CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International General Certificate of Secondary Educatio

MARK SCHEME for the October/November 2

0471 TRAVEL AND TOURISM

0471/13 Paper 1 (Core 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) State the following:

Award one mark for the correct identification of each of the fol
Climate = **Temperate** or **Mediterranean**
Cape Point time = in **advance**
Ocean = **Atlantic**

(b) Using Fig. 1, identify and explain <u>three</u> ways in which Ca for tourism.

Candidates are restricted to what is shown in Fig. 1, so award one mark for each of three valid identifications of tourist-related features and award a second mark for an appropriate explanatory development. The following can be considered:

- Parking facilities (1) – caters for local visitors and day trippers (1)
- Picnic site (1) – encourages longer visits (1)
- Park (1) – a visitor facility (1)
- Signage (1) – allows for more planned visitor movement (1)
- Established walks/routes (1) – to help control visitor movement and impact (1)
- Toilets (1) – meet visitor needs (1)
- Built path visible (1) – to reduce erosion and provide disabled access (1)

(c) Explain <u>two</u> negative environmental impacts that are likely to be caused by tourists visiting Cape Point. [4]

Better responses may well make reference to ideas relating to the previous question and there is no issue with such an approach. Award one mark for the identification of each of two valid negative environmental impacts and award a second mark for an appropriate explanatory comment about each. Valid responses will include:

- Congestion (1) – too many cars and other vehicles for parking capacity (1)
- Litter (1) – especially at picnic area (1)
- Footpath erosion (1) – related to overuse (1)
- Disturbing wildlife (1) – noise and dogs in coastal area (1)

Credit all valid reasoning in context.

(d) Describe <u>three</u> procedures that shop staff are likely to follow when a customer wishes to pay in a currency other than South African Rand. [6]

Award one mark for the identification of each of three aspects or stages in the customer service sales process involving purchase/payment and award a second mark for some appropriate development or amplification such as:

- Add up cost of purchases (1) to obtain total in SA Rand (1)
- Look up conversion rate to be used (1), e.g. 1GBP = 10SAR (1)
- Calculate amount (1), receive payment (1), give change as required (1), point out change may be given in SAR (1), etc.

N.B. we are to look for 3 stages in the process.

1 (e) With reference to <u>one</u> visitor attraction with which you ar in which it promotes special events.

This is very specific and generic comments not related to a p to a **4 Max** limit. We should expect to see reference to:

- On-site displays
- Press adverts
- Flyers
- Website
- Targeted emails
- Social media, etc.

<u>Use level of response criteria</u>
Level 1 (1–2 marks) will **identify** up to two appropriate ways, providing some detail but will be mainly descriptive
Level 2 (3–4 marks) can be awarded for an **analysis** of ways, clearly indicating how the attraction is likely to benefit from using each
Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/ importance of particular ways. The better answers will have a reasoned **conclusion**.

Example
Bodiam Castle, West Sussex
Each summer the castle stages a Grand Medieval Weekend where visitors get to enjoy seeing living history encampments, medieval musicians, falconry, a treasure hunt challenge, brass rubbing, trading stalls and more. The event is advertised through on-site notices (L1), so that visitors can be made aware (L2), and over the internet (L1). The castle has its own website with information updates and online booking (L2). Up to the minute information is also made available on Twitter and Facebook so that potential visitors can judge levels of interest and act accordingly (L3).

2 (a) Identify from Fig. 2 the following: [3]

Award one mark for the identification of each of:
Main European market = **France**
Main Asian market = **China**
Least popular method = **Radio**

(b) Explain <u>two</u> methods which the Maldives Tourist Board is likely to use to encourage travel agents to sell the Maldives as a destination to their customers. [4]

Award one mark for the identification of each of two valid methods and award a second mark for an appropriate explanation of each, such as:

- Familiarisation trips (1) – allow agents to have personal experience (1)
- Trade fairs (1) – meet agents and supply information materials (1)
- Incentives/rewards (1) – free trips/visits for meeting target bookings (1)
- Road shows (1) – mini exhibitions in target markets to which agents invited (1)

Credit all valid reasoning.

(c) In 2011 24% of visitors to the Maldives used the internet about their trip. Explain <u>three</u> advantages to the traveller internet.

