
TRAVEL AND TOURISM

0471/11

Paper 1 Core Module

October/November 2017

MARK SCHEME

Maximum Mark: 100

Published

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This document consists of **12** 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 551"> <tr> <td data-bbox="308 383 815 465">The number of passengers carried on Star Ferries per year</td> <td data-bbox="815 383 1321 465">21.6 million</td> </tr> <tr> <td data-bbox="308 465 815 551">The number of routes operated by Star Ferries</td> <td data-bbox="815 465 1321 551">2</td> </tr> </table>	The number of passengers carried on Star Ferries per year	21.6 million	The number of routes operated by Star Ferries	2	2
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1(b)	<p>Hong Kong is located on China's south coast and is situated just south of the Tropic of Cancer.</p> <p>State the climate of Hong Kong.</p> <p>Award one mark for the correct identification of:</p> <p style="padding-left: 40px;">subtropical</p>	1				
1(c)	<p>Explain <u>two</u> ways that transport organisations, such as Star Ferry, can minimise their environmental impact.</p> <p>Award one mark for the correct identification of a way and award a second mark for appropriate explanatory development of how the way reduces the impact.</p> <p style="padding-left: 40px;">Carbon Offsetting [1] planting trees [1] supporting energy efficiency [1] Using local suppliers [1] reduce delivery mileage [1] reduce pollution caused by deliveries [1] Fuel efficient engines [1] burn less fuel and reduce air pollution [1] Incentives for workers to walk/cycle to work [1] purchase discounted cycles [1] additional discounts given to workers [1] reduce carbon footprint [1] Solar panel/wind turbine/biomass boilers [1] use green energy for port buildings [1] Limit operational hours [1] reduce noise pollution [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				

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1(d)	<p>State <u>three</u> services that may be provided aboard international ferries and for <u>each</u> give <u>one</u> benefit to the passenger.</p> <p>Award one mark for the correct identification of a service and award a second mark for a correct description of the service.</p> <table border="1" data-bbox="308 450 1321 902"> <thead> <tr> <th data-bbox="308 450 815 499">Service</th> <th data-bbox="815 450 1321 499">Benefit</th> </tr> </thead> <tbody> <tr> <td data-bbox="308 499 815 548">Shop [1]</td> <td data-bbox="815 499 1321 548">last minute purchases [1]</td> </tr> <tr> <td data-bbox="308 548 815 633">Tourist information office [1]</td> <td data-bbox="815 548 1321 633">leaflets and activities to do at destination [1]</td> </tr> <tr> <td data-bbox="308 633 815 719">Tour guide on board [1]</td> <td data-bbox="815 633 1321 719">commentary of sights/landmarks on route [1]</td> </tr> <tr> <td data-bbox="308 719 815 768">Café/restaurant [1]</td> <td data-bbox="815 719 1321 768">scenic dining experience [1]</td> </tr> <tr> <td data-bbox="308 768 815 853">Children’s entertainment/activity area [1]</td> <td data-bbox="815 768 1321 853">pass the time during the journey [1]</td> </tr> <tr> <td data-bbox="308 853 815 902">Baggage Assistance [1]</td> <td data-bbox="815 853 1321 902">Help passengers with bags [1]</td> </tr> </tbody> </table> <p>The focus of this question is on services NOT facilities e.g. toilets, power sockets, Wi-Fi etc.</p> <p>Credit all valid responses in context</p>	Service	Benefit	Shop [1]	last minute purchases [1]	Tourist information office [1]	leaflets and activities to do at destination [1]	Tour guide on board [1]	commentary of sights/landmarks on route [1]	Café/restaurant [1]	scenic dining experience [1]	Children’s entertainment/activity area [1]	pass the time during the journey [1]	Baggage Assistance [1]	Help passengers with bags [1]	6
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1(e)	<p>Explain <u>three</u> ways that local people may be affected when transport services become popular with tourists.</p> <p>Award one mark for the correct identification of an affect and award a second mark for a correct explanatory development of how it affects the locals.</p> <p>Transport services becomes congested [1] locals cannot commute to work [1] Traffic congestion [1] harder for locals to move around [1] Prices increase [1] pricing out locals [1] Service times change [1] locals cannot use service for daily routes [1] Increased waiting time to purchase tickets [1] locals lives disrupted/inconvenienced [1] Increase in pollution [1] locals’ environment harmed/changed [1] More jobs in transport services [1] more locals employed as drivers [1] Increase in transport services [1] more convenient for locals [1]</p> <p>Context for all explanations should be the locals.</p> <p><i>Note: explanatory development should set out purpose/reasons for the way that has been identified.</i></p>	6														

