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**TRAVEL AND TOURISM**

**0471/12**

Paper 1 Core Module

**May/June 2017**

MARK SCHEME

Maximum Mark: 100

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**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.

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

Question	Answer	Mark
1(d)	<p><b>The Zambian Government has taken a number of strategies to encourage tourism growth.</b></p> <p><b>Explain the likely benefit to the tourist of the following strategies taken by the Zambian government.</b></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><b>KAZA univisa</b></p> <ul style="list-style-type: none"> <li>• Reduce visa costs/time [1] can easily move around [1] multi centre [1]</li> </ul> <p><b>infrastructure development on roads</b></p> <ul style="list-style-type: none"> <li>• Easier to move around [1] view more [1]</li> <li>• Easier to drive [1] comfort/smooth [1]</li> <li>• Reduce congestion [1] faster travel [1]</li> </ul> <p><b>online visa application</b></p> <ul style="list-style-type: none"> <li>• Convenient [1] no need to travel to embassy in home country [1]</li> <li>• Easier [1] on computer [1] internet 24/7 [1]</li> </ul>	<b>6</b>
1(e)	<p><b>Assess the problems caused when destinations become dependent on tourist.</b></p> <ul style="list-style-type: none"> <li>• Underdevelopment in other areas of the economy e.g. education</li> <li>• Tourism is very vulnerable to economic, social and political changes</li> <li>• Skills shortages</li> <li>• Leakage</li> <li>• Increased risk of recession/economic downturn</li> <li>• Overcrowding</li> <li>• Increased environmental impacts</li> <li>• Seasonal economy</li> </ul> <p>Credit all valid responses in context</p> <p><b>Level 1 (1–2 marks)</b> will <b>identify</b> up to two problems, providing some detail but will be mainly descriptive</p> <p><b>Level 2 (3–4 marks)</b> can be awarded for an <b>analysis</b> of the problems</p> <p><b>Level 3 (5–6 marks)</b> can be awarded for <b>evaluative</b> comment about the significance/importance of the particular problem. Better answers will have a reasoned <b>conclusion</b></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>	<b>6</b>

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

Question	Answer	Mark
2(d)	<p><b>Describe <u>three</u> ways that hotels may provide for business tourists <u>during breakfast service</u>.</b></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"> <li>• Newspaper [1] business news [1]</li> <li>• Prompt service [1] attend meetings [1]</li> <li>• Early service to room [1] early departure/check out [1]</li> <li>• Self-service [1] quicker – attend meetings [1]</li> <li>• Healthy options [1] regular stays away [1]</li> <li>• Breakfast in room [1] leave early for meetings/travel [1]</li> <li>• Room service [1] working [1]</li> <li>• Breakfast meetings/designated area [1] special arrangements [1]</li> </ul> <p>Responses need to be set in the context of business tourists/tourism to achieve the full 2 marks per way</p>	<b>6</b>
2(e)	<p><b>Business tourists normally don't have the time to visit tourist attractions when travelling.</b></p> <p><b><u>Other than visiting attractions, discuss the activities that business tourists may take part in which will benefit the local economy.</u></b></p> <ul style="list-style-type: none"> <li>• Shopping</li> <li>• Hiring meeting venues</li> <li>• Eating out/restaurants</li> <li>• Use local transport</li> </ul> <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><b>Level 1 (1–2 marks)</b> will <b>identify</b> up to two valid activities, providing some detail but will be mainly descriptive</p> <p><b>Level 2 (3–4 marks)</b> can be awarded for an <b>analysis</b> of the activities, clearly indicating how the local economy would benefit</p> <p><b>Level 3 (5–6 marks)</b> can be awarded for <b>evaluative</b> comment about the significance/importance of particular activities. Better answers will have a reasoned <b>conclusion</b></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>	<b>6</b>

