

MARK SCHEME for the October/November 2007 question paper

7096 TRAVEL AND TOURISM

7096/01

Paper 1, 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.

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Q. No.	Expected Answer	Mark	A.O.
1 (a) (i)	<p>Award one mark for each of five valid identifications from Photo A from the following:</p> <ul style="list-style-type: none"> • Swimming pool(s) • Children’s pool • Shaded canopy • Pool bar • Sun loungers/Bench/Chair/Seat • Umbrellas • Parkland area planted with palm trees • Lighting • Litter bins 	5	B3.0
(ii)	<p>Award one mark for each of two valid disadvantages and then a second mark for an appropriate explanation of each.</p> <p>Correct ideas will include:</p> <ul style="list-style-type: none"> • Small/limited size (1) – get crowded (1) • Marina use (1) – boats represent a risk (1) • Polluted water (1) – oil spillage (1) <p>Credit all valid reasoning based on photo B e.g. deep water risk</p>	4	A2.0 B3.0
(b)	<p>Award one mark for each of three valid monitoring identifications and a further one mark for an appropriate explanation/development of each.</p> <p>Correct ideas will include:</p> <ul style="list-style-type: none"> • Customer comment card (1) – completed at time of service (1) – collected for evaluation (1) – common in hotel room, F&B environments (1) • Mystery shopper (1) – manager poses as guest (1) – evaluates service experience (1) • Complaints procedure (1) – follow-up sample of complaints (1) – monitor changes over time (1) <p>Credit all valid reasoning and developments.</p>	6	C1.0 D1.0
(c)	<p>Award one mark for each of four valid services such as:</p> <ul style="list-style-type: none"> • Foreign exchange • Tour desk • Car hire • Restaurant/show reservations • Laundry • Business facilities • Concierge advice 	4	A1.0 D1.0

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(d)	<p><u>Use level of response criteria</u></p> <p>This is clearly set in tropical destination context and invites candidates to consider a range of either positive and/or negative socio-cultural impacts such as:</p> <p>Positive aspects might include:</p> <ul style="list-style-type: none"> • Preservation of traditional culture, folklore, festivals • Better recreational facilities • Better infrastructure <p>Negative aspects might include:</p> <ul style="list-style-type: none"> • Decline in traditional employment • Population migration • Seasonal underemployment • Exposure to alternative lifestyle(s) • Increased crime • Decline in importance of traditional way of life. <p>Level 1 (1–2 marks) will be descriptive and may well list a series of valid impacts. Level 2 (3–4 marks) will look at two valid impacts in some detail appropriate to an identifiable tropical destination. Level 3 (5–6 marks) will look at two or more valid impacts and offer reasoned discussion of their relative importance/significance and come to a conclusion.</p>	6	A2.0
2 (a)	<p>Award one mark for each of five landmarks from:</p> <ul style="list-style-type: none"> • Castle complex • St Vitus Cathedral • Jewish Quarter • Old Town Square • Charles Bridge • Astronomical Clock • Wenceslas Square (allow horse statue) 	5	B3.0
(b)	<p>Award one mark for each of three valid identifications of ways and a further one mark for an appropriate explanation/development of each. Correct ideas will include:</p> <ul style="list-style-type: none"> • Cheap (1) – only 300 Kc (1) • Inn stop (1) – Czech beer and food (1) • 3–4 hrs (1) – more suited to young (1) • Pick up at hostels (1) – back packer choice (1) • Clubs • Cultural appeal 	6	B3.0 D2.0
(c)	<p>Award one mark for each of two valid advantages and a further one mark for an appropriate explanation of each. Correct ideas will include:</p> <ul style="list-style-type: none"> • Easy access (1) – Metro lines A&C (1) • Convenience (1) – most attractions nearby (1) • Wenceslas Square (1) – attraction itself (1) <p>Credit all valid reasoning.</p>	4	A1.0 D2.0

