



TRAVEL AND TOURISM

0471/12

Paper 1 Core Module

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MARK SCHEME

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This document consists of **15** printed pages.

Question	Answer	Marks						
1(a)	<p>Identify the following:</p> <p>Award one mark for each correct identification</p> <table border="1" data-bbox="308 383 1321 701"> <tr> <td data-bbox="308 383 815 465">The highest ranking European airport</td> <td data-bbox="815 383 1321 465">London /Heathrow/LHR [1]</td> </tr> <tr> <td data-bbox="308 465 815 584">The airport with the greatest negative percentage change in international passengers</td> <td data-bbox="815 465 1321 584">Bangkok/BKK [1]</td> </tr> <tr> <td data-bbox="308 584 815 701">The name of the only American airport to feature in the top 20 rankings</td> <td data-bbox="815 584 1321 701">New York/NY/JFK [1]</td> </tr> </table>	The highest ranking European airport	London /Heathrow/LHR [1]	The airport with the greatest negative percentage change in international passengers	Bangkok/BKK [1]	The name of the only American airport to feature in the top 20 rankings	New York/NY/JFK [1]	3
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The airport with the greatest negative percentage change in international passengers	Bangkok/BKK [1]							
The name of the only American airport to feature in the top 20 rankings	New York/NY/JFK [1]							
1(b)	<p>Dubai airport (DXB) now ranks as the world’s busiest airport for international passenger traffic.</p> <p>Explain <u>two negative</u> economic impacts associated with increased arrivals of international tourists.</p> <p>Award one mark for the correct identification of a negative economic impact and award a second mark for an appropriate explanatory development for each.</p> <p>Import leakage [1] – F&B imported to meet tourists needs [1]</p> <p>Export leakage [1] – foreign investors finance resorts/hotels and take profits back to their country [1]</p> <p>Inflation [1] – prices rise/locals priced out of the market [1]</p>	4						

Question	Answer	Marks
1(c)	<p>The International Air Transport Association (IATA) is the global trade association for airlines.</p> <p>Explain <u>three</u> benefits to airlines of being a member of IATA.</p> <p>Award one mark for the correct identification of a benefit and award a second mark for explanatory development of the benefit in context: the benefit must be to the airline.</p> <p>Involved with change/improvements of industry (safety/efficiency/standardisation/profitability/environmental) [1] airlines become more successful [1] IATA training [1] improve services and standards [1] Discounts on industry publications [1] up to date research and information [1] IATA supports and promotes interests of members [1] have views represented with governments etc. [1] driving industry change [1] Attend IATA meetings/AGM [1] meet and learn from industry professionals [1] Access to up to date information/policies and procedures [1] e.g. safety standards [1] Recognition of professionalism/prestige [1] involvement with industry body [1] attract customers/suppliers [1] Assures customers of quality/safety [1] attract customers/customer satisfaction [1] Trustworthy airline [1] customer satisfaction/assurance before purchasing tickets [1]</p> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the benefit that has been identified.</i></p>	6

Question	Answer	Marks
1(d)	<p>Air Arabia offers a low cost air service across the Middle East, North Africa, Asia and Europe.</p> <p>Describe <u>three</u> characteristics of low cost airlines.</p> <p>Award one mark for the correct identification of a characteristic and award a second mark for a correct description of the characteristic in context.</p> <p>Basic/no frills/no luxury [1] ideal for short haul [1] Scheduled [1] fly to a set timetable [1] Pay extra for baggage [1] passengers pay extra for all luggage/hold luggage [1] Seats not allocated [1] seats allocated on a first come first served basis/passengers can pay extra for allocated seating [1] One class [1] economy class only/no business/first class [1] Limited/no additional service [1] no entertainment/TV/can pay for TV [1] No free meals [1] option to pay for food & beverages [1] Less leg room [1] seats closer together to allow for max capacity [1] Fly to regional airports [1] cheaper landing fees [1]</p> <p>Credit all valid responses in context</p>	6