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1(f)	<p>Discuss the benefit of looking at tourist reviews sites when planning journeys.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> Real life review Provides unbiased information about the destination/tourism organisation Hints and tips Find the best services/places to go Research prior to purchase View traveller photographs Variety of opinions Positive and negative, aware of difficulties <p>Credit all valid responses in context</p> <p>Level 1 (1–2 marks) will identify up to two valid benefits, providing some detail but will be mainly descriptive.</p> <p>Level 2 (3–4 marks) can be awarded for an analysis of the benefits, clearly indicating how the tourist would benefit.</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of particular benefits. Better answers will have a reasoned conclusion.</p> <p>Example: Tourists can research tourist review sites prior to their departure or purchase [L1], they provide lots of different opinions from real travellers [L1]. Tourists can understand the advantages and disadvantages of a destination and make plans to overcome any possible issues [L2] therefore guaranteeing a more successful trip for the tourists [L3]. However, tourist review sites are not always authentic opinions, some posts are falsified (from competitors) and may give a false impression [L2]. However the most important benefit is that it is real life reviews from fellow travellers and tourists can form their opinion based upon these views rather than biased marketing materials[L3], allowing them to plan a more successful trip [L3].</p>	6

Question	Answer	Marks
2(a)	<p>Photograph A (Insert), shows a catering facility situated at a tourist attraction.</p> <p>Identify <u>three</u> ways that this catering facility is meeting customer needs.</p> <p>Award one mark for each correct identification.</p> <p>Heated food display unit Till Self-service fridges Coffee machine Lighting Food Drink Staff ready to help/serve Clearly visible Menu/variety of choices Fridges</p> <p>Credit all valid responses in context</p>	3
2(b)	<p>Explain how each of the following may improve the customer experience:</p> <p>Award one mark for the correct identification of a benefit and award a second mark for a correct explanatory development of the benefit.</p> <p>Multi-lingual menus Easier to understand [1] read themselves in own language [1] Easier to order [1] inclusive for all customers [1] No need for translation [1] easier [1] less staff interaction [1] Attracts customers [1] inclusive [1] feel welcome [1]</p> <p>Self-service drink fridges Quicker service [1] less staff interaction [1] View products easily [1] easily make choices [1] No need to queue [1] quicker [1]</p> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reason.</i></p>	4

