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TRAVEL AND TOURISM

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MARK SCHEME

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Question	Answer	Mark
1(a)	<p>State the following geographical characteristics of Zambia:</p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> • whether Zambia is located to the north or south of the Equator = South • the term that best describes the climate of Zambia = tropical • the continent that Zambia is located in = Africa <p>Award only these responses</p>	3
1(b)	<p>Identify the following:</p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> • the only lake situated solely in Zambia = lake Bangweulu • the name of the river running through Zambia = Zambezi • the country situated on the western border of Zambia = Angola • the capital of Zambia = Lusaka <p>Award only these responses</p>	4
1(c)	<p>Explain <u>three</u> reasons for the appeal of Zambia to international tourists.</p> <p>Award one mark for the correct identification of an appeal and award a second mark for an appropriate explanatory development of the appeal in context</p> <ul style="list-style-type: none"> • Climate [1] enjoy warmer weather [1] • Victoria falls [1] view world's largest waterfall [1] • National parks [1] view wildlife [1] • Safaris [1] big 5 [1] • Wildlife [1] close to large game [1] • Multi-centre trip [1] kaza-univisa reducing costs/time[1] • Kariba Lake/Dam [1] sights can't see at home [1] • Access to Zambia/Zimbabwe <p>Responses need to be set in the context of international tourists to achieve the full 2 marks per appeal</p> <p>Credit all valid responses in context</p>	6

Question	Answer	Mark
1(d)	<p>The Zambian Government has taken a number of strategies to encourage tourism growth.</p> <p>Explain the likely benefit to the tourist of the following strategies taken by the Zambian government.</p> <p>Award one mark for the correct identification of a benefit and award a second mark for an explanatory development of the benefit</p> <p>KAZA univisa</p> <ul style="list-style-type: none"> • Reduce visa costs/time [1] can easily move around [1] multi centre [1] <p>infrastructure development on roads</p> <ul style="list-style-type: none"> • Easier to move around [1] view more [1] • Easier to drive [1] comfort/smooth [1] • Reduce congestion [1] faster travel [1] <p>online visa application</p> <ul style="list-style-type: none"> • Convenient [1] no need to travel to embassy in home country [1] • Easier [1] on computer [1] internet 24/7 [1] 	6
1(e)	<p>Assess the problems caused when destinations become dependent on tourist.</p> <ul style="list-style-type: none"> • Underdevelopment in other areas of the economy e.g. education • Tourism is very vulnerable to economic, social and political changes • Skills shortages • Leakage • Increased risk of recession/economic downturn • Overcrowding • Increased environmental impacts • Seasonal economy <p>Credit all valid responses in context</p> <p>Level 1 (1–2 marks) will identify up to two problems, providing some detail but will be mainly descriptive</p> <p>Level 2 (3–4 marks) can be awarded for an analysis of the problems</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of the particular problem. Better answers will have a reasoned conclusion</p> <p>The Caribbean is the most tourism-dependent region in the world, on some of the islands, more than half of the work force is employed by the industry [L1]. This can result in traditional skills being lost e.g. fishing [L2] resulting in negative social impacts [L2]. Tourism is vulnerable to global economic and social changes [L1] if skills are lost the people and economy of the country will struggle in the event of a loss or reduction of tourism [L2] this in turn can cause economic recession and social deprecation amongst the host population [L3].</p>	6

Question	Answer	Mark
2(a)	<p>State <u>three</u> characteristics of business tourists.</p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> • Less concerned about price • Do not choose when to travel • Spend more • Booked by company/business • Expect high quality • Short stay <p>Credit all valid responses in context relating to characteristics and NOT needs such as Wi-Fi, meeting rooms, etc.</p>	3
2(b)	<p>M.I.C.E. is an important component of business tourism.</p> <p>State what is meant by M.I.C.E.</p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> • Meetings • incentives • Conferences • Exhibitions <p>Award only these responses</p>	4
2(c)	<p>Explain <u>three</u> benefits to business tourists of booking with specialist business travel agencies.</p> <p>Award one mark for the correct identification of a benefit and award a second mark for appropriate explanatory development of the benefit in context</p> <p>Credit all valid responses in context</p> <ul style="list-style-type: none"> • Reduced workload [1] limited time to research and do booking [1] • Specialist knowledge [1] discounts [1] know needs and wants of business tourists [1] • Experienced [1] best contacts/venues [1] • Dedicated agent [1] know personal preferences [1] 	6

