

MARK SCHEME for the May/June 2009 question paper
for the guidance of teachers

0471 TRAVEL AND TOURISM

0471/01

Paper 1 (Written Paper), 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, which would have considered the acceptability of alternative answers.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

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Page 2	Mark Scheme: Teachers' version	Syllabus	Paper
	IGCSE – May/June 2009	0471	01

Question	Expected Response	Mark	AO
1 (a)	<p>State four components which are usually included in the price of package holidays.</p> <p>Award one mark each to a max of four from:</p> <ul style="list-style-type: none"> • flights • accommodation • all taxes • transfers • meal plan • use of all hotel facilities • services of a local representative 	4	D2.0
(b)	<p>Name three ancillary services that a travel agency may offer customers when booking a package holiday. Give a reason why the customer would find each service useful.</p> <p>Award one mark for each of three valid service identifications and a further one mark for an appropriate explanation of each. Correct ideas include:</p> <ul style="list-style-type: none"> • travel insurance (1) – customers need cover (1) • currency (1) – customer need/convenience (1) • car hire (1) – independence (1) • passport/visa info. (1) – ability to travel (1) • airport hotel (1) – convenience (1) <p>Credit all valid explained services.</p>	6	A1.0 D2.0
(c) (i)	<p>Fig. 1(a) was taken at a major international resort hotel. Suggest three reasons why this restaurant is likely to be popular with guests.</p> <p>Award one mark for each of three valid reasons, based on Fig. 1(a) such as:</p> <ul style="list-style-type: none"> • the appeal of “traditional Italian food” • latin atmosphere • suitable for romantic dinners • can sit indoors/outdoors (terrace) • open for both lunch and dinner • family friendly <p>Credit all valid reasoning.</p>	3	D1.0
(ii)	<p>State and explain three skills that staff working in restaurants, such as the one shown in Fig. 1(a), should possess.</p> <p>Award one mark for the identification of each of three valid skills and award a second mark for a valid explanation of each. Correct ideas will include:</p> <ul style="list-style-type: none"> • foreign languages (1) – visitors (1) • customer service (1) – handle complaints (1) • numeracy (1) – sales/cash handling (1) • communication (1) – clear advice (1) • literacy (1) – following care manual etc. (1) • ICT (1) – point of sale systems etc. (1) <p>Credit all valid reasoning based on Fig. 1(a).</p>	6	C1.0 C2.0

Page 3	Mark Scheme: Teachers' version	Syllabus	Paper
	IGCSE – May/June 2009	0471	01

(d)	<p>Evaluate the negative socio-cultural impacts that large resort hotels, such as the one shown in Fig. 1(b), are likely to cause.</p> <p>The more obvious negative impacts tend to be environmental, but candidates can validly argue economic, social and cultural as well. Fig. 1(b) suggests:</p> <ul style="list-style-type: none"> • loss of land – displaced population • congestion – increased traffic • noise pollution – more arrivals • habitat destruction – loss of species etc. • locals only get low skill jobs – overseas managers recruited etc. <p><u>Use level of response criteria</u> Level 1 (1 or 2 marks) can be awarded for the simple identification/description of at least two impacts such as those above. Level 2 (3 or 4 marks) can be awarded for the analysis of one or more of the selected impacts. Level 3 (5 or 6 marks) to be awarded for some evaluative comment about impacts leading to some form of conclusion.</p>	6	A2.0
2 (a)	<p>Identify the two routes on which Emirates will use the Boeing 777-200LRs</p> <p>Award one mark for each of the following:</p> <ul style="list-style-type: none"> • Dubai – Sao Paulo • Dubai – Houston 	2	B2.0
(b)	<p>Emirates is an international carrier operating scheduled flights. Describe the main features of such scheduled long haul services.</p> <p>Award one mark for each of four valid descriptive points based on aspects of the following:</p> <ul style="list-style-type: none"> • fly to a fixed timetable • fly regardless of load factor • main city to city routes • two or three classes of travel (First, Business and Economy) • service provision reflects class • flexible ticketing arrangements <p>Credit all valid points and allow one development point for each.</p>	4	D4.0
(c)	<p>Passengers travelling with international carriers such as Emirates can book their tickets in a variety of ways. Identify three different methods of booking tickets and give a reason why the customer would find each method useful.</p> <p>Award one mark for each of three valid method identifications and a further one mark for an appropriate explanation of each. Correct ideas include:</p> <ul style="list-style-type: none"> • Internet (1) – available 24/7 (1) • phone (1) – convenience from work/home (1) • travel agent (1) – allows face to face (1) • direct with carrier (1) – loyalty programs (1) <p>Credit all valid reasoning.</p>	6	D2.0

