

MARK SCHEME for the October/November 2008 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)	<p>Fig. 1 shows an AAT Kings advertisement for their Australian tours. Identify which type of location is shown in each of the following photographs.</p> <p>Award one mark for each of:</p> <ul style="list-style-type: none"> • Photo A = Reef (Queensland coast) • Photo B = Rock (Ayres Rock) • Photo C = City (Sydney Harbour Bridge) 	[3]	C4.0
(b)	<p>Explain <i>three</i> advantages of taking a “Fully Escorted Tour”.</p> <p>Award one mark for the identification of each of three valid advantages and then a second mark for each for an appropriate explanatory development. Correct ideas based on Fig. 1 will include the following:</p> <ul style="list-style-type: none"> • Travel by luxury coach (1) – comfort (1) • Unique sightseeing (1) – planned itinerary (1) • Superior accommodation (1) – more luxury (1) • Services of tour director (1) – solve problems (1) • Many meals (1) – convenience (1) <p>Credit all valid reasoning.</p>	[6]	C4.0 D1.0 D2.0
(c) (i)	<p>What term describes best the climate of northern Australia?</p> <p>Award one mark for Tropical or Desert</p>	[1]	B2.0
(ii)	<p>What term describes best the climate of Tasmania?</p> <p>Award one mark for Temperate</p>	[1]	B2.0
(iii)	<p>Will local time in Perth be behind or in advance of local time in Sydney?</p> <p>Award one mark for Behind</p>	[1]	B2.0
(iv)	<p>Name a natural hazard that visitors to central Australia should be aware of.</p> <p>Award one mark for any of heat/drought/fire/dingoes</p>	[1]	B2.0
(d)	<p>Refer to the photograph in Location B, which was taken in a protected environment. Explain <i>three</i> ways in which visits to this site might be managed.</p> <p>Award one mark for the identification of each of three valid control measures (environmental impact context) and award a second mark for an appropriate explanatory comment about each. Correct ideas in this context include:</p> <ul style="list-style-type: none"> • Guides (1) – monitor visitors (1) • Set times (1) – reduce congestion (1) • Signage (1) – visitor information (1) • Charges (1) – reduce numbers (1) • Car parks (1) – keep impacts at bay (1) • Pre-set routes (1) – avoid sensitive areas (1) <p>Credit all valid sustainable strategies.</p>	[6]	A2.0

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(e)	<p>AAT Kings offer their clients “spectacular rail journeys”. With reference to an example with which you are familiar, discuss the appeal of such rail journeys.</p> <p>This is set in the context of tourist spectacular rail journeys so we can accept anything from Orient Express (luxury) to access up the Andes, Alps, Rockies or Himalayas (scenery). We should reward appropriate knowledge of a particular service.</p> <p>N.B. No specific example = 4 max.</p> <p><u>Use level of response criteria</u></p> <p>Level 1 (1-2 marks) will be descriptive and/or vague generalisation, credit for valid identification of up to two features/aspects of named rail journey appeal.</p> <p>Level 2 (3-4 marks) will analyse 1or 2 precise features of an identifiable rail journey in terms of appeal.</p> <p>Level 3 (5-6 marks) will evaluate one or more features of an identifiable spectacular rail journey and come to some conclusion about the relative tourist appeal.</p> <p><u>Example:</u></p> <p>The Golden Chariot train tours will appeal to luxury travellers for a variety of reasons. This Indian rail service uses a 5* luxury train (L1) and all cabins have LCD TV and access to wi-fi (L1). They are tastefully furnished and guests have every comfort on the tour (L2). The train also has a Spa & Gym. These are leisure facilities associated with the best hotels (L2). The train also has two restaurants and a lounge bar and guests will thus have plenty of choice as they undertake their tours (L3).</p>	[6]	D1.0 D4.0
2 (a)	<p>Identify the <i>two</i> major business travel destinations which are served by Air New Zealand.</p> <p>Award one mark each for:</p> <ul style="list-style-type: none"> • Los Angeles • Hong Kong 	[2]	C4.0
(b)	<p>Identify and explain <i>three</i> ground services that Air New Zealand provides for the convenience of its business customers.</p> <p>Award one mark for each of the three services identified from Fig. 2 and award a second mark for an appropriate explanation of each:</p> <ul style="list-style-type: none"> • Chauffeur service to LHR (1) – passengers arrive relaxed (1) • Dedicated check-in (1) – quicker & more convenient (1) • Lounge access (1) – privacy to work or relax (1) 	[6]	D4.0