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2(c)	<p>Give <u>three</u> examples of details that a waiter would write on an order ticket and for <u>each</u> suggest <u>one</u> reason why the waiter might write it.</p> <p>Award one mark for the correct identification of an item and award a second mark for a correct explanatory comment.</p> <table border="1" data-bbox="308 450 1321 1171"> <thead> <tr> <th data-bbox="308 450 815 499">Detail</th> <th data-bbox="815 450 1321 499">Reason</th> </tr> </thead> <tbody> <tr> <td data-bbox="308 499 815 548">Time of order [1]</td> <td data-bbox="815 499 1321 548">To check service time [1]</td> </tr> <tr> <td data-bbox="308 548 815 633">Drinks/wine order [1]</td> <td data-bbox="815 548 1321 633">To pass information to sommelier/bar [1]</td> </tr> <tr> <td data-bbox="308 633 815 683">Food/Mains order [1]</td> <td data-bbox="815 633 1321 683">To notify kitchen [1]</td> </tr> <tr> <td data-bbox="308 683 815 768">Amount of the item ordered [1]</td> <td data-bbox="815 683 1321 768">Information for chef/kitchen/get order right [1]</td> </tr> <tr> <td data-bbox="308 768 815 817">Table number [1]</td> <td data-bbox="815 768 1321 817">To deliver meals to correct table [1]</td> </tr> <tr> <td data-bbox="308 817 815 902">Number of customers [1]</td> <td data-bbox="815 817 1321 902">To check correct number of mains/meals [1]</td> </tr> <tr> <td data-bbox="308 902 815 952">Side orders [1]</td> <td data-bbox="815 902 1321 952">To meet individual needs [1]</td> </tr> <tr> <td data-bbox="308 952 815 1037">Allergies [1]</td> <td data-bbox="815 952 1321 1037">To make kitchen/chef aware of risks [1]</td> </tr> <tr> <td data-bbox="308 1037 815 1122">Price of item [1]</td> <td data-bbox="815 1037 1321 1122">To work out how much customer has to pay [1]</td> </tr> <tr> <td data-bbox="308 1122 815 1171">Eat in/takeaway [1]</td> <td data-bbox="815 1122 1321 1171">To package/plate order correctly [1]</td> </tr> </tbody> </table> <p>Do not award repetition of food order (e.g. meat, vegetables etc.) other than courses.</p> <p><i>Note: explanatory development should set out purpose/reasons for the item that has been identified.</i></p>	Detail	Reason	Time of order [1]	To check service time [1]	Drinks/wine order [1]	To pass information to sommelier/bar [1]	Food/Mains order [1]	To notify kitchen [1]	Amount of the item ordered [1]	Information for chef/kitchen/get order right [1]	Table number [1]	To deliver meals to correct table [1]	Number of customers [1]	To check correct number of mains/meals [1]	Side orders [1]	To meet individual needs [1]	Allergies [1]	To make kitchen/chef aware of risks [1]	Price of item [1]	To work out how much customer has to pay [1]	Eat in/takeaway [1]	To package/plate order correctly [1]	6
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2(d)	<p>Explain <u>three</u> benefits to tourism organisations of providing catering facilities for their customers.</p> <p>Award one mark for the correct suggestion of a benefit and award a second mark for explanatory development of the benefit.</p> <p>Increase customer enjoyment/satisfaction [1] stay longer (increases dwell time) [1] Increase reputation [1] attract more tourists [1] Provides opportunity to rest/refresh [1] customer satisfaction [1] Increases secondary spend [1] additional funding/income [1] Meeting customer needs [1] food and drink/refreshment/rest area [1]</p> <p>Do not award repetition of providing refreshments e.g. food, drink etc.</p> <p><i>Note: explanatory development should set out purpose/reasons for the benefit that has been identified.</i></p>	6																						

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2(e)	<p>Discuss how visitor attractions may appeal to school groups.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> Educational talks and demonstrations Information/education Classroom Parking for coaches Guided tours Bring learning to life Packages for schools/colleges Discount prices for pupils/students Recreation time/enjoyment <p>Credit all valid responses in context</p> <p>Level 1 (1–2 marks) will identify up to two valid ways, providing some detail but will be mainly descriptive.</p> <p>Level 2 (3–4 marks) can be awarded for an analysis of the ways, clearly indicating how the school groups would benefit.</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of particular ways. Better answers will have a reasoned conclusion.</p> <p>Example: Disneyland Paris provides educational talks [L1] which will include subject specific activities and worksheets to increase the learning taking place [L2]. They also provide classrooms [L1] so school groups can all sit together to learn and complete set tasks [L2]. Educational talks can be customised by the teacher so that they can be sure that school groups learn all that they need to [L3]. Guaranteeing that the trip will be successful and productive for the teachers and the pupils and they all enjoy a good trip [L3].</p>	6

