

**MARK SCHEME for the October/November 2010 question paper
for the guidance of teachers**

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, 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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1 (a) State three features of an AR Tango Vacation. [3]

Award one mark for each of three of the following:

- A pre-determined number of hours of private lessons
- Daily group lessons
- Entrance into Argentine Tango dance clubs
- Front row tickets to Tango Shows and events
- Your own personal host and dance instructor

(b) Explain two ways in which AR Tourism's clients receive a personal customised service. [4]

Fig. 1(a) provides the appropriate clues for this. Award one mark for the identification of each of two valid procedures and a second mark for an appropriate explanatory comment about each. Correct ideas based on Fig. 1(a) include:

- Completing a 'Request Information Form' or calling on 212-475-2406 (1) – can go through each detail of proposed vacation step by step with agent (1)
- Sent itinerary that is a breakdown of proposed trip day-by-day (1) – suggested hotels, destinations and excursions are included in itinerary for confirmation/approval (1)
- Only after they receive trip preferences will staff reserve flights and accommodation (1) – meet individual requirements (1)

Credit all valid reasoning based on Fig. 1(a) context.

(c) Explain two advantages to AR Tourism's customers of being issued with e-tickets for their trip. [4]

An electronic ticket (ET or e-ticket) holds the information previously held on a paper ticket in an electronic format. The only paper you now need is an itinerary receipt that confirms the detail of the ticket you purchased e.g. flight numbers, departure times, destinations, ticket number and airport information. You should always keep your itinerary receipt with you when travelling just in case you need to show it to airport staff.

Award one mark for the identification of each of two valid advantages and a further one mark for an appropriate explanation of each from the customer perspective. For example:

- More efficient and more convenient for passengers (1) – You can't lose an electronic ticket (1). The information will always be stored securely in an airline's computer system (1).
- It's easier to make changes to your itinerary (1). With an electronic ticket, you no longer have to go to an airline or travel agency office to pick up a new ticket (1). The changes can be made immediately in the computer system (1).

(d) Award one mark for each, as follows: [4]

- (i)** 5
 - (ii)** Advance
 - (iii)** Temperate
 - (iv)** Atlantic
- (4 × 1)

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- (e) **Most of the routes shown on Fig. 1(b) involve a long haul flight. In the following table circle the four services that you would expect to be made available only to business class passengers travelling on long haul scheduled flights.** [4]

Award one mark for the correct identification of each of the following:

- Flat bed seats
- Early boarding call
- Lounge access
- Fast track check-in

- (f) **With reference to one example with which you are familiar, discuss how a mountain area has been developed to attract tourists.** [6]

This does not have to be in the winter sports context (e.g. Machu Picchu and Inca Trail) but many will go down that route. The question is firmly set in Unit 2.4 and candidates not writing about an identifiable mountain location will have Level 2 maximum 4 marks.

Use level of response criteria

Level 1 (1–2 marks) will identify up to two valid developments, providing some detail but will be mainly descriptive about chosen features.

Level 2 (3–4 marks) can be awarded for an analysis of selected developments and we should expect an appropriate treatment of at least two of these.

Level 3 (5–6 marks) can be awarded for evaluative comment about types of service/facilities developed and the better answers will have a reasoned conclusion.

Example:

Villars-sur-Ollon is a traditional Swiss ski resort, set in the heart of the Vaudoise Alps some 60 km from Lausanne and Lake Lemman in the Canton de Vaud. Winter skiers have over 100 km of pistes (L1) to try out within the wider Villars region with 45 ski lifts (L1) and 43 identified ski runs (L1). The ski runs cover valley slopes ranging between 1250 m and 2200 m and this variation in altitude will mean that some skiing is possible early and late in the season (L2), thus extending the resort's operational dates (L2). The resort has access to 44 km of cross country ski trails in addition to the downhill runs already mentioned. This choice of skiing widens the resort's potential appeal (L3). In summer it is the natural scenic appeal of the area which attracts visitors, particularly those who enjoy exploring mountain and lake countryside (L3).

