

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

GCE Ordinary Level

MARK SCHEME for the November 2005 question paper

7096 TRAVEL AND TOURISM

7096/01 Travel and Tourism, maximum mark 100

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which Examiners were initially instructed to award marks. They do not indicate the details of the discussions that took place at an Examiners' meeting before marking began. Any substantial changes to the mark scheme that arose from these discussions will be recorded in the published *Report on the Examination*.

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*.

- CIE will not enter into discussion or correspondence in connection with these mark schemes.

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Page 1	Mark Scheme	Syllabus	Paper
	GCE O LEVEL – NOVEMBER 2005	7096	1

Q. No.	ANSWER	Mark	A.O
1 (a)(i)	300,000	1	1.4
(ii)	Candidates are required to offer appropriate aspects of Tunisia's appeal within the Fig. 1 context for one mark each to a maximum of three and a second mark should be awarded for an appropriate justifying comment about each. Valid reasoning may include: • Natural environment -climate/landscape/scenery • Sport -golf and jet skiing • Built attraction - resort hotels • Culture (ruins) - ancient treasures (Romans etc.) • Accessibility – short haul flights from Europe • Hospitality of locals - Mediterranean cuisine (3x2)	6	2.4
(b)(i)	Award one mark for each of: • Transportation (flight and transfers) • Accommodation (room and food and beverages) • Entertainment. Activities All three aspects to be covered for full marks (3x1)	3	4.1
(ii)	Award one mark each for any five of: • Foreign exchange desk • Car hire • Private airport transportation • Sight-seeing tours and excursions • Restaurant and theatre bookings • Taxis • Special event information (5x1)	5	4.3
(c)	This is set in the context of a foreign national overseas so answers must clearly relate to this scenario. Award up to two marks for the correct identification of appropriate consular services and then a further two marks for an appropriate development of the overseas difficulties context. Valid ideas will include: • Access to legal representation or advice - if charged with a crime • Issue a new passport - if lost/stolen • Help with access to cash in emergency - subject to certain safeguards/conditions • Advice on local business practices - trade information for new venture etc. Credit all other valid scenarios (2x2)	4	1.3
(d)	<u>Use level of response criteria</u> This should present few problems and we should expect candidates to address both positive and negative impacts for level 3. Level 1 (1-2 marks) will tend to list a variety of impacts and may offer limited description Level 2 (3-4 marks) will provide accurate details of up to two socio-cultural impacts with some comment and discussion about aspects of the Demonstration Effect Level 3 (5-6 marks) will make mention of two or more impacts and will clearly comment about some being positive whilst others are negative and will come to some form of valid conclusion.	6	1.2

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Q. No.	ANSWER	Mark	A.O
2(a)	Award one mark each to a maximum of four for any of: • Scuba diving • Rock climbing • Game fishing/deep sea fishing • Wadi bashing • Hiking (4x1)	4	2.4
(b)	Award one mark for each of five valid characteristics such as: • Operates to a regular timetable • Flies regardless of load factor • Most offer classes of cabin (first, economy etc.) • Flexible ticketing arrangements • Air miles • Provision of stop-overs • In-flight service details and facilities offered (5x1)	5	4.4
(c)	Award one mark for each of three appropriate reasons and then a further mark for an explanation of each, such as: • Accessible - direct scheduled flights international airport • Unique culture (5000 year history etc.) - attractive for business visitors • Superb infrastructure - 5 * hotels and facilities etc. • Range of leisure activities - attractive for delegates and their partners Allow all valid reasoning (3x2)	6	1.1 2.3
(d)	Award one mark for each of two appropriate methods and then a further mark for a description of each, such as: • Restrict access/numbers to key areas - minimise impact • Allow only guided tours – trained and qualified personnel • Establishment of reserves/parks - eco-principles etc. Credit all valid suggestions and explanations (2x2)	4	1.2
(e)	<u>Use level of response criteria</u> This is a new approach and we are inviting candidates to comment on current trends in the international travel market, both in terms of destinations, packages and customer needs and expectations. Level 1 (1-2 marks) will tend to be descriptive of destinations with little mention of reasons for the growth in the short break market. Level 2 (3-4 marks) will make comment about changing personal needs and expectations and there may well be reference to people being cash rich, time poor and taking more frequent leisure breaks. Level 3 (5-6 marks) can be readily awarded to those candidates who consider two or more reasons in some detail and make comment about increased availability of flights, direct booking via Internet and special rates offered at weekends.	6	1.1 2.4 4.1