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3(a)	<p>Identify the following:</p> <p>Award one mark for each correct identification:</p> <table border="1" data-bbox="308 383 1321 633"> <tr> <td data-bbox="308 383 815 465">The percentage of visitors that visit Alaska out of season</td> <td data-bbox="815 383 1321 465">15%</td> </tr> <tr> <td data-bbox="308 465 815 548">The number of visitors arriving in Alaska by air</td> <td data-bbox="815 465 1321 548">898 500</td> </tr> <tr> <td data-bbox="308 548 815 633">The number of tourism jobs in Alaska</td> <td data-bbox="815 548 1321 633">38 700</td> </tr> </table>	The percentage of visitors that visit Alaska out of season	15%	The number of visitors arriving in Alaska by air	898 500	The number of tourism jobs in Alaska	38 700	3
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3(b)	<p>Visitors spend over US\$1.83 billion in Alaska.</p> <p>State <u>four</u> types of products and services that tourists might buy when in a destination.</p> <p>Award one mark for each correct identification.</p> <p>Transport Tourist attractions/events Accommodation Food/drink Souvenirs Guided tour</p> <p>Credit all valid responses in context. Be aware of repetition.</p>	4						
3(c)	<p>Explain <u>three</u> factors that may discourage tourists from visiting Alaska in November.</p> <p>Award one mark for the correct identification of a factor and award a second mark for an explanatory development of the factor.</p> <p>Limited tourist facilities/service available [1] facilities shut down [1] Limited transport services [1] stopped due to safety/lack of demand [1] Climate/Weather [1] too cold [1] No national/school holidays in home country [1] limiting families from travelling [1] Cruise Ships do not visit [1] cruise season has passed [1]</p> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the factor that has been identified.</i></p>	6						

Question	Answer	Marks
3(d)	<p>Describe <u>three disadvantages</u> of jobs in the tourism industry.</p> <p>Award one mark for the correct identification of a disadvantage and award a second mark for appropriate descriptive comment about each.</p> <p>Long/antisocial hours [1] limited time with/away from family/ friends [1] Seasonal employment [1] no work/money out of season [1] Poor pay [1] long hours for limited pay/could earn more in other industries [1] Higher skilled jobs go to foreign workers [1] hard for locals to get skills /higher paid jobs [1]</p> <p>Credit all valid responses in context</p>	6
3(e)	<p>Discuss the ways that destinations can encourage tourists to arrive out of season.</p> <p>Indicative content: Events/festivals Special offers/promotions Sport tourism (if specific e.g. mountain walking in ski resorts)</p> <p>Credit all valid responses in context</p> <p>Level 1 (1–2 marks) will identify up to two valid ways 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 way encourages more tourism.</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment about the significance/importance of the way in encouraging tourism. Better answers will have a reasoned conclusion.</p> <p>Example: Destinations can encourage out of season tourism numbers to grow by holding special events and festivals [L1]. When held out of season events and festivals give the tourist a reason to visit the destination [L2]. The tourist may then extend their visit to the destination and see other sights therefore spending more money within the economy [L3]. Alternatively the government could work with tourism providers to encourage a coordinated program of discounts/special offers [L1] encouraging tourists to travel to the destination bringing more customers and money to the tourism businesses [L2]. This will have the additional benefit of minimising some negative impacts associated with tourism e.g. seasonal employment can become all year round employment [L3] providing economic benefits and increasing the multiplier effect in the low season [L3].</p>	6