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2 (a) Identify the following: [4]

Award one mark for each of the following:

- (i) 2,569,150
- (ii) USA
- (iii) Russia
- (iv) China

(b) Visitors come to Vietnam for a variety of purposes. Suggest *three* types of visit that could be included in the “other” category of Fig. 2 and give an example of each. [6]

Award one mark for each of three appropriate purposes and award a second mark for a valid illustration of each. Correct ideas include:

- Sport (1) – visiting team tour (1)
- Medical (1) – to seek treatment (1)
- Religion (1) – pilgrimage (1)
- Political (1) – refugee (1)
- Education (1) – exchange/study visit (1)
- Cultural exchange (1) – e.g. Music performance (1)

(c) State *three* reasons why national governments collect tourism statistics. [3]

Award one mark for the identification of each of three valid reasons, which may be simply stated, such as:

- To aid planning
- To pinpoint areas of demand on infrastructure
- To identify key market segments
- To monitor the success of past plans/initiatives
- To support/inform policy decisions etc.

Credit all valid points

(d) Vietnam is a Less Economically Developed Country (LEDC). Explain *three* positive economic impacts that are likely to result from the development of tourism in the country. [6]

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:

- 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)

Credit all valid reasoning.

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- (e) **Assess the visitor appeal of *one* purpose-built visitor attraction with which you are familiar.** [6]

Candidates are expected to have studied at least one destination and **any** type of purpose-built attraction is acceptable. The focus is on an assessment of visitor appeal for a known attraction. If not purpose-built visitor attraction, then 4 marks maximum.

Use level of response criteria

Level 1 (1–2 marks) will identify up to two appropriate types of product/service appeal, providing some detail but will be mainly descriptive about features of the chosen attraction

Level 2 (3–4 marks) can be awarded for an analysis of selected features/products/services and we should expect an appropriate treatment, indicating suitability for visitor requirements, of at least two of these.

Level 3 (5–6 marks) can be awarded for evaluative comment about types of provision related to different visitor needs. The better answers will have a reasoned conclusion.

Example:

The Louvre in Paris get visitors from people (individuals and groups) on educational trips, holiday excursions, attending an event and other specialised activities. Made up of eight departments, the Louvre now displays 35,000 works in 60,000 square meters of exhibition space (L1). The Louvre has a wide range of aids and amenities to ensure any given visit is fruitful, from floor plans, audio guides, and program listings to cafés, media centres, and a bookstore (L1). The Louvre's libraries and multimedia centres enable visitors to learn about the collections in greater depth (L2). In addition to these, the museum's various curatorial departments have research centres and libraries that contain a wealth of material for the use of researchers, students, and other interested parties (L2). The Musée du Louvre and the Musée Delacroix can even provide a prestigious setting for private receptions, gala evenings, prize-giving ceremonies, product launches, concerts, film premieres with dinners, cocktails, and breakfasts (L3). Open to all since 1793, the Louvre has embodied the concept of a truly "universal" institution. Universal in the scope of its collections, it is also universal in its appeal to some 6 million business and leisure visitors every year (L3).

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3 (a) Identify the following: [3]

Award one mark for each of the following:

- (i) Goa
- (ii) Hampi
- (iii) Kabini

(b) Describe *two* ways in which The Golden Chariot's facilities are likely to appeal to luxury travellers. [4]

Award one mark for the identification of each of two appropriate aspects and award a further mark for a valid development of each. Correct responses based on Fig. 2 will include things such as:

- Branded as 5* luxury (1) – images convey sense of luxury (1)
- Cabins have LCD TV and wi-fi (1) – tastefully furnished (1)
- Spa and Gym (1) – leisure facilities like hotels (1)
- Two restaurants (1) – lounge bar (1)

(c) In the table below, circle the *three* factors most likely to explain why the period from April to September has been classed as 'Low Season'. [3]

Award one mark for the correct identification of each of the following:

- Monsoon season
- High humidity
- Low sunshine hours

(d) State *three* likely hospitality job roles onboard the train. [3]

Award one mark for the correct identification of each of three valid hospitality roles such as:

- Chef
- Kitchen porter
- Waiter
- Bartender
- Room attendant

(e) Sight-seeing tours, such as those included in The Golden Chariot package, are organised for the convenience of passengers. Identify and explain the *three* ways in which The Golden Chariot achieves this. [6]

Fig. 3 states that these are included in the itinerary. Award one mark for the identification of each of three appropriate aspects and award a further mark for a valid explanation of each such as:

- Tours are conducted (1) – use of guides (1)
- Meals included (1) – away from train (1) all-inclusive (1)
- All entrance fees/charges included (1) – no extra charge (1)

Credit valid reasoning in Fig. 3 context.