Question	Answer	Marks
1(e)	<p>International airports offer passengers the option to upgrade their airport experience by booking into a VIP lounge.</p> <p>Discuss the appeal to leisure tourists of upgrading to the VIP airport lounge.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> Free Wi-Fi Complementary food & beverages Spa treatments Higher level of service Comfortable seating Television Better services than main lounges Exclusivity/quieter/special experience or occasion <p>Level 1 (1–2 marks) will identify up to two valid features of the VIP airport lounge, providing some detail but will be mainly descriptive.</p> <p>Level 2 (3–4 marks) can be awarded for an analysis of the feature of the VIP lounge, clearly indicating how it would appeal to a leisure tourist.</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of particular features. Better answers will have a reasoned conclusion.</p> <p>Example: Upgrading to the VIP lounge will give leisure tourists access to free wi-fi [L1] allowing leisure tourists to stay in contact with their families and do last minute planning and research [L2] allowing leisure tourists to use their time more effectively [L3]. They will also get access to complementary refreshments [L1] allowing them to refuel and refresh before boarding in a relaxing exclusive environment [L2]. Leisure tourists can indulge in the VIP lounge experience giving them a sense of prestige and privilege making the airport experience more pleasurable [L3].</p>	6

Question	Answer	Marks						
2(a)	<p>Refer to Fig. 2 (Insert), information regarding Brazil’s tourist visa requirements.</p> <p>Identify the following:</p> <p>Award one mark for each correct identification</p> <table border="1" data-bbox="308 483 1321 701"> <tr> <td data-bbox="308 483 815 566">The number of international visitors to Brazil per year</td> <td data-bbox="815 483 1321 566">6 million</td> </tr> <tr> <td data-bbox="308 566 815 618">The typical cost of a visa to Brazil</td> <td data-bbox="815 566 1321 618">\$160</td> </tr> <tr> <td data-bbox="308 618 815 701">Percentage of spending from domestic visitors</td> <td data-bbox="815 618 1321 701">94%</td> </tr> </table>	The number of international visitors to Brazil per year	6 million	The typical cost of a visa to Brazil	\$160	Percentage of spending from domestic visitors	94%	3
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2(b)	<p>State the following:</p> <p>Award one mark for the correct identification of</p> <table border="1" data-bbox="308 869 1321 1037"> <tr> <td data-bbox="308 869 815 920">The continent that Brazil is in</td> <td data-bbox="815 869 1321 920">South America</td> </tr> <tr> <td data-bbox="308 920 815 1037">Whether a flight from London, U.K. to Rio de Janeiro, Brazil would be long haul or short haul</td> <td data-bbox="815 920 1321 1037">Long Haul</td> </tr> </table>	The continent that Brazil is in	South America	Whether a flight from London, U.K. to Rio de Janeiro, Brazil would be long haul or short haul	Long Haul	2		
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Whether a flight from London, U.K. to Rio de Janeiro, Brazil would be long haul or short haul	Long Haul							
2(c)	<p>Explain <u>two</u> ways governments can encourage the growth of tourism.</p> <p>Award one mark for the correct identification of a way and award a second mark for explanatory development of the way in context.</p> <p>Relax visa rules [1] easier access for tourists [1] Fund/increase funding for National Tourist Boards [1] TBs promote the country [1] Fund regeneration/restoration projects to attract tourists [1] improved areas have a greater appeal [1] Ministry/government office for tourism [1] recognising value and controlling tourism activities [1] Creation of national plan/objectives [1] set goals/strategies/policy to increase tourism [1] Creation of policies [1] providing guidance to support and develop the industry [1] Planning [1] designate areas for tourism development/relax planning rules for tourism development [1] Laws protecting tourists [1] enhancing travel experience/consumer protection etc. [1] Fund tourism infrastructure [1] such as airports/public transport [1] Subsidies/grants for tourism organisations [1] encourage/support private sector to provide more tourism infrastructure/opportunities [1]</p> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the way that has been identified.</i></p>	4						

