UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

International General Certificate of Secondary Education

MARK SCHEME for the May/June 2008 question paper

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.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

- CIE will not enter into discussions or correspondence in connection with these mark schemes.

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Q. No.	Expected Answer	Marks	
1 (a)	**Identify *four* different ways in which the property's beach area appeals to guests.** Award one mark for each of four identifications **only** from the following: • Large, flat, sandy beach (one physical detail) • Beach is clean/no litter • Litter bins provided • Only a few sun loungers on beach • Beach area is therefore uncrowded • Loungers & umbrellas on grass area • Palm trees for shade • Life guard hut.	4	
(b)	**Explain *two* ways in which the food and drink outlets, such as Fig. 1(b), provide a comfortable service environment for guests.** Award one mark for each of two valid identifications and a further one mark for an appropriate explanation of each. Correct ideas include: • Waiters (1) – table service (1) • Sitting at tables (1) – easier to eat & drink from (1) • Umbrellas (1) – shaded from sun (1) • Stone floor (1) – easier to walk on (1) Credit all valid reasoning.	4	B3.0
(c)	**Explain *four* personal skills and qualities that members of staff in 5* resort properties would be expected to possess.** Award one mark for each of four valid service identifications appropriate to the 5* context and a further one mark for an appropriate explanation of each. Correct ideas include: • Personal presentation (1) – professional appearance (1) • Interpersonal (1) – relate to guest & also with colleagues (1) • Communication (1) – foreign language (1) • ICT (1) – work till (1) • Follow customer care procedures (1) – exceed guest expectations (1) • F&B knowledge (1) – explain menu etc (1) Credit all valid reasoning.	8	C1.0 C2.0
(d)	**Suggest three ways in which food and drink outlets at 5* resort properties might promote special offers to guests.** This is clearly based on the idea of promotion but within the context of a 5* beach resort. Award one mark for each of three valid suggestions such as: • Chalk board • Menu insert • Table sign • Room service guide • Hotel newsletter • Hotel notice board Any other valid suggestion.	3	C5.0

(e)	**Discuss the range of negative environmental impacts that may result from the development of large coastal resort properties.** We are only interested in negative environmental impacts and candidates can validly discuss coastal resort development issues/conditions in terms of: • Land e.g. visual pollution, congestion etc • Sea e.g. oil spills, habitat destruction etc • Air e.g. traffic fumes etc. Furthermore, it should be clear as to how identifiable negative impacts have been caused. Use level of response criteria Level 1 (1–2 marks) can be awarded for the identification of appropriate environmental negative impacts Level 2 (3–4 marks) for the analysis of 1 or 2 specific negative impacts, with credit for valid solutions Level 3 (5–6 marks) can be awarded for the evaluation of 2 or more reasons leading to a conclusion about the relative importance of the forces at work.	6	
2 (a)	**Identify *three* Asian countries included in the WEF top 30 most attractive environments for the development of tourism.** Award one mark for the identification of each of three of the following: • Hong Kong • Singapore • Japan • Taiwan.	3	A4.0 B3.0
(b)	**Identify and explain *two* ways in which the United Nations World Tourism Organisation says countries like Malaysia benefit from tourism.** Award one mark for the identification of each of two valid benefits and a further one mark for an appropriate explanation of each. Correct ideas will include: • Foreign exchange (1) – improves balance of payments (1) • Driver of growth/prosperity (1) – creates a multiplier effect (1) • Poverty reduction (1) – wages (1) • New jobs (1) – reduces unemployment (1). Credit all valid reasoning from Fig. 2 information about **economic impact**.	4	A2.0
(c) (i)	**What term best describes the climate of Malaysia?** Award one mark for Equatorial (allow Tropical).	1	B2.0
(ii)	**Will local time in Kuala Lumpur be in advance of or behind local time in the Middle East?** Award one mark for 'in advance'.	1	B2.0
(iii)	**How many degrees of latitude does Peninsular Malaysia cover?** Award one mark for 5 degrees.	1	B2.0
(iv)	**State whether Kuala Lumpur is located south or north of Singapore.** Award one mark for North.	1	B1.0