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(c) (i)	<p>Explain why it is important for airline cabin crew to possess each of the following skills and qualities: good personal presentation;</p> <p>Award one mark for each of two explanatory comments such as:</p> <ul style="list-style-type: none"> • Creates good impression • Businesslike expectation • Uniform reinforces company brand <p>Credit all valid statements.</p>	[2]	C2.0
(ii)	<p>Ability to speak a foreign language;</p> <p>Award one mark for each of two explanatory comments such as:</p> <ul style="list-style-type: none"> • Good customer service • Meeting customer needs • Avoids confusion <p>Credit all valid statements.</p>	[2]	C2.0
(iii)	<p>first aid training.</p> <p>Award one mark for each of two explanatory comments such as:</p> <ul style="list-style-type: none"> • To deal with emergencies • Meet H&S criteria – duty of care • Improve customer service • Create a USP <p>Credit all valid statements.</p>	[2]	C2.0
(d)	<p>New Zealand attracts many leisure tourists. State <i>five</i> features and/or advantages of hiring a motorhome.</p> <p>Award one mark for each of five valid advantages and/or features such as:</p> <ul style="list-style-type: none"> • Cheaper than hotels • Can accommodate several people • Can stop where and when convenient • No need to book rooms in advance • Flexibility of location • Allow more of country to be seen • Self-catering <p>Credit all valid suggestions.</p>	[5]	D1.0

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(e)	<p>With reference to <i>one</i> destination with which you are familiar, discuss the range of accommodation options that are available for tourists.</p> <p>This must be set in the context of an identifiable destination for the higher levels and candidates are expected to be aware of different visitor needs being met by different types of provision.</p> <p>N.B. No specific destination = 4 max. <i>Use level of response criteria</i></p> <p>Level 1 (1–2 marks) will simply identify or state at least two different types of accommodation available for visitors in a known destination. Level 2 (3–4 marks) will start to match accommodation type with visitor needs/expectation and at least one appropriate type will be analysed in terms of visitor requirements within an identifiable destination. Level 3 (5–6 marks) will look at two or three types of provision and will evaluate their relative importance within an identifiable destination and come to a conclusion.</p> <p>Example:</p> <p>Dubai has a range of accommodation options ranging from the Burj Al Arab (the world's first 7* hotel) (L1), business hotels such as Emirates Towers (L1) to more budget properties with 3* or less (L1). The Burj Al Arab meets the needs of luxury travellers with all rooms being suites (L2) and offering butler service (L2). Leisure travellers have plenty of choice along Jumeirah Beach with all hotels being 4 or 5* and these hotels have over 90% occupancy most of the year. They provide beachfront locations, are only 40 minutes from the airport and offer value for money discounts during summer and Ramadan (L3).</p>	[6]	D1.0
3 (a)	<p>Identify <i>four</i> cruise circuits on which the MSC Musica is likely to be in service.</p> <p>Award one mark for the identification of each of the following:</p> <ul style="list-style-type: none"> • The Mediterranean • Northern Europe (Baltic/Fiords) • South America • Caribbean 	[4]	D4.0
(b)	<p>Describe <i>three</i> characteristic features of cruise ship cabin accommodation.</p> <p>Answers can be based on Fig. 3 text or image details for identification. Award one mark for each of three valid identifications and a further one mark for each of three appropriate descriptive comments, such as:</p> <ul style="list-style-type: none"> • 80% external (1) – USP/innovation (1) or guest privacy/view etc • Most have balcony (1) – USP (1) • TV (1) – entertainment (1) • Sofa & chair(s) (1) – guest comfort (1) • Good furnishings (1) – luxury feel (1) • Flowers (1) – added luxury (1) <p>Credit all valid points.</p>	[6]	C4.0 D1.0

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(c)	<p>Explain <i>two</i> reasons why the MSC Musica is based only in the Mediterranean during the period April to October.</p> <p>This is set in the context of seasonality and we may credit both climate and demand ideas. Award one mark for the identification of each of two valid reasons and award a second mark for an appropriate development of each. Correct ideas will include:</p> <ul style="list-style-type: none"> • Easter/summer is high season in Mediterranean (1) – best weather (1) • Greatest demand in summer (1) – low demand from November to March (1) • Weather unsettled in Mediterranean in winter (1) – ship will be based in tropical waters (1) <p>Credit all valid reasoning.</p>	[4]	B2.0
(d)	<p>Circle the <i>five</i> cruise ship destinations in the following table.</p> <p>Award one mark for each of:</p> <ul style="list-style-type: none"> • New York • Athens • Alaska • Canary Islands • Singapore 	[5]	B3.0
(e)	<p>Discuss the travel agency's procedures when handling enquiries and making cruise reservations.</p> <p>This is firmly set in the context of Section C and we should expect a structured review of what exactly the travel agency staff will be expected to do, such as:</p> <ul style="list-style-type: none"> • Interpret customer requirements correctly • Check availability • Prepare reservation file • Note in diary any action • Record payment of receipt/balance • Forward travel documents as appropriate <p><u>Use level of response criteria</u></p> <p>Level 1 (1–2 marks) can be awarded to candidates identifying two or more basic stages.</p> <p>Level 2 (3–4 marks) for analysis of at least one of the stages, pointing out what exactly is involved.</p> <p>Level 3 (5–6 marks) can be awarded for appropriate evaluative comment about relative significance of two or more stages that have been correctly placed in sequence.</p> <p>Example:</p> <p>The agent is expected to interpret customer requirements correctly (L1) and check availability and prices of suitable options (L1). Once arrangements are confirmed, the agent will prepare a reservation file and itinerary for the customer and record payment. This forms a contract with the customer (L2) which will now be binding once full payment is made (L2). From the customer's point of view the most important aspects are the making of a booking/reservation and the safe receipt of all travel documents (L3).</p>	[6]	C3.0