Question	Answer	Marks
2(d)	<p>The Olympic Games is an international sporting event that attracts tourists from all over the world. The 2012 London Olympics are said to have created 14 000 new tourism jobs.</p> <p>Describe <u>three</u> direct tourism jobs that events could generate.</p> <p>Award one mark for the correct identification of a direct tourism job and award a second mark for a correct description of the job/need for the job</p> <p>Hotel receptionist [1] required to check in guests due to increased visitor arrivals [1] Tour guides [1] tourists will experience some of the country's attractions whilst visiting [1] Ticket agents [1] selling tickets to the events and tourist attractions [1] Room stewards/cleaners [1] clean hotel rooms for new guests [1] Tour operators [1] selling specialised packages to the event [1] Coach/taxi drivers [1] tourists move around the destination while at events [1]</p> <p>Credit all valid direct travel or tourism job responses.</p>	6
2(e)	<p>National Tourism Organisations (NTOs) play an important role in the development and promotion of tourism.</p> <p>Explain <u>two</u> ways that NTOs could encourage an increase in business tourism.</p> <p>Award one mark for the correct identification of a way and award a second mark for explanatory development of how the way will encourage an increase in business tourism.</p> <p>Host/attend trade fairs [1] promote country to target (Business) audience [1] Marketing/advertise in trade magazines/web sites [1] highlighting conference facilities available [1] Produce market research [1] allowing private tourism providers to recognise benefit of business tourism [1]/gaps in the business tourism market [1]/characteristics of the business tourism sector [1] Overseas offices [1] knowledgeable in business tourism facilities and components [1] Familiarisation trips [1] for Travel Agents/Tour Operators to sell the destination better [1]</p> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the way that has been identified.</i></p>	4

Question	Answer	Marks
2(f)	<p>Discuss the ways that promotional materials can be used to encourage sustainable tourism.</p> <p>Indicative content: Leaflets on sustainability prior to departure/on arrival Inform the reader about cultural norms at the destination Inform tourists about the fragile environment/ecosystem</p> <p>Award all valid responses in any context i.e. Tourists/Tourism/Tourist providers/Government</p> <p>This is about informing and educating tourists about sustainable tourism through the use of promotional materials NOT the benefits or disadvantages of different promotional methods.</p> <p>Level 1 (1–2 marks) will identify up to two valid promotional materials or two pieces of information from these materials.</p> <p>Level 2 (3–4 marks) can be awarded for an analysis clearly indicating how this could influence/help the tourist to behave sustainably.</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of delivering the sustainable message and influencing tourist behaviour. Better answers will have a reasoned conclusion.</p> <p>Example: Travel agents can provide tourists with leaflets prior to departure informing tourists of recommended behaviour when at the resort [L1]. Tourists can read the leaflet before departure and ensure that they are equipped with the right clothing/equipment to behave responsibly when at the destination/resort [L2]. When tourists adopt sustainable principles it can reduce and minimise any impacts to the host population and host destination [L3].</p>	6

Question	Answer	Marks
3(a)	<p>When checking in to a hotel, staff inform customers about the services and facilities that are available to them.</p> <p>State <u>four</u> services <u>or</u> facilities that hotel staff may discuss with a business customer at check in.</p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> Wi-Fi code/how to access Wi-Fi [1] Wake up call [1] Newspaper [1] Restaurant opening times/offer a restaurant booking/catering [1] Map of the local area [1] Room service [1] Spa facilities [1] Gym facilities [1] Pool facilities [1] Bar facilities [1] Currency exchange [1] Bell boy/porter [1] <p>Credit all valid responses in context</p>	4
3(b)	<p>When checking in to a hotel customers will be asked to complete a registration record.</p> <p>State <u>three</u> items of personal data requested on a registration record.</p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> Name [1] Address [1] Passport number/ID number [1] Signature [1] Telephone number [1] Car registration number [1] Email [1] Gender/title [1] Nationality [1] 	3