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(d)	<p>Award one mark for each of four appropriate skills such as:</p> <ul style="list-style-type: none"> • Foreign languages • Clear speech • Personal presentation • Literacy (knowledge) • Interpersonal <p>Allow all valid personal characteristics, skills and attributes.</p>	4	C2.0
(e)	<p><u>Use level of response criteria</u></p> <p>This requires the candidate to consider sources of information and there must be evaluative comment for Level 3. We can accept reference to any valid sources.</p> <p>Level 1 (1–2 marks) will tend to be descriptive and sources of information may well be listed or very simply stated/described. Level 2 (3–4 marks) will comment on at least two methods in some depth and clearly indicate the use of each. Level 3 (5–6 marks) will have a more detailed treatment of two or more appropriate sources of information and their relative usefulness will be clearly commented on and a conclusion should be reached.</p>	6	C4.0
3 (a) (i)	3950 Dhs for one mark	1	C4.0
(ii)	Airbus 340–500 for one mark	1	C4.0
(iii)	<p>Award one mark for each of two valid identifications of characteristics and a further one mark for an appropriate explanation/development of each. Correct ideas include:</p> <ul style="list-style-type: none"> • Runs to a fixed timetable (1) – flies regardless of load factor unlike charter flights (1) • Ticket flexibility (1) – changes possible (1) • Classes of travel (1) – different levels of service (1) 	4	D4.0
(b) (i)	Shopping for one mark – allow sightseeing and attraction visits	1	B3.0
(ii)	<p>Award one mark for each of two valid advantages and a further one mark for an appropriate explanation of each.</p> <p>Correct ideas will include:</p> <ul style="list-style-type: none"> • Convenience (1) – carry shopping (1) • Cost (1) – cheap for 3 or 4 passengers (1) • Driver knowledge (1) – take to best places (1) <p>Credit all valid reasoning e.g. safety of passenger</p>	4	D1.0
(c) (i)	<p>Award one mark for each of two valid service identifications and a further one mark for an appropriate description of each. Correct ideas will include:</p> <ul style="list-style-type: none"> • Lounge access (1) – rest and work (1) • Limo transfer (1) – special check-in • Increased luggage allowance (1) – materials needed for trip (1) • In-flight facilities (1) – cabin/service details (1) 	4	D4.0

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(ii)	<p>Award one mark for each of two valid service identifications and a further one mark for an appropriate description of each. Correct ideas will include:</p> <ul style="list-style-type: none"> • Airport transfer (1) – speed (1) • Fast check-in/out (1) – keep to schedules (1) • Room facilities (1) – work station etc. (1) • Business centre (1) – detail of facilities (1) 	4	D1.0
(d)	<p><u>Use level of response criteria</u></p> <p>This represents a new topic for this exam but it is clearly stated in the syllabus. The New York focus of the question should provide a lead-in and we may credit references to any airport's local transportation infrastructure.</p> <p>Level 1 (1–2 marks) will be descriptive and will offer little more than a list of modes of transport Level 2 (3–4 marks) can be awarded to those candidates who write about at least two methods serving an identifiable airport and who make some comment about the relative importance/significance of each Level 3 (5–6 marks) can be awarded to those who look at two or more methods and offer appropriate comment about such matters as relative cost, speed/journey time, passenger convenience, ticketing/pre-booking etc.</p> <p>N.B. No named airport = 2 max</p>	6	D1.0
4 (a) (i)	Straits of Malacca for one mark	1	B1.0
(ii)	<p>One mark for each of:</p> <ul style="list-style-type: none"> • Singapore • Malaysia • Thailand 	3	B 1.0 C4.0
(iii)	Singapore Changi for one mark	1	B1.0
(b)	<p>Award one mark for each of three valid identifications of ways and a further one mark for an appropriate explanation/development of each. Correct ideas include:</p> <ul style="list-style-type: none"> • Children's buffet (1) – portions and selection (1) • Playroom (1) – activities (1) • Babysitting (1) – service for parents (1) • Charlie's childcare centre (1) – nursery etc. (1) • Children's fun pool (1) – safe etc. (1) <p>Allow valid reasoning e.g. Ice cream bar, cabin details</p>	6	B3.0
(c)	<p>Award one for each of four of the following:</p> <ul style="list-style-type: none"> • Inside staterooms • Ocean view staterooms • Ocean view staterooms with balcony • Junior suites 	4	C4.0

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(d)	Award one mark for each of four of the following stages: <ul style="list-style-type: none"> • Recording customer requirements correctly • Reservation file prepared • Diary further action(s) • Confirm reservations • Issue receipt for payment • Issue tickets Credit to be given for appropriate stages from giving information to providing final itinerary.	4	C3.0
(e)	<p><u>Use level of response criteria</u></p> <p>This is a new topic for a 5251 question and the destination chosen must be a valid cruise port of call. The syllabus specifies “cruise circuits” and candidates are expected to have an appreciation of the fact that certain destinations are selected for passenger visits.</p> <p>Level 1 (1–2 marks) will list attractions to be found in a named port of call</p> <p>Level 2 (3–4 marks) will explain the visitor appeal of at least two attractions in an identifiable port of call. We can certainly also credit comment about the port/docking facilities at appropriate destinations as ships of a certain size are limited in their choice</p> <p>Level 3 (5–6 marks) can be readily awarded for a consideration of two or more aspects of appeal in an appropriate port of call</p> <p>Incorrect choice or no destination = 2 max</p>	6	D4.0 B3.0