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4(a)	<p>Refer to Fig 3 (Insert), an itinerary for a tour to Damnoen Saduak Floating Market in Thailand.</p> <p>Identify the following:</p> <p>Award one mark for each correct identification.</p> <table border="1" data-bbox="308 483 1321 734"> <tr> <td data-bbox="308 483 890 566">The method of transport to and from Damnoen Saduak Floating Market</td> <td data-bbox="890 483 1321 566">[Air-conditioned] coach [1]</td> </tr> <tr> <td data-bbox="308 566 890 618">The start time of the boat tour</td> <td data-bbox="890 566 1321 618">08:45 [1]</td> </tr> <tr> <td data-bbox="308 618 890 734">One suggested activity whilst at the Damnoen Saduak Floating Market</td> <td data-bbox="890 618 1321 734">Purchase souvenirs [1] Take photographs [1] Explore/sightseeing [1]</td> </tr> </table> <p>Accept only these responses</p>	The method of transport to and from Damnoen Saduak Floating Market	[Air-conditioned] coach [1]	The start time of the boat tour	08:45 [1]	One suggested activity whilst at the Damnoen Saduak Floating Market	Purchase souvenirs [1] Take photographs [1] Explore/sightseeing [1]	3
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4(b)	<p>Explain <u>one likely positive</u> and <u>one likely negative</u> impact to the local population of the tour in Fig. 3 (Insert) being only a half-day tour.</p> <p>Award one mark for the correct identification of an impact and award a second mark for explanatory development of the impact.</p> <p>Negative</p> <p>Limits tourist spending [1] economic benefit reduced [1] Congestion [1] large numbers in limited time [1] Custom for half a day only (tourism organisations) [1] part-time employment (negative) [1] economic benefit limited [1]</p> <p>Positive</p> <p>Locals can still use the facilities (market) for their original purpose [1] minimise disruption to local life [1] Limits culture clash impacts [1] locals can avoid tourists in afternoon [1]</p> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the impact that the candidate has identified.</i></p>	4						

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4(c)	<p>Explain <u>three</u> benefits to tour operators of using local tour guides.</p> <p>Award one mark for the correct identification of a benefit and award a second mark for a correct explanatory development of the benefit.</p> <p>minimise negative social impacts [1] providing a positive selling point to the operator [1] Guides have local knowledge [1] advise tourists accordingly [1] Local guides may have better knowledge [1] know the best spots/times etc. [1] Guides are aware of and sensitive to impacts [1] may have first-hand experience of the impacts [1] Advise tourists not to act inappropriately [1] minimising impacts [1] Be respectful of local traditions [1] allowing better relationship with the host population [1] Cheaper than importing staff [1] local living standards or wages maybe lower [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
4(d)	<p>Describe <u>three</u> features of a destination that may appeal to budget travellers.</p> <p>Award one mark for the correct identification of an appeal and award a second mark for a correct explanatory development of that appeal – in the context of budget travellers.</p> <p>Public transport [1] cheaper mode of travel/than taxi/affordable [1] Good transport links [1] independent travellers/prefer flexible transport [1] Local street food [1] more authentic experience/interact with the locals/cheaper than restaurants [1] Affordable/cheaper hotels or hostels [1] accommodation to suit limited budget [1] Centrally located accommodation [1] no transport required [1] Affordable cheap/free attractions [1] can still visit even with a limited budget [1]</p> <p><i>Note: explanatory development should set out purpose/reasons for the appeal that has been identified and must be set in the context of budget travellers.</i></p> <p>Credit all valid responses in context</p>	6

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4(e)	<p>Discuss the appeal of all-inclusive holidays to families.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> Budget prior to departure Minimal spend when at resort Kids clubs and entertainment included Popular with families – meet other families/children No need to travel out of the resort Families may feel safer Snacks and drinks are included reducing daily spend <p>Context has to be all-inclusive and families</p> <p>Level 1 (1–2 marks) will identify up to two valid points of appeal of all-inclusive holidays for families providing some detail.</p> <p>Level 2 (3–4 marks) can be awarded for an analysis clearly indicating how families benefit from the point of appeal identified.</p> <p>Level 3 (5–6 marks) can be awarded for evaluative comment about the appeal of all-inclusive holidays to families. Better answers will have a reasoned conclusion.</p> <p>Example:</p> <p>All-inclusive holidays are good for families because everything is included, families will know exactly how much they will spend [L1] this allows them to budget and save in advance of the holiday [L1]. This is good because it can be expensive to pay for a whole family to go on holiday [L2]. All-inclusive holidays appeal to families so it is likely that other families will be in the resort [L1] so children will find other children to play with and enjoy their holiday [L2]. This will increase their enjoyment [L3]. The biggest advantage to families is the ability to budget and control their expenditure [L3].</p>	6