(d)	**Explain *four* marketing and promotion methods that the Malaysia Tourism Promotion Board is likely to use in order to increase the number of overseas visitors to the country.** Award one mark for the identification of each of four valid methods appropriate to the National Tourist Board context and a further one mark for an appropriate explanation of each. Correct ideas include: • Website (1) – destination information (1) • Overseas offices (1) – supply target markets (1) • Publicity campaigns (1) – promote events (1) • Travel fairs (1) – showcase facilities (1) • Fam trips (1) – impress travel agents (1) • Loyalty offers (1) – reward sales (1) • Brochures & destination manuals (1) – available from offices or direct (1) Credit all valid reasoning.		
(e)	**Discuss the ways in which major city destinations such as Kuala Lumpur meet the needs of business tourists. You should refer to examples with which you are familiar.** This is very open and allows candidates to show off their knowledge and understanding about the needs of business tourists. It is expected that the answer will be set in the context of a known destination. Use level of response criteria Level 1 (1–2 marks) will be descriptive of facilities such as airport access, accommodation and conference venues Level 2 (3–4 marks) will explain the use of identifiable facilities to the business tourist Level 3 (5–6 marks) will offer some evaluative comment and some idea as to the relative importance of the identified facilities.	6	A1.0 B1.0 B3.0 D1.0
3 (a)	**Identify the *four* locations that have a special handicraft market just during the main tourist season.** Award one mark for each of the following: • Paguera • Santa Ponca • Magaluf • Palma Nova.	4	C4.0
(b)	**Explain *three* ways in which the market held in the town of Calvia each Monday is likely to appeal to tourists.** Award one mark for the identification of each of three valid ways appropriate to the market context and a further one mark for an appropriate explanation of each. Correct ideas include: • Oldest market (1) – USP in the area (1) • 60+ stalls (1) – choice (1) • Main street (1) – accessible to visitors (1) • Calvia oldest town in area (1) – traditional, cultural appeal (1) Credit all valid reasoning based on Fig. 3.	6	B3.0

(c)	Many destinations are famous for their local food and drink. Complete the following table and identify a typical food or drink for each country. Award one mark for each appropriate choice such as: • USA – hamburger • Italy – pizza • India – curry • China – rice • UK – fish & chips.	5	
(d)	In many destinations, visitors can go on 'food-themed' tours. Explain *two* ways in which such tours will be organised. Most candidates may well talk about the experience but we can accept any valid points about tourists taking part in an excursion. Award one mark for each of two valid identifications and a second mark for an appropriate explanatory development of each, covering such matters as: • Booking at hotel tour desk (1) – taken by coach (1) • Tour guide at destination (1) – shown round in group at set time (1) • Different groups at different times (1) – avoids congestion (1) • Tasting (1) – chance to buy (1) Credit all valid reasoning.	4	D1.0 D2.0
(e)	Discuss the visitor appeal of *one* cultural attraction with which you are familiar. This is quite specific, expect precise details about an identifiable **cultural** visitor attraction and the ways in which its facilities appeal to all appropriate types of visitor. Use level of response criteria Level 1 (1–2 marks) awarded for simple description of the attraction's features/facilities Level 2 (3–4 marks) for analysis of 1 or 2 features showing clearly the appeal to particular types of visitor e.g. business versus leisure Level 3 (5–6 marks) for evaluative comment about 2 or more of the attractions features and some conclusion about what is most important/significant.	6	A1.0 B3.0 D1.0
4 (a)	Outline *three* reasons to explain why visitors with only 24 hours to spend in Seoul are advised to take the City Bus Tour. Award one mark for the identification of each of three valid reasons and a second mark for an appropriate development of each. Correct ideas based on Fig. 4 will include: • Tour takes in main sites (1) – convenient (1) • Hop on, hop off (1) – allow visits (1) • Tour guide (1) – explains sites (1) • 35 seats (1) – never too crowded (1) • Bus special design (1) – comfortable (1) Credit all valid reasoning.	3	B1.0

(b)	Visitors planning a stopover in Seoul can research the destination before they travel. Explain how *three* different sources of information are of use to such visitors. Award one mark for the identification of three valid sources of visitor information and a second mark for an appropriate explanation of their usefulness. Correct ideas include: • Internet (1) – large range of material (1) • National Tourist Board office (1) – send destination details on request (1) • Guide books (1) – advice & suggestions (1) • TV programmes (1) – opinions (1) • Travel agency staff (1) – availability (1) • Other people (1) – personal experiences (1) Credit all valid reasoning.	6	
(c)	Many European visitors arriving in Seoul will be travelling economy class on a long haul scheduled flight. Identify *four* in-flight services provided for the convenience of economy class passengers. Award one mark for each of four valid identifications such as: • Meals appropriate to journey time • Free drinks • Entertainment • Pillows, blankets etc • Child services • Special needs etc Credit all valid in-flight services.	6	D1.0 D2.0
(d)	Seoul has many rival stopover destinations for travel between Europe and Australia. In the table below, circle the *three* destinations that are important stopover destinations for passengers travelling to Australia from Europe. Award one mark for each of: • Dubai • Hong Kong • Singapore.	4	D4.0
(e)	Not all passengers passing through Seoul will have a stopover. These passengers are described as being *in transit*. Discuss the range of services that major international airports provide for passengers who are *in transit*. The concept of the transit lounge may not be familiar to all candidates but we can accept all **air-side** facilities and services. However, expect more than just duty free for the higher marks. Use level of response criteria Level 1 (1–2 marks) will be descriptive of air-side products, services & facilities. Level 2 (3–4 marks) will analyse the usefulness of 2 or more identifiable facilities to the transiting passenger Level 3 (5–6 marks) will offer evaluative comment about 2 or more valid services and thus come to a conclusion about the provision offered.	6	D4.0