CAMBRIDGE
International Education

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TRAVEL & TOURISM **0471/12**

Paper 1 Key Terms and Concepts **October/November 2024**

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.

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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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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.

Table A

Use this table to give marks for each candidate response for Question/s 1, 3 & 4

Level	AO1 Knowledge and understanding 2 marks	AO3 Analysis 2 marks	AO4 Evaluation 2 marks	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	**2**
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	**1**
0	No creditable response.	No creditable response.	No creditable response.	**0**

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Table B

Use this table to give marks for each candidate response for Question 2

Level	AO2 Application 2 marks	AO3 Analysis 2 marks	AO4 Evaluation 2 marks	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	**2**
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	**1**
0	No creditable response.	No creditable response.	No creditable response.	**0**

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Question	Answer	Marks
1(a)	**State <u>two</u> government objectives for tourism development.** Award one mark for each correct identification. • economic/create economic growth/attract investment/improve the economy/create job opportunities/attract MNCs • environmental/encourage sustainability/conserve the environment • political/establish the area as a tourist destination/attract more tourists/develop tourism industry/establish the area as a new tourist destination • sociocultural/social/protect and preserve the local culture/improve quality of life Accept any other reasonable response in context.	**2**
1(b)	**State <u>two</u> tourism development organisations likely to be involved in the Central Awamiyah project.** Award one mark for each correct identification. • Destination Management/Managing Companies • Governments/tourism ministry • National Tourism Organisations/National Tourism Board • Non-Government Organisations • Regional Tourism Organisations/Regional Tourism Board • Tourist Information Centres • United Nations World Tourism Organisation • UNESCO • World Travel and Tourism Council Accept any other reasonable response in context.	**2**

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Question	Answer	Marks
1(c)	**Explain <u>two</u> negative economic impacts of foreign investment in tourism.** Award one mark for the correct identification of a negative economic impact and a second mark for explanatory development of the impact in context. • inflation [1] international product, standards and prices exclude the host population [1] • import leakage [1] import goods, services or staff from abroad, limiting economic benefit/multiplier effect in the local economy [1] • export leakage [1] profits leave the country, multiplier effect is reduced/ negatively impact the balance of payments [1] • opportunity costs [1] development and growth and the cost of economic benefit [1] • overdependency on tourism/foreign investment [1] reliance on foreign investment in tourism leading to erosion of local industries/less local tourism organisations/local investment opportunities [1] • local businesses receive less income [1] tourists purchase international products which result in income leaking out of/leaving the economy [1] • foreign investment causes economic inequality [1] foreign staff paid more than local staff [1] Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
1(d)	**Explain <u>three</u> ways conflict between the host population and tourism can be managed when there are new tourism developments.** Award one mark for the correct identification of a way and a second mark for explanatory development of the way. • host population involved/consulted in planning and decision making [1] host population needs met/understood/empower host population [1] • use local businesses/resources in/at the development/include community tourism [1] host population/supports social enterprises/preserves local traditions/industries [1] • benefit from jobs and wealth [1] minimise conflict arising from poverty and unfair treatment of local people/empowering the local population [1] • protect cultural assets [1] minimise negative sociocultural impacts [1] • use sustainable practices when developing [1] minimise impact to local area/host population [1] • limit foreign investment [1] ensure local population benefits [1] • developments forced to contribute/donate to local community projects/ infrastructure [1] reducing conflict from local population being excluded/loss of natural resources/land [1] • rules and regulations to ensure developments are sustainable [1] reducing conflict from negative impacts and ensuring the local population benefit from positive impacts [1] • price reductions for local people at the new attractions/development [1] reducing conflict from unfair treatment and allowing locals to benefit as much as the tourism industry [1] • implement rules and regulations to tourists and/or investors [1] protecting the culture/cultural assets so local people and way of life is protected, therefore causing less offence [1] • ensure developments benefit both the host population and the tourist/tourism industry [1] preventing conflict from inequality [1] • inform/communicate the needs/purpose/benefit of the development to the host population [1] so they understand the benefits of the development to them and the country/area [1] • implement carrying capacity [1] avoid overcrowding, therefore allowing local people to continue their way of life without disruption [1] • educate tourists in appropriate behaviour [1] resulting in less conflict from culture clash [1] Accept any other reasonable response in context.	**6**

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Question	Answer	Marks
1(e)	**Evaluate the importance of the tourism industry being resilient.** Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate. • AO1 out of two marks – K (2 marks max) • AO3 out of two marks – AN (2 marks max) • AO4 out of two marks – EVAL (2 marks max) Responses may include the following and any other valid points should be accepted: **AO1 Knowledge and understanding** • difficult conditions/shocks cannot be stopped/changed • difficult conditions/shocks can be varied on type and scale • travel and tourism industry is vulnerable to world events/shocks • national economies are dependent on the industry • allows the industry to survive difficult situations/shocks • develop a good reputation for continuing regardless of world events • enables the industry to adapt so they can maintain demand/revenue • continue to provide for tourists/meet their needs and wants even during difficult conditions/shocks **AO3 Analysis** • industry must know how to react in order to survive/shocks can result in no/less tourists • ability to react and manage a variety of issues • reshape/rebuild the industry in a new/better way/better prepared • loss of jobs/trade/economic downturn if no action is taken • highly competitive industry – if no action taken tourists can easily choose another destination/organisation **AO4 Evaluation** • economies/countries dependant on the industry, if they are not resilient the whole economy can crash causing serious problems for the country and local people • resilience contributes to a sustainable tourism industry and will ensure the country can benefit from tourism into the future • destinations need to change or lose money/customers/competitive edge • resilience is important, but so is being dynamic	**6**