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

Question	Answer	Mark
3(d)	<p><b>Explain why railways stations offer the following ancillary services for the customer:</b></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><b>Café:</b> Refreshments before travel [1] more pleasurable journey [1]/wait for connecting trains [1]/wait in comfort to collect arriving passengers [1]</p> <p><b>Shops:</b> Last minute purchase [1] souvenirs [1]</p> <p><b>Bureau de Change:</b> Convenience [1] passengers arrive from/departing to other countries [1]</p> <p>Credit all valid responses in context</p>	6
3(e)	<p><b>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.</b></p> <p><b>Discuss the appeal to international tourists of purchasing travel passes.</b></p> <ul style="list-style-type: none"> <li>• Convenience – one ticket</li> <li>• Move around whole destination</li> <li>• Can be cheaper</li> <li>• Less communication at ticket offices (language barriers)</li> </ul> <p>Credit all valid responses in context.</p> <p><b>Level 1 (1–2 marks)</b> will <b>identify</b> up to two ways that travel passes appeal to international tourists, providing some detail within the context but will be mainly descriptive</p> <p><b>Level 2 (3–4 marks)</b> can be awarded for an <b>analysis</b> clearly indicating how the travel pass helps the international tourist</p> <p><b>Level 3 (5–6 marks)</b> can be awarded for <b>evaluative</b> comment about the significance/importance of the appeal of the travel pass for international tourists. Better answers will have a reasoned <b>conclusion</b>.</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><b>Identify the following:</b></p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> <li>• <b>the expected percentage growth of the European outbound travel market = 2.3</b></li> <li>• <b>the number of countries that Company X operates in = 15</b></li> <li>• <b>the number of customers Company X has = 22 million</b></li> </ul> <p>Accept only these responses</p>	<b>3</b>
4(b)	<p><b>Define the following terms:</b></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><b>vertically integrated tour operator</b></p> <ul style="list-style-type: none"> <li>• 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]</li> </ul> <p><b>principals</b></p> <ul style="list-style-type: none"> <li>• providers of tourism raw materials [1] airlines [1]</li> </ul>	<b>4</b>
4(c)	<p><b>Some Company X staff deal directly with customers.</b></p> <p><b>Describe <u>three</u> procedures that staff may follow when dealing with customer enquires</b></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"> <li>• Ask questions [1] so that they can recommend relevant products [1]</li> <li>• Listen carefully [1] understand the enquiry fully [1]</li> <li>• Record details accurately [1] deliver accurate products/service [1]</li> <li>• Polite and courteous [1] good customer service [1]</li> <li>• Welcoming [1] good impression [1] be helpful [1]</li> <li>• Open body language/posture [1]</li> </ul> <p>Be aware of repetition.</p>	<b>6</b>



Question	Answer	Mark
4(d)	<p><b>Explain <u>three</u> ways that tour operators can manage the seasonality of their sales.</b></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"> <li>• Price [1] stimulate sales [1]</li> <li>• Special offers [1] increase demand [1]</li> <li>• Different products/market segments [1] ski holidays/winter sun etc. [1]</li> <li>• Advertise [1] sales in peak/stimulate demand in low [1]</li> </ul> <p>Do not award repetition of special offers</p> <p>Credit all valid responses in context</p>	<b>6</b>
4(e)	<p><b>Discuss the benefit to tour operators of selling their products through their own chain of travel agents.</b></p> <ul style="list-style-type: none"> <li>• Maintain control</li> <li>• Receive more revenue/higher profit margin</li> </ul> <p>Credit all valid responses in context</p> <p><b>Level 1 (1–2 marks)</b> will <b>identify</b> up to two valid benefits providing some detail within the context but will be mainly descriptive</p> <p><b>Level 2 (3–4 marks)</b> can be awarded for an <b>analysis</b> clearly indicating how the benefit helps the tour operator</p> <p><b>Level 3 (5–6 marks)</b> can be awarded for <b>evaluative</b> comment about the significance/importance of the benefit. Better answers will have a reasoned <b>conclusion</b>.</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>	<b>6</b>