Question	Answer	Mark
2(d)	<p>Describe <u>three</u> ways that hotels may provide for business tourists <u>during breakfast service</u>.</p> <p>Award one mark for the correct identification of a way and award a second mark for descriptive comment of the way in context of a business tourist.</p> <ul style="list-style-type: none"> • Newspaper [1] business news [1] • Prompt service [1] attend meetings [1] • Early service to room [1] early departure/check out [1] • Self-service [1] quicker – attend meetings [1] • Healthy options [1] regular stays away [1] • Breakfast in room [1] leave early for meetings/travel [1] • Room service [1] working [1] • Breakfast meetings/designated area [1] special arrangements [1] <p>Responses need to be set in the context of business tourists/tourism to achieve the full 2 marks per way</p>	6
2(e)	<p>Business tourists normally don't have the time to visit tourist attractions when travelling.</p> <p><u>Other than visiting attractions, discuss the activities that business tourists may take part in which will benefit the local economy.</u></p> <ul style="list-style-type: none"> • Shopping • Hiring meeting venues • Eating out/restaurants • Use local transport <p>Do not allow repetition of MICE. Note: Accommodation as it is not an activity. Credit all valid responses in the context of the local tourism economy</p> <p>Level 1 (1–2 marks) will identify up to two valid activities, providing some detail but will be mainly descriptive</p> <p>Level 2 (3–4 marks) can be awarded for an analysis of the activities, clearly indicating how the local economy would benefit</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of particular activities. Better answers will have a reasoned conclusion</p> <p>Business tourists can entertain their clients at local restaurants [L1] therefore local eating establishments will gain the tourist spend rather than it staying in the hotel [L2] this will help to spread the economic benefit and may reduce leakage if the hotel is a foreign brand or owned by foreign investors [L3].</p>	6

Question	Answer	Mark
3(a)	<p>Identify from Photograph A (Insert) <u>three</u> ways the railway station provides for passengers with special needs.</p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> • Clear/large signs • Disabled ticket barrier • Flat floor • Staff ready to help • Display screens <p>Only award responses that are evident in Fig 2 (Insert)</p>	3
3(b)	<p>State <u>four</u> ways that travellers can check on departure and arrival times when at railway stations.</p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> • Text alerts • Information board • Email alerts to phone/tablet • Ask staff • Information desk/ticket counter • Website/online • Timetables/Leaflets • Loudspeaker announcements <p>Credit all valid responses in context</p>	4
3(c)	<p>Explain why the following skills are important for staff at major railway stations:</p> <p>Award one mark for the correct identification of a factor and award a second mark for a correct explanation of the factor to the passenger</p> <p>clear speech</p> <ul style="list-style-type: none"> • Easily understood [1] maybe limited English speakers [1] • Noisy environment [1] train announcements [1] <p>numeracy skills</p> <ul style="list-style-type: none"> • Calculate dates/times [1] time till departure [1] • Calculate number of tickets [1] group travel [1] • Give change [1] may handle multiple currencies [1] <p>product knowledge</p> <ul style="list-style-type: none"> • Advise travellers [1] get correct train/platform/time [1] • Guidance on services [1] increase customer experience/satisfaction [1] 	6