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Question	Answer	Marks
2(a)	**Identify <u>two</u> services offered at the tourist information office shown in Fig. 2.1.** Award one mark for each correct identification. • accommodation/hotel • advice to tourists • boat hire • booking/reservation • excursions/tour (guide) service • fishing • information/knowledge/tourist information • kayaking • sail boat/sailing • scuba diving • sell souvenir/shop • snorkelling • taxi boat*/transportation • surfing • wind surfing Accept these responses only.	**2**
2(b)	**State <u>two</u> main reasons why people travel.** Award one mark for each correct identification. • adventure • business/MICE • culture/cultural • health and wellbeing • leisure • medical • religious • special interest • sport • VFR/visiting friends and relatives (relations) Accept these responses only.	**2**

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Question	Answer	Marks
2(c)	**Explain <u>two</u> ways destinations can manage seasonality.** Award one mark for the correct identification of a way and a second mark for explanatory development of the way. • provide all weather facilities/attractions [1] enable visitors to enjoy the destination regardless of weather [1] • holding events/festivals in low season [1] attract tourists out of main season [1] • different facilities/attractions e.g. conference venues [1] to attract other tourist type e.g. business [1] • attract different market segments willing to travel at different times of the year [1] tourism all year round [1] • build facilities for specific seasons e.g. ski lodges in winter [1] all year round tourism [1] • promote the destination in off-peak season [1] attract tourists in time when there are less tourists visiting [1] • promote tourism less in peak season [1] manage the impact of/risk of overtourism in busy periods [1] Accept any other reasonable response in context.	**4**
2(d)	**Explain <u>three</u> ways destination can benefit from responsible tourism.** Award one mark for the correct identification of a way and a second mark for explanatory development of the way. • responsible tourists actively reduce their negative impacts [1] longevity of destination/minimise conflict with host population [1] • helps to protect the environment/helps to develop the environment [1] responsible tourists will follow rules and aim to protect the environment [1] • sustainable tourism industry [1] benefits of tourism can be gained for a long time [1] • increased awareness of sustainability in the destination [1] locals and other industries will follow and be more sustainable [1] • improves quality of life for host population [1] less conflict, destination, environment a culture respected/preserved [1] • develop a brand image of being a sustainable destination [1] good reputation/more customers [1] Accept any other reasonable response in context.	**6**

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Question	Answer	Marks
2(e)	**Assess how the internet has changed the way tourist information centres operate.** Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate response. • AO2 out of two marks – APP (2 marks max) • AO3 out of two marks – AN (2 marks max) • AO4 out of two marks – EVAL (2 marks max) Responses may include the following and any other valid points should be accepted: **AO2 Application** • no need for shop in many locations/can be virtual • better access to information for staff and tourists • can use technology to provide a better service e.g. touch screens • target customers worldwide – get more customers • use the internet/social media/website/email/apps to get information out to customers/take bookings • allows cashless/paperless transactions • close down and move to online only • less visitors to the physical location • AI bots can be used to answer customer enquiries efficiently **AO3 Analysis** • still provide service at a reduced cost • improves the information and services provided which better promotes the destination • better/quicker communication with customers/efficiency • close down and move to online only - possible loss of jobs • reach more customers remotely **AO4 Evaluation** • helping the TIC to meet the changing customer needs and wants and remain relevant in a changing world • internet facilitates and improves service, which enables better promotion of the destination leading to more tourists	**6**

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Question	Answer	Marks
3(a)	**State <u>one</u> specific need for <u>each</u> of the following customer types when staying in a hotel:** Award one mark for each correct identification. **tourist with visual needs** • allow and accommodate assistance/service animals • braille copies of hotel documents/braille on signs • clear/large signage • online information • staff assistance **groups** • group rates/discount • large table to sit together e.g. for breakfast • meeting point/large lobby • rooms located together/interconnecting Accept any other reasonable response in context.	**2**
3(b)	**State <u>two</u> impacts of bad customer service.** Award one mark for each correct identification. • loss/reduction in sales/profit • bad reviews/publicity • bad/negative reputation • lack of repeat sales/customers • fewer recommendations • loss of competitive edge Accept any other reasonable response in context.	**2**
3(c)	**State <u>two</u> ways staff in tourism organisations can give good customer service when handling a customer complaint.** Award one mark for each correct identification. • listen carefully • apologise in general terms • good communication skills • never argue with customer/stay calm • agree a solution with the customer • be polite/don't interrupt • have patience with the angry customer • compensate customer • seek assistance from/refer to senior staff if unable to solve • take notes/record the complaint for reference • investigate the incident Accept any other reasonable response in context.	**2**