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4 (a)	<p>Identify <i>four</i> positive economic impacts that the Lao People’s Democratic Republic government hopes will result from tourism development in the country.</p> <p>Award one mark for each of four of the following:</p> <ul style="list-style-type: none"> • encourage production • encourage the service sector • increase foreign exchange earnings • create employment • generate income and • raise the living standards 	[4]	A2.0
(b)	<p>Explain <i>two</i> negative economic impacts that are often associated with the arrival of “international investors”, such as foreign-owned hotel chains.</p> <p>Award one mark for the identification of each of two valid negative impacts and award a second mark for an appropriate explanation of each. Correct ideas will include:</p> <ul style="list-style-type: none"> • Many jobs are seasonal/part-time (1) – limited effect on employment rates (1) • Leakage (1) – profits overseas (1) • Management posts to foreigners (1) – restricts local skill base (1) <p>Credit all valid reasoning.</p>	[4]	A2.0
(c)	<p>The Lao People’s Democratic Republic is a Less Economically Developed Country (LEDC). Explain <i>three</i> ways in which the expansion of tourism in the country might create negative social and cultural impacts.</p> <p>Award one mark for the identification of each of three valid negative socio-cultural impacts and then a second mark for each for an appropriate explanatory development. Correct ideas based on Fig. 4 will include the following:</p> <ul style="list-style-type: none"> In-migration (1) – people seeking work (1) Uneven population distribution (1) – decline in other areas (1) Demonstration effect (1) – loss of identity (1) Morals (1) – sex tourism rife (1) Loss of traditions (1) – culture clash (1) <p>Credit all valid reasoning.</p>	[6]	A2.0
(d)	<p>Many countries have “traditional festivals” that attract visitors. Name <i>one</i> example of an important festival with which you are familiar and explain <i>two</i> ways in which it appeals to visitors.</p> <p>Award one mark for name of valid festival. Award one mark for each of two identifications of appeal and a further mark for each if suitably explained. For example:</p> <p>Rio or New Orleans Carnival/Mardi Gras (1)</p> <ul style="list-style-type: none"> • Colourful procession (1) – many floats (1) • Music & dancing (1) – samba schools (1) • Lasts several hours (1) – free to watch (1) <p>Credit all valid cultural events.</p>	[1 + 4]	B3.0

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(e)	<p>With reference to examples with which you are familiar, assess the ways in which national tourist boards promote visitor arrivals.</p> <p>This is a familiar topic and the candidate is being given the opportunity to explain some of the roles of National Tourist Boards. We should, however, expect precise details of actual examples for the higher marks. Credit reference to the following:</p> <ul style="list-style-type: none"> • Making information available to overseas markets • Web-based services • Offices abroad • Travel shows & fairs • Promotional campaigns • Hosting Farm Trips • Printed materials <p><u>Use level of response criteria</u></p> <p>Level 1 (1–2 marks) will be descriptive of some of the above and will be generalised, credit can be awarded for identification.</p> <p>Level 2 (3–4 marks) will analyse one or two of the above with details about identifiable Boards' activities.</p> <p>Level 3 (5–6 marks) will provide evaluative comment about two or more of the above as demonstrated by particular Boards. There will be some form of conclusion about which functions/strategies generate most visitors.</p> <p><u>Example:</u></p> <p>National Tourist Boards use a variety of marketing and promotion methods. Most have extensive websites (L1) which make destination information available to the world thus maximising market potential (L2). Overseas offices make material available to key target markets (L1) so they will often run publicity campaigns to promote events and attend travel fairs to showcase tourist facilities etc (L2). However, the fact that most boards host familiarisation visits suggests that these are a very significant part of any marketing and promotion strategy (L3). Such visits will mean that overseas agents will have firsthand experience of the destination and it is they who will advise potential visitors about the destination and influence their choice (L3).</p>	[6]	A3.0 C5.0
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