Question	Answer	Mark
3(d)	<p>Explain why railways stations offer the following ancillary services for the customer:</p> <p>Award one mark for the correct identification of a way and award a second mark for appropriate explanatory development of the way in context</p> <p>Café: Refreshments before travel [1] more pleasurable journey [1]/wait for connecting trains [1]/wait in comfort to collect arriving passengers [1]</p> <p>Shops: Last minute purchase [1] souvenirs [1]</p> <p>Bureau de Change: Convenience [1] passengers arrive from/departing to other countries [1]</p> <p>Credit all valid responses in context</p>	6
3(e)	<p>Many transport networks sell travel passes that allow tourists to travel on a variety of networks and transport types within one destination for a set period of time.</p> <p>Discuss the appeal to international tourists of purchasing travel passes.</p> <ul style="list-style-type: none"> • Convenience – one ticket • Move around whole destination • Can be cheaper • Less communication at ticket offices (language barriers) <p>Credit all valid responses in context.</p> <p>Level 1 (1–2 marks) will identify up to two ways that travel passes appeal to international tourists, providing some detail within the context but will be mainly descriptive</p> <p>Level 2 (3–4 marks) can be awarded for an analysis clearly indicating how the travel pass helps the international tourist</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of the appeal of the travel pass for international tourists. Better answers will have a reasoned conclusion.</p> <p>Travel passes appeal to international tourists as they can move around the destination using different forms of transport without having to purchase multiple tickets from different providers [L1] this can be a benefit to international tourists as there is less stress and fewer difficulties communicating in different languages at ticket offices [L2]. Travel passes also appeal to international tourists as they can move around the whole area [L1] underground networks can be central only and to move outside the central area they will need to use a bus [L2]. Overall the travel passes offer international tourists convenience. [L3]</p>	6

Question	Answer	Mark
4(a)	<p>Identify the following:</p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> • the expected percentage growth of the European outbound travel market = 2.3 • the number of countries that Company X operates in = 15 • the number of customers Company X has = 22 million <p>Accept only these responses</p>	3
4(b)	<p>Define the following terms:</p> <p>Award one mark for the correct identification of a characteristic of the term and award a second mark for an appropriate development of the characteristic or identification of an additional characteristic of the term.</p> <p>vertically integrated tour operator</p> <ul style="list-style-type: none"> • tour operator that operates at different levels of the distribution chain [1] they have Greater control [1] increased sales and market share [1] price and cost advantages [1] <p>principals</p> <ul style="list-style-type: none"> • providers of tourism raw materials [1] airlines [1] 	4
4(c)	<p>Some Company X staff deal directly with customers.</p> <p>Describe <u>three</u> procedures that staff may follow when dealing with customer enquires</p> <p>Award one mark for the correct identification of a procedure and award a second mark for a correct description of the procedure</p> <ul style="list-style-type: none"> • Ask questions [1] so that they can recommend relevant products [1] • Listen carefully [1] understand the enquiry fully [1] • Record details accurately [1] deliver accurate products/service [1] • Polite and courteous [1] good customer service [1] • Welcoming [1] good impression [1] be helpful [1] • Open body language/posture [1] <p>Be aware of repetition.</p>	6

Question	Answer	Mark
4(d)	<p>Explain <u>three</u> ways that tour operators can manage the seasonality of their sales.</p> <p>Award one mark for the correct identification of a way and award a second mark for appropriate explanatory development of the way</p> <ul style="list-style-type: none"> • Price [1] stimulate sales [1] • Special offers [1] increase demand [1] • Different products/market segments [1] ski holidays/winter sun etc. [1] • Advertise [1] sales in peak/stimulate demand in low [1] <p>Do not award repetition of special offers</p> <p>Credit all valid responses in context</p>	6
4(e)	<p>Discuss the benefit to tour operators of selling their products through their own chain of travel agents.</p> <ul style="list-style-type: none"> • Maintain control • Receive more revenue/higher profit margin <p>Credit all valid responses in context</p> <p>Level 1 (1–2 marks) will identify up to two valid benefits providing some detail within the context but will be mainly descriptive</p> <p>Level 2 (3–4 marks) can be awarded for an analysis clearly indicating how the benefit helps the tour operator</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of the benefit. Better answers will have a reasoned conclusion.</p> <p>Tour operators that have their own chain of travel agents maintain an element of control over the sale of their products [L1]. They can ensure that they are sold to the customer with the level of customer service that is representative of the product [L2] which will allow continuation of the brand identity [L3]. One of the biggest advantages is that the tour operator will keep all the money from the sale [L1] not having to share it with the travel agent and therefore losing a portion of the revenue [L2]. This will help the tour operator to remain successful [L3].</p>	6