This is just another way of thinking about reference sources a social media, personal blogs and sites such as TripAdvisor as specific sites. Award one mark for each of three valid advanta for an appropriate explanatory development about each. Corr

- A wealth of choice (1) – can access thousands of travel r travellers (1) – get realistic, trustworthy advice (1)
- Various formats (1) – such as virtual tours (1) and 360-degree panoramas (1)
- Candid, up-to-the-moment and live reports (1) – most accurate details available (1)
- Detailed information (1) – can unearth local gems, get news updates and read about specialist topics (1)
- Openness (1) – blogs and tweets allow the readers to join in the conversation (1)

Credit all valid comments and reasoning in context.

(d) Explain <u>three</u> ways in which many all-inclusive resorts have become family-friendly.

[6]

Award one mark for the identification of each of three family-friendly facilities and award a second mark for an appropriate explanatory comment about each such as:

- Kids club (1) – organised activities for children in certain ages (1)
- Toddler pool (1) – limited, safe access (1)
- Babysitting (1) – offered as help to parents (1)
- Family rooms (1) – allow quad occupancy (1)
- Child activities (1) – playground, etc. (1)

Credit all valid illustrations.

(e) Discuss the methods used by many hotels to maintain th throughout the year.

This is a common feature of the industry's attempts to minimi we should expect to see reference being made to strategies s

- Promotions and discounts, e.g. weekend specials
- Themed products, e.g. New Year, Eid, Easter, Valentines
- Improved business facilities and delegate packages
- Wedding packages
- Loyalty programmes

Use level of response criteria
Level 1 (1–2 marks) will **identify** up to two appropriate methods, providing some detail but will be mainly descriptive
Level 2 (3–4 marks) can be awarded for an **analysis** of selected methods, clearly indicating how the hotel is likely to benefit
Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/importance of particular methods. The better answers will have a reasoned **conclusion**.

Example
Hotels seek to maximise occupancy by offering a range of promotions during low season periods. In addition to lower rates (L1) there may be complimentary upgrades offered and/or free half board (L1). To increase numbers new products can be introduced, such as spa breaks and beauty days (L2), aimed at particular market segments. New facilities can be added, such as meeting rooms, to increase the number of business customers (L2). Many hotels keep a database of guest details and use direct marketing to advise of new promotions and this is an efficient way of increasing repeat visits and thus keep up overall occupancy levels (L3).

3 (a) Identify from Fig. 3 the following: [3]

Award one mark for the correct identification of each of the following:

- Cost = **US$700,000**
- Number of tourists = **43 896**
- Percentage of tourists that were Brazilian = **48%**

(b) Explain <u>two</u> environmental factors that will influence the length of the ski season at Valle Nevado. [4]

Award one mark for the identification of each of two valid factors and award a second mark for an appropriate explanation of each. Correct ideas centre around **climatic** conditions:

- Temperatures (1) – affect thaw and melt of main pistes (1)
- Snowfall (1) – amount/duration determine the season (1)
- Hazards such as avalanches and floods (1) – can restrict resort's access and functioning (1)

Credit all valid environmental factors.

(c) Skiing is an example of an outdoor adventure activity. Co stating three other types of outdoor adventure activity an to be influenced by the weather.

Award one mark for the identification of each of three valid **ou** and then award a second mark for an appropriate illustration conditions, e.g.:

- Paragliding (1) – needs wind (1)
- Snowboarding (1) – fresh snowfall (1)
- Hiking (1) – unpleasant in heavy rain (1)

Credit all valid examples.

(d) Some outdoor adventure activities can cause conflicts with other tourists and/or members of the local host population. Explain three conflicts that can occur in locations where outdoor adventure activities take place. [6]

Award one mark for the identification of each of three valid sources of conflict and award a second mark for an appropriate explanatory comment about each in the outdoor adventure context. Correct responses might include:

- Noise (1) – disturbing others, e.g. camping, fishing, etc. (1)
- Waves/swash (1) – water and jet ski disrupting fishing, bathing, etc. (1)
- Trespass (1) – ramblers on farm land (1)
- Diving/watersports scare fish (1) – disrupt local fishermen (1)
- Kitesurfing over beach (1) – disrupts other users (1)

Credit all valid examples of outdoor adventure activity conflict.

(e) Discuss the purpose of classifying tourists in different w

Accept all types of classification including:

- Purpose of visit
- Country of origin
- International or domestic
- Demography (age, sex)
- Socio-economic status
- Frequency of visit
- Preferences, etc.

The key point is the **reasoning** behind the classification.