Page 3	Mark Scheme	Syllabus	Paper
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Q. No.	ANSWER	Mark	A.O
3(a)(i)	Award one mark each to a maximum of two for any of the following: - Spectacular scenery - Battlefields of Zulu wars - Battlefields of Boer war (2x1)	2	2.4
(ii)	Award one mark each to a maximum of two for any of the following: - World heritage site - Natural scenery - Wildlife and game (2x1)	2	2.4
(iii)	Award one mark each for: - Railway station - Queen Elizabeth Park - City Hall - Natal Museum (4x1)	4	2.4
(b)	Award one mark for each of two appropriate functions and a further mark for each explanation such as: - Meet and greet - airport transfer - Tour leader - company rep for customer service - Information - to add to the enjoyment of tour - Health and Safety - duty of care etc. (2x2)	4	3.3 4.1
(c)(i)	Award one mark for each of two appropriate reasons and one further mark for each explanation, such as: - Regular bookings - helps maintain occupancy rate - Repeat bookings - individuals may return - Secondary spend - bar and room service revenues Credit all valid reasoning (2x2)	4	4.2
(ii)	Look for three valid statements set in customer service context such as: - Apologise and note source of complaint - Refer to tour leader - Seek to solve problem - Refer to line manager - Never argue with guest etc. (3x1)	3	3.1
(d)	<u>Use level of response criteria</u> This can be set in the context of any known attraction and invites the candidate to link products, services and features of the operation to particular visitor types. Level 1 (1-2 marks) will be descriptive of an attraction but lacking focus as to how the aspects selected meet the needs of different visitors. Level 2 (3-4 marks) will look at least two areas of a known attraction and will link provision with specific visiting groups. Level 3 (5-6 marks) will look at 3 or more aspects and will clearly relate to both leisure and business visitors, although not always in equal detail.	6	1.1 2.4 4.1

Page 4	Mark Scheme	Syllabus	Paper
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Q. No.	ANSWER	Mark	A.O
4(a)(i)	Pacific	1	2.1
(ii)	Cold temperature (accept arctic)	1	2.2
(iii)	Behind	1	2.2
(iv)	Icebergs	1	2.2
(v)	Thermal baths	1	2.4
(b)	Award one mark for each of two valid reasons and a second mark for an appropriate explanation of each, such as: • Winter months - sea frozen, limited access • Cold temperatures/bad weather - too cold for visitors • Short days, little daylight - limited sightseeing Credit other valid statements (2x2)	4	2.2
(c)	Look for two appropriate comments such as: • Better service • More personal service • Less crowded and more intimate etc. Each statement explained (2x2)	4	4.2 4.3
(d)	Award one mark for each of three valid types of training selected and then a second mark if appropriate justification is offered, such as: • Customer service - improve guest experience • Silver service - restaurant staff • ICT - manager and navigation • First aid - all dealing with internal/external customers Credit all reasonable suggestions in maritime context (3x2)	6	3.1 3.1
(e)	<u>Use level of response criteria</u> This should be a familiar topic and we should expect candidates to address a range of strategies to progress into level 3. The key feature here is overseas clients and ideas should be firmly set in this context. Level 1 (1-2 marks) will tend to be a list of various promotional methods and there will be little attempt to address the overseas context. Level 2 (3-4 marks) will look at up to two methods and will clearly indicate how they are of use in reaching potential clients overseas. Level 3 (5-6 marks) will mention at least two suitable methods (website, operator brochure, attending WTM, working with national tourist board etc.) to gain exposure in new markets. Expect some evaluation/conclusion.	6	1.1 1.4 3.5