Question	Answer	Marks								
3(c)	<p>Suggest <u>two</u> members of staff that a hotel receptionist will inform once a guest has checked out and explain why they need to be informed.</p> <p>Award one mark for each correct identification of a member of staff and award a second mark for a correct explanation of the need to inform them</p> <table border="1" data-bbox="308 450 1321 752"> <thead> <tr> <th data-bbox="308 450 815 499">Member of staff:</th> <th data-bbox="815 450 1321 499">Reason for communication:</th> </tr> </thead> <tbody> <tr> <td data-bbox="308 499 815 584">Room Steward/cleaner [1]</td> <td data-bbox="815 499 1321 584">prompt cleaning of room ready for next guest [1]</td> </tr> <tr> <td data-bbox="308 584 815 669">Bell Boy/Porter [1]</td> <td data-bbox="815 584 1321 669">Assist tourist with bags out to car/taxi [1]</td> </tr> <tr> <td data-bbox="308 669 815 752">Driver/Chauffeur [1]</td> <td data-bbox="815 669 1321 752">Ready to drive customer to their next destination [1]</td> </tr> </tbody> </table>	Member of staff:	Reason for communication:	Room Steward/cleaner [1]	prompt cleaning of room ready for next guest [1]	Bell Boy/Porter [1]	Assist tourist with bags out to car/taxi [1]	Driver/Chauffeur [1]	Ready to drive customer to their next destination [1]	4
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3(d)	<p>Travel and tourism organisations have procedures that members of staff are required to follow when handling customer complaints.</p> <p>Explain <u>four</u> ways that staff in a hotel can display good customer service when handling complaints.</p> <p>Award one mark for the correct identification of a way and award a second mark for explanatory development in context.</p> <p>Listen carefully [1] customer feels valued [1] Apologise in general terms [1] customer feels hotel is concerned [1] Ensure customer the matter is being investigated [1] prevent repeat incidents [1] Don't argue with the customer [1] customer able to present views and issues in a receiving way [1] Agree a solution with the customer [1] customer feels action is being taken/complaint been taken seriously [1] Ensure that actions promised to the customer are taken [1] prevent repeat incidents [1] Record the complaint [1] track trends/identify areas of weakness [1] Don't interrupt [1] customer feels they are being listened to and taken seriously [1] Inform management [1] track problems/assist if staff unable to solve the issue [1]</p> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the way that has been identified.</i></p>	8								

Question	Answer	Marks
3(e)	<p>Many travel and tourism organisations will use technology such as touch screens, to gather information on their level of customer care as seen in photograph B (Insert).</p> <p>Discuss the benefits to travel and tourism organisations of using technology to measure their customer care standards.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> More customers will complete it as it is quicker/easier Improves the quantity of feedback collected Easier to approach/target customers after the sale More affordable than paper version (less waste) – internet/email database Convenient – results collated/accessed easily Not lost/saves space Results easily processed Encourages customer to fill out/complete – more accessible/appealing Follow up on complaints <p>Level 1 (1–2 marks) will identify up to two valid benefits of using technology providing some detail within the context of collecting feedback but will be mainly descriptive.</p> <p>Level 2 (3–4 marks) can be awarded for an analysis clearly indicating how this could benefit the travel and tourism organisation. Only award specific benefits in relation to technology.</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance to the travel and tourism organisation. Better answers will have a reasoned conclusion.</p> <p>Example:</p> <p>Travel and tourism organisation will use technology to help them collect customer feedback, as a method it can be more appealing to customers [L1] in particular younger customers. This will improve the response rate [L2] benefiting the organisation by collecting more responses [L2] allowing the organisation to better analyse their customer service standards and make informed improvements [L3].</p>	6