Use level of response criteria
Level 1 (1–2 marks) will **identify** up to two appropriate purposes, providing some detail but will be mainly descriptive – as this is identification in context, up to two marks can be awarded for just identifying types of classification.
Level 2 (3–4 marks) can be awarded for an **analysis** of selected **purposes**, clearly indicating how each has a slightly different use/value
Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/importance of particular ways. The better answers will have a reasoned **conclusion**.

Example
It is important to clearly understand which tourism market segments a destination wishes to attract and serve, as tourists fall into a very diverse set of categories with quite distinct needs and wants. For example sightseers, families and single weekenders (L1) are clearly tied to particular resources, businesses and facilities within a destination (L2). Official statistics record origin (international or domestic) (L1) so that potential target markets can be identified (L2). Furthermore, in deciding the relative importance of these different segments, planners need to assess both their ability to provide required services (do you have enough rooms?), as well as the demand for different types of trips relative to the supply and the competition elsewhere (L3).

4 (a) Identify the three methods of transport shown in Fig.4. [3]

Award one mark for the identification of each of:

- **Bus**
- **Metro**
- **Bicycle**

(b) Many international tourists arrive in Paris by using the E London rather than flying. Explain <u>three</u> benefits to inter by rail.

Award one mark for the identification of each of three valid ty a second mark for an appropriate explanatory comment abou include:

- Direct city centre to city centre travel (1) – no need to tra
- No 20 kg luggage restriction (1) – leisure travellers can ta
- No airport check-in delays (1) – easier access to service (1)
- Speed (1) – high speed trains (1), quicker than driving (1), no congestion (1)
- On board facilities (1) – wifi (1), food and beverages available (1)

Credit all valid reasoning.

(c) Paris has many types of attraction that visitors would like to see. Explain <u>three</u> advantages to tourists of taking an organised sightseeing tour, such as a boat tour along the River Seine. [6]

Candidates do not have to be familiar with Paris because the focus is on the **organised** tour – but comments about boat travel are creditworthy.

- Pre-planned route (1) – see key sites (1)
- Fixed timetable (1) – fit in with tourist's schedule (1)
- Booked in advance (1) – no waiting (1)
- Guide/commentary (1) – information (1)
- No delays (1) – no risk of traffic (1)
- Move about (1) – take photos on deck (1)

Credit all valid reasoning in context.

(d) Many sightseeing tours attract overseas visitors. Explain <u>two</u> ways in which sightseeing tour operators overcome language difficulties. [4]

Award one mark for the correct identification of each of two valid methods and award a second mark for an appropriate explanatory comment about each. Correct ideas include:

- Multilingual guide (1) – easy to understand and ask questions (1)
- Printed materials (1) – in selection of languages (1), carry additional detail (1)
- Audio guides (1) – tourists can select own language (1)

Credit all valid reasoning but be careful to avoid repeated comments.

(e) With reference to <u>one</u> ferry service with which you are fa which it appeals to travellers.

Candidates must select a **ferry** service and cruises are **<u>not</u>** a route (regardless of scale, e.g. English Channel to Dubai Cre local travellers. However, generic comments, not related to a to a **4 Max** limit.

We should expect to see comments about:

- features of the route and vessel facilities
- timings
- connections and accessibility
- costs, etc.

<u>Use level of response criteria</u>
Level 1 (1–2 marks) will **identify** up to two appropriate features, providing some detail, but will be mainly descriptive
Level 2 (3–4 marks) can be awarded for an **analysis** of selected features, clearly indicating how they appeal to travellers
Level 3 (5–6 marks) can be awarded for **evaluative comment** about the significance/ importance of particular aspects of traveller appeal. The better answers will have a reasoned **conclusion**.

Example
Abra service on Dubai Creek

Abras are water taxis that ferry people across the Dubai Creek, between Bur Dubai and Deira (L1). Each month over 1 million people travel across the Dubai Creek by abra. There are around 150 abras operating along two routes:

- Deira Old Souk Station (Deira) to Bur Dubai Station (Bur Dubai) – 5 am to midnight
- Sabkha Station (Deira) to Dubai Old Souk Station (Bur Dubai) – 24 hours (L1)

The fare on an abra is 1 AED dirham per passenger per trip. The Creek crossing provides a very cheap way to view Dubai's historic waterfront (L2) and the Creek is still in active use. Private tourist trips are also available for 100 dirham per hour and this is a very good way for tourists to have a personalised sightseeing experience (L3).