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Question	Answer	Marks
3(d)	**Explain how customers can benefit from staff having the following customer service skills:** Award one mark for the correct identification of a benefit and a second mark for explanatory development in context. **product knowledge** • enables staff to assist customers [1] customer wants and needs met [1] • customers aware of other products and services [1] improve the quality of their stay/increases customer satisfaction/customer can confidently purchase products [1] **good communication** • customers may have different language [1] easier to translate when clear [1] • better customer service for larger groups [1] everyone in the group needs to hear and understand the information given [1] • customer can understand important information/messages passed on correctly [1] no miscommunication which would lead to dissatisfied customers [1] **teamworking** • able to deliver a better service to customers [1] satisfied customers [1] • essential to work together to produce the service [1] can't meet customer wants and needs without teams working together well [1] • quick and efficient service delivery [1] satisfied customers [1] **problem solving** • customers may have complex problems that need to be dealt with [1] increase customer satisfaction if solved well [1] • problems solved quickly and efficiently [1] customer satisfaction [1] Accept any other reasonable response in context.	**8**

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Question	Answer	Marks
3(e)	**Evaluate the benefits to tourism organisations of setting customer service standards.** Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate. • AO1 out of two marks – K (2 marks max) • AO3 out of two marks – AN (2 marks max) • AO4 out of two marks – EVAL (2 marks max) Responses may include the following and any other valid points should be accepted: **AO1 Knowledge and understanding** • sets consistent standards across all staff • can be used when training staff to set organisational expectations • manages customer expectations • can be used when managing/responding to complaints • can be used to monitor and track staff performance • customer satisfaction because service is consistently delivered • good brand image • increase in sales because of better service delivery • staff are confident and know how to deliver good customer service • complaints are managed and dealt with well and according to set standards **AO3 Analysis** • improved and consistent customer service throughout the organisation • helps organisation to reach their internal goals/targets e.g. vision/aims • increase in satisfied customers • reduction in complaints • growth/increased reputation **AO4 Evaluation** • differentiation in a very competitive marketplace • essential to success in tourism as a service industry • better/improved reputation • more/increased sales • good customer service can act as a marketing tool	**6**

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Question	Answer	Marks
4(a)	**State <u>two</u> services provided at the train information office shown in Fig. 4.1.** Award one mark for each correct identification. • ATM/cash machine • booking/ticket sales/reservations • call centre • disability assistance • information/directions/advice • phone booking • ticket machine Accept these responses only.	**2**
4(b)	**State <u>two</u> ways tourists can book train travel before arriving at a train station.** Award one mark for each correct identification. • add on to package holiday/tour operators • online/internet/website • train app • phone booking/call/call centre • travel agent • through/at the hotel • tourist information centre Accept any other reasonable response in context.	**2**
4(c)	**Explain two ways train transport is sustainable.** Award one mark for the correct identification of a way and a second mark for explanatory development of the way. • they carry multiple people in one transport vehicle [1] making them more environmentally friendly than cars/less carbon footprint per customer [1] • less greenhouse gases/carbon pollution than flying/driving [1] reduces impact on global warming [1] • reduction in congestion [1] less cars on the road [1] • less noise pollution than many cars [1] better for the local population [1] • electric trains/solar powered trains do not emit pollution/carbon [1] clean environment/less environmental damage from pollution [1] • experience local culture during journey [1] cultural awareness [1] • contributes to local economy [1] ticket sales benefit local economy [1] Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
4(d)	**Evaluate <u>two</u> reasons for the appeal of luxury train services** Award one mark per analytical comment of the importance of the reason given. Award a second mark and third mark for evaluative comment of the reason/importance in context. **AO3 Analysis** • travel with superior comfort/relaxing and service provided • access destinations and views/scenery that would be otherwise be difficult/impossible to access • all-inclusive tickets, no other costs so easier to budget • status/once in a lifetime trip/unique experience • food and drink included/all inclusive • less crowded and more luxurious **AO4 evaluation** • improves the travel experience • more immersive travel experience • experience more of the destination Accept any other reasonable response in context.	**6**

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Question	Answer	Marks
4(e)	**Evaluate the importance of destinations offering sustainable transport options.** Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate. • AO1 out of two marks – K (2 marks max) • AO3 out of two marks – AN (2 marks max) • AO4 out of two marks – EVAL (2 marks max) Responses may include the following and any other valid points should be accepted: **AO1 Knowledge and understanding** • more tourists attracted to the destination • environmental and cost benefits for the tourists • reduce carbon footprint from transport in the destination • attract responsible tourists **AO3 Analysis** • reduce pollution/cleaner destination is more appealing • expand market segments and tourist numbers **AO4 Evaluation** • sustainable/greener destinations have a greater chance of future success/longevity • reduce conflict with host population • destination develops a brand as a sustainable destination resulting in more sustainable customers • improves the sustainability of the country/destination and helps battle against climate change • dynamic tourism industry responding to changes in customer needs and wants is more likely to be successful	**6**

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