Page 4	Mark Scheme: Teachers' version	Syllabus	Paper
	IGCSE – May/June 2009	0471	01

(d)	<p>All air passengers have to go through security checks when travelling by air. Complete the following table by stating the purpose of each of the following.</p> <p>Award one mark for each of three valid identifications, such as:</p> <ul style="list-style-type: none"> • <i>presenting passport at check-in</i> = to check the identity of the traveller • <i>baggage X-ray</i> = check for contraband • <i>boarding card shown at departure gate</i> = to stop intruders/ check against flight manifest etc. <p>Credit all valid responses.</p>	3	D4.0
(e)	<p>Explain two procedures which air cabin crew are likely to follow when dealing with unescorted children travelling alone on their flight.</p> <p>Award one mark for the correct identification of each of two valid methods/procedures and award a further one mark for an appropriate explanatory comment, such as:</p> <ul style="list-style-type: none"> • escort through departure (1) – so not lost (1) • boarded first (1) – seated in view of crew, H&S issue (1) • toys/games/activity pack (1) – keep occupied on flight (1) • child menu (1) – served first (1) • escorted on landing (1) – not lost/kept safe (1) <p>Credit all valid reasoning involving crew.</p>	4	D4.0
(f)	<p>With reference to one international airport, discuss the ways in which the services provided inside the terminal buildings cater for travellers with special needs.</p> <p>This is very specific and a generic answer, not related to the named airport, can not progress beyond Level 2. Accept all kinds of special needs but the context is within the terminal buildings. It is valid to talk about baby-changing, prayer rooms, wheelchair access, foreign languages, signage, disabled facilities etc.</p> <p><u>Use level of response criteria</u> Level 1 (1 or 2 marks) can be awarded for the simple identification/ description of services such as the above. Level 2 (3 or 4 marks) can be awarded for the analysis of one or more of the selected services. Level 3 (5 or 6 marks) to be awarded for some evaluative comment about services leading to some form of conclusion.</p>	6	B3.0 D4.0

Page 5	Mark Scheme: Teachers' version	Syllabus	Paper
	IGCSE – May/June 2009	0471	01

3	The Eastern & Oriental Express is a luxury rail tour offering passengers a chance to visit a number of historic sites. Identify the following:		
(a) (i)	The cost per person for occupying a State Cabin. Award one mark for \$2910	1	C4.0
(ii)	Three attractions that passengers will visit on Mondays, after the train leaves Wang Po. Award one mark for the identification of each of three of the following: <ul style="list-style-type: none"> • lush greenery of the scenic Kwai Yai river • the bridge • the Thailand-Burma Railway Centre/museum • Don Rak War Cemetery 	3	B3.0 C4.0
(iii)	Three attractions that passengers will experience during the Penang stop. Award one mark for the identification of each of two of the following: <ul style="list-style-type: none"> • guided tour of colonial Georgetown • Fort Cornwallis • trishaw ride through the colourful narrow streets • lunch at the E&O Hotel 	3	B3.0 C4.0
(b)	Using information from Fig.3 as well as your own knowledge, identify and explain three aspects of travel that make this a luxury trip. Award one mark for the identification of each of three valid luxury (5*) trip aspects and a further one mark for an appropriate explanatory comment about each. Correct ideas about Orient Express services include: <ul style="list-style-type: none"> • luxurious/vintage rolling stock (1) – restored to their former glory (1) • private compartments (1) – transformed into bedrooms (1) • attentive service (1) – personal steward (1) • opulent dining cars (1) – fine dining (1) • Bar Car (1) – with resident pianist (1) Credit all valid statements and reasoning such as inclusive tours, table d'hote, complimentary drinks etc.	6	D4.0

Page 6	Mark Scheme: Teachers' version	Syllabus	Paper
	IGCSE – May/June 2009	0471	01

