**
Do not credit skills – only personal presentation.

Use level of response criteria

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

Level 2 (3–4 marks)
Can be awarded for an **analysis** of selected reasons, clearly indicating suitability for tourist needs and/or provider requirements for at least two of the reasons.

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

Example
Staff not only represent an organisation but are part of the team responsible for attracting sales and hence income (L1). It is very important that staff therefore present a positive image (L1) and organisations are aware that first impressions count (L2). It is important that the customers are not offended by a person's appearance (L2). The mode of dress and the physical appearance of the individual should match the nature of the work done. Front line members of staff must have interpersonal skills as these are the skills that we all use to interact or deal with others (L3).

Identification must be a reason why organisations expect high standards not what the personal presentation is.

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3 (a) State the following: [6]

Award one mark for each correct identification as follows:

- Continent A = South America
- Ocean B = Atlantic
- Line C = Equator
- Airport D = Tokyo
- Airport E = Dubai
- Time Madrid = Behind.

(b) Outline <u>three</u> reasons to explain why six of the Top 10 airports in Fig. 2 are in Europe. [6]

This is simply about the factors that **<u>generate</u>** tourism and the fact that the tourism participation rate in Europe is 75%+.
Award one mark for the identification of each of three valid reasons and award a second mark for an appropriate explanatory amplification of each, such as:

- disposable incomes within Europe are high (1) – high demand Europeans like to travel frequently for short breaks (1)
- costs/exchange rates (1) – Euro common currency (1)
- budget airline network (1) – boosts destination (1) proximity within Europe (1) act as hub airports (1)
- old historic capitals (1) – attract cultural tourists (1)
- first mass tourist destinations (1) – all around Mediterranean (1).

Credit all valid reasoning, **<u>remembering we are explaining demand for Europe.</u>**

(c) Many of the international arrivals listed in Fig. 2 will be tourists travelling for a particular purpose, for example business tourists attending an event. In the table below, circle the <u>three</u> activities that are usually associated with business tourists. [3]

Award one mark for the correct identification of each of:

- entertaining guests
- attending corporate hospitality functions
- hiring a meeting room.

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(d) Many international travellers will travel business class and can use a special lounge at the airport. Explain <u>two</u> ways in which such lounges are likely to meet the needs of business travellers. [4]

Award one mark for the correct identification of each of two valid ways and award a second mark for an appropriate explanatory development, such as:

- all lounges provide seating and room to relax (1) – a quiet, comfortable environment to rest or work (1)
- no need to keep checking flight status (1) – display boards show flight details/information (1)
- unlimited complimentary meals, snacks and drinks (1) – customers serve themselves, as they wish (1)
- a selection of newspapers and magazines, and wi-fi access (1) – easy to stay in touch with work (1).

Credit all valid reasoning following the **1 + 1 x 2 = 4** format and mark to the candidate's advantage between the points.

(e) With reference to <u>one</u> venue with which you are familiar, discuss the facilities it offers to meet the needs of business tourists. [6]

This simply tests knowledge and understanding of products and services aimed at the business travel market. However, information must relate to an identifiable event venue or a limit of **<u>4 max</u>** will apply. **<u>Any</u>** appropriate type of venue is valid – hotel, conference centre, sporting venue, cultural venue etc. (including an airport with such facilities).

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

Level 1 (1–2 marks)
Will **<u>identify</u>** up to two appropriate aspects of the chosen venue e.g. transport/access, facilities etc. providing some detail but will be mainly descriptive.

Level 2 (3–4 marks)
Can be awarded for an **<u>analysis</u>** of selected venue aspects, clearly indicating suitability for business tourist needs and/or requirements for at least two of these.

Level 3 (5–6 marks)
Can be awarded for **<u>evaluative comment</u>** about each aspect and this will probably be related to the chosen venue's meeting of visitor needs. The better answers will have a **<u>reasoned conclusion</u>**.

Example: Properties like the Emirates Towers in Dubai have been designed with business guests in mind. The hotel is perfectly designed to meet the requirements of any event. There are 12 boardroom-style meeting rooms for conferences and seminars and a fully equipped business centre open 24 hours daily (L1). Larger corporate functions can be held in the Godolphin Ballroom, with its well-designed fittings and marble flooring. It is large enough for the effective use of an extensive range of audio-visual, multimedia and teleconferencing equipment (L2), which the hotel can also supply as required. A unique selling point is the fact that the hotel also has a dedicated floor exclusively for business women, designed to cater to privacy and comfort for lady travellers, serviced only by female staff (L3). These facilities very much set the standard for 21st century international business tourists.
Do not award recreational activities.