Question	Answer	Marks
4(a)	<p>State <u>two</u> components included in a package holiday.</p> <p>Award one mark for each correct identification:</p> <p style="padding-left: 40px;">Transport/Travel Accommodation Transfers</p> <p>Award these responses only</p>	2
4(b)	<p>State <u>three</u> characteristics of independent tour operators.</p> <p>Award one mark for each correct identification:</p> <p style="padding-left: 40px;">Carry small volumes Not part of a chain Not vertically integrated Small to medium specialists Often focus on 'off the beaten track' destinations Niche/bespoke products Often focus on ethical products Often use local suppliers Charge higher prices</p> <p>Credit all valid responses in context.</p>	3
4(c)	<p>Moscors offer cruise packages.</p> <p>Identify the <u>two</u> major cruise circuits offered by Moscors.</p> <p>Award one mark for each correct identification:</p> <p style="padding-left: 40px;">Mediterranean Caribbean</p>	2

Question	Answer	Marks
4(d)	<p>Explain <u>three</u> factors that may limit where tourists choose to visit.</p> <p>Award one mark for the correct identification of a limiting factor and award a second mark for explanatory development of that factor context.</p> <p>Disposable income [1] affordability/personal budget/affordability at destination [1] Employment status [1] access to disposable income is reduced [1] Size of household [1] increased total cost [1] Number of children [1] increased total cost [1] Number of trips taken last year [1] personal budget more trips more expense [1] Free time available [1] short haul flights preferred [1] Age [1] length of time travelling/method of travel [1] Health [1] length of time travelling/method of travel [1] Cost of transport [1] personal budget [1] Distance [1] length of time travelling [1] Accessibility [1] frequency of transport services [1] Climate [1] health [1] Extreme weather [1] avoid dangerous weather events [1] Activities/attractions not available [1] tourists visit only when open [1] Safety [1] health/terror/crime/political [1] Visa eligibility [1] not allowed to travel to certain destinations [1] Culture/social differences [1] different values [1]</p> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the way that has been identified.</i></p>	6

Question	Answer	Marks
4(e)	<p>Moscov sell all-inclusive holidays.</p> <p>Explain <u>three</u> disadvantages to a destination of all-inclusive holiday packages.</p> <p>Award one mark for the correct identification of a disadvantage and award a second mark for explanatory development of that disadvantage in context</p> <p>Leakage – resorts owned by foreign investors [1] tourists do not leave resort [1] Tourist do not spend outside of resort [1] loss of local businesses [1] Increased conflict with host population [1] lack of interaction [1] Fewer tips given [1] workers paid less [1] Local tourism firms struggle [1] cannot compete with international corporation margins [1] Limits multiplier effect in destination [1] don't spend in/out of resort [1]</p> <p><i>Note: In most all-inclusive package tours, about 80% of travellers' expenditures go to the airlines, hotels and other international companies (who often have their headquarters in the travellers' home countries), and not to local businesses or workers. (unep.org)</i></p> <p>Context has to be all-inclusive</p> <p><i>Note: explanatory development should set out purpose/reasons for the disadvantage that has been identified.</i></p>	6

Question	Answer	Marks
4(f)	<p>Discuss how destinations may cater for backpacker tourists.</p> <p>Indicative content: Basic/affordable accommodation Travel cards Budget food providers Adventurous activities/activities</p> <p>Level 1 (1–2 marks) will identify up to two provisions for backpackers providing some detail within context.</p> <p>Level 2 (3–4 marks) can be awarded for an analysis clearly indicating how this could benefit the backpacker.</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment. Better answers will have a reasoned conclusion.</p> <p>Example: Rotorua, New Zealand. Backpackers are budget conscious tourists who move around destinations and travel for an extended period [L1]. In Rotorua there is a large choice of hostel accommodation [L1] for backpackers to choose from, helping them to minimise their accommodation spend [L2]. There are also plenty of budget food providers [L1]. Backpackers might be travelling alone and not want to eat alone in restaurant [L2] as well as having limited budgets [L2]. Destinations need to provide a wide variety of cost effective facilities to ensure that they maintain/establish a reputation as a suitable destination for backpackers [L3]. Due to the level of competition in destinations catering for them [L3].</p>	6