(c)	<p>Many of the countries in this part of South East Asia are Less Economically Developed Countries (LEDCs). State and explain <i>three</i> positive economic impacts that are likely to result from the development of tourism in such countries.</p> <p>This is very straightforward and reflects the stated syllabus content. Award one mark for the identification of each of three valid economic impacts and a further one mark for an appropriate explanatory comment about each, such as:</p> <ul style="list-style-type: none"> • balance of payments improve (1) – higher levels of GDP (1) • increased employment (1) – new businesses (1) • reduction in unemployment and underemployment levels (1) – especially if no low season (1) • multiplier effect (1) – stimulates demand (1) • incomes rise (1) – increased living standards (1) • infrastructure improves (1) – new facilities (1) <p>Credit all valid reasoning.</p>	6	A2.0
(d)	<p>Major international city destinations attract large numbers of business visitors each year. With reference to <i>one</i> destination with which you are familiar, discuss the range of facilities that are provided for business visitors.</p> <p>This is also very specific and a generic answer, not related to the named destination, can not progress beyond Level 2. The candidate should provide details about the business facilities present in hotels, other venues and specific purpose-built facilities. For example, in Dubai the city now hosts more than 60 major exhibitions annually as well as numerous conferences, seminars, in-house corporate meetings and the like. This demand is serviced by a range of business facilities including:</p> <ul style="list-style-type: none"> • Dubai Chamber of Commerce and Industry conference venue • major hotel venues, such as Jumeirah's Emirates Towers and Burj Al Arab properties • Dubai World Trade Centre's 36,000 square metres exhibition hall • Dubai Airport Exhibition Centre • other special interest venues e.g. Nad Al Sheba racecourse <p><u>Use level of response criteria</u> Level 1 (1 or 2 marks) can be awarded for the simple identification/description of services such as the above. Level 2 (3 or 4 marks) can be awarded for the analysis of one or more of the selected services/facilities. Level 3 (5 or 6 marks) to be awarded for some evaluative comment about services leading to some form of conclusion.</p>	6	B3.0

Page 7	Mark Scheme: Teachers' version	Syllabus	Paper
	IGCSE – May/June 2009	0471	01

4 (a)	<p>State <i>three</i> outdoor adventure activities that are likely to attract visitors to come to this park.</p> <p>Any outdoor adventure activity can be accepted in this context so award one mark for each of three valid choices from:</p> <ul style="list-style-type: none"> • land-based e.g. hiking • water-based e.g. canoeing • air-based e.g. ballooning 	3	B3.0
(b)	<p>State and explain <i>three</i> different ways in which national parks can attempt to reduce the environmental impacts caused by visitors.</p> <p>Award one mark for the correct identification of each of three valid methods/procedures and award a further one mark for an appropriate explanatory comment, such as:</p> <ul style="list-style-type: none"> • use of Rangers/Wardens (1) – supervision (1) • park trails (1) – keep visitors away from sensitive areas (1) • car parks (1) – segregate access (1) • provide facilities (1) – e.g. litter bins (1) • signage (1) – advice for visitors (1) <p>Credit all valid reasoning.</p>	6	A2.0
(c)	<p>Overseas visitors may want to visit California partly because of its location on the west coast of the United States of America. In the table below, circle the <i>four</i> statements which apply to California.</p> <p>Award one mark for the correct identification of each of the following:</p> <ul style="list-style-type: none"> • lies on the Pacific coast • local time is behind New York • has a Temperate climate • facing towards Asia 	4	B1.0 B2.0
(d)	<p>Many visitors to Yosemite will make use of the National Park's Visitor Centre. State and explain <i>three</i> services that such centres may provide.</p> <p>These facilities are not TICs, although some functions are very similar. Award one mark for each of three valid service identifications and a further one mark for an appropriate explanation of each from either the visitor and/or the centre's perspective. Correct ideas include:</p> <ul style="list-style-type: none"> • information (1) – visitors need help/advice (1) • book tours/walks (1) – profit/customer convenience (1) • book tickets for Park events (1) – profit/customer convenience (1) • souvenirs (1) – profit/customer need (1) • toilets etc. (1) – visitor convenience (1) • catering facility (1) – convenience/profit (1) <p>Credit all valid explained services.</p>	6	A1.0 A3.0 D1.0

Page 8	Mark Scheme: Teachers' version	Syllabus	Paper
	IGCSE – May/June 2009	0471	01

(e)	<p>Discuss the reasons why many independent travellers choose to hire a car as part of their travel arrangements.</p> <p>This invites the candidate to comment on the advantages of a car for independent travel at or to a destination such as door to door, flexibility of route, convenience and cost.</p> <p><u>Use level of response criteria</u> Level 1 (1 or 2 marks) can be awarded for the simple identification/description of reasons such as the above. Level 2 (3 or 4 marks) can be awarded for the analysis of one or more of the selected reasons. Level 3 (5 or 6 marks) to be awarded for some evaluative comment about reasons leading to some form of conclusion.</p>	6	D4.0
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