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4 (a) Identify the <u>three</u> destinations visited on Costa's cruise itineraries from Dubai. [3]

Award one mark for the correct identification of each of:
- Oman
- Bahrain
- Abu Dhabi.

(b) Outline <u>two</u> likely reasons to explain why Costa Cruises has vessels based in Dubai for the <u>winter</u> season. [4]

Award one mark for the correct identification for each of two valid reasons and award a second mark for an appropriate explanatory development of each. Key reasons are:

- Dubai a popular destination (1) – well served with flights from source markets (1)
- seasonality (1) – too hot in summer months (1)
- competition (1) – other cruise lines have ships in the area
- demand higher on other cruise circuits in summer (1) – Mediterranean still very popular (1).

Credit all valid reasoning and mark to candidate's advantage following the **1 + 1 x 3 = 6** format.

(c) Explain <u>three</u> ways in which cruise operators benefit from bringing into service new larger vessels, such as the Costa Deliziosa. [6]

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

- more passengers (1) – increased revenue (1)
- more facilities (1) – comparative advantage (1)
- a major must-have is the provision of a state-of-the-art pool deck (1) – passengers expect the wide range of activities that they would normally enjoy at home, and the opportunity to try new ones (1)
- before ships are designed, research is carried out with groups and experts to find out what should be provided (1) – customer expectations increase all the time (1)
- economies of scale – savings from bulk buying of purchases
- USP(1) – creating a press coverage (1), gain an edge over the competition/marketing tactic (1).

Credit all valid reasoning and mark to candidate's advantage following the **1 + 1 x 3 = 6** format.

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(d) Identify and explain <u>two</u> ways in which the River Nile is being used for tourism purposes. [6]

Candidates are expected to interpret the Fig. 4 image. Award one mark for the identification of each of two purposes and then **<u>award a second/third mark for an explanation and development</u>** of each aspect. Fig. 4 clearly indicates that the River Nile is being used for the following:

- River **<u>Cruise</u>** (1) – vessels sail Cairo/Luxor (1) visiting key historic/cultural destinations (1)
- River **<u>sightseeing tours</u>** (1) – small groups of tourists (1) taken to both river banks to view sights (1)
- **<u>Sailing</u>** (recreation) (1) – local activity (masted craft visible) (1) – traditional river pastime (1)

These are the **<u>only</u>** ways shown in Fig. 4. **<u>Do not</u>** award identification mark for a vessel alone (boat) the identification is the way in which the Nile is used (fishing boat/cruise ship/ferry boat/sailing boat). Mark to the candidate's advantage.

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(e) Discuss the ways in which National Tourist Boards can influence the quality of the local tourism industry. [6]

NTOs such as the DTCM in Dubai have a lot of influence. The DTCM's main area of responsibility is as the principal authority for the **planning, supervision and development** of the tourism sector in the emirate. The DTCM has now taken over the **licensing** of hotels, hotel apartments, tour operators, tourist transport companies and travel agents. Its **supervisory role** also covers all tourist, archaeological and heritage sites, tourism conferences and exhibitions, the operation of tourist information services and the organisation and licensing of tour guides. **Training** schemes are operated and **awards** are given for exceeding **set benchmarks**.
Remember that the focus is on quality issues so no credit for things like promotional activities etc.

Use level of response criteria

Level 1 (1–2 marks)
The candidate **identifies**/describes one or two different NTO strategies/functions.

Level 2 (3–4 marks)
The candidate explains/**analyses** one or more types of strategy/function.

Level 3 (5–6 marks)
The candidate assesses/**evaluates** two or more strategies/functions, reaching a justifiable **conclusion** about the NTO's influence on quality of tourism products.

Example: In assuming its administrative responsibilities within Dubai, the DTCM is responsible for the licensing of hotels, hotel apartments, tour operators, travel trade companies and travel agents (L1). The DTCM sets accommodation standards and awards grades (L2). Its supervisory role also covers all touristic, archaeological and heritage sites, tourism conferences and exhibitions, the operation of tourist information services and the organisation and licensing of tour guides. Again, this exerts clear quality control (L2). Finally, one of the key strategies for both increasing visitor numbers to Dubai and providing quality experiences for visitors is specialist tourism industry training (L3). Together with relevant tourism industry partners, the DTCM is committed to train and up-skill the workforce so that they become better qualified, competitive and challenged in a rapidly changing work environment (L3).

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