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- (f) **Assess the ways in which *one* historic/cultural site with which you are familiar is managed in order to minimise visitor congestion.** [6]

This requires candidates to talk about an historic/cultural site which may or may not be a building. The focus is on how the visitors are managed and we should reward mention of **any** of the following:

- Signposting
- Car parking and vehicle access
- Entrance times
- Advance pre-booking
- Guides
- Restricted areas/access

A generic answer not related to a specific identifiable site can only score a maximum 4.

Use level of response criteria

Level 1 (1–2 marks) will identify up to two appropriate types of strategy, providing some detail but will be mainly descriptive about features of the chosen attraction

Level 2 (3–4 marks) can be awarded for an analysis of selected strategies and we should expect an appropriate treatment, indicating visitor management of at least two of these.

Level 3 (5–6 marks) can be awarded for evaluative comment about types of provision and the better answers will have a reasoned conclusion.

Example:

Visitors to the Pyramids find themselves being managed in a variety of ways. An access stone walkway (L1) has been introduced to prevent erosion and to reduce visitors wandering around the site (L2). Sensitive or dangerous areas are fenced off (1) to limit risk of injury and further damage (L2). A new access road (L1) for traffic is probably of greatest significance (L3) because coach parties can be better managed and guides pre-booked helping to reduce congestion (L3).

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- 4 (a) With reference to Figs 4(a) and 4(b), identify and explain *three* ways in which teamwork is important for staff involved in the event preparations. [6]

Fig. 4 (a) clearly shows evidence of team work between internal customers – staff of different departments – working together to prepare for the event.

Award one mark for the identification of each of three **stages** in the preparations and award a second mark for a valid explanatory comment about each. Correct ideas based on both Figs 4(a) and (b) include i.e.

- Site preparation (1) – beach swept (1) and lights set up by maintenance (1)
- Table set up (1) – 2 hospitality staff carry and arrange tables on cleared site (1)
- Size of table (12 guests) needs 2 staff (1) – lay cloths (1)
- Staff bring cutlery etc. (1) – waiting and kitchen staff need to have a system in place (1)

Credit all valid reasoning in context.

- (b) Many international hotels attract business customers attending meetings, exhibitions and conferences (MICE). Explain *three* facilities/services usually provided for the convenience of such guests. [6]

Candidates may write about appropriate hotel services and/or facilities suitable to the needs of business customers without restriction. Award one mark for the identification of each of three valid **services/facilities** and award a second mark for an appropriate explanatory comment. Correct ideas include:

- Airport transfers (1) – meet and greet (1)
- Business lounge access (1) – work support facilities (1)
- Meeting rooms (1) – internet and office support (1)
- Express check-out (1) – travel deadlines (1)
- Dedicated member of staff to supply the event organiser with a specialist customer service package (1) – help with the choice of room appropriate to the scale of the event
- Social and partners programmes (1) – visitors/delegates enjoy their stay and will want to return (1)

Credit all valid reasoning.

- (c) Large resort hotels can create a range of negative impacts. In the following table, circle the *three* negative social impacts that may frequently result from resort hotel development. [3]

Award one mark for the correct identification of each of the following:

- Seasonal underemployment
- Increased crime
- Exposure to alternative lifestyle(s)

- (d) Not all tourists choose to stay in a hotel at their chosen destination. Explain *two* reasons why staying at a serviced apartment will appeal to some visitors. [4]

Award one mark for the correct identification of each of two valid types of appeal and award a further one mark for an appropriate explanation of each. Correct ideas include:

- More space (1) – family occupancy (1)
- Cheaper than hotel (1) – can make savings (1)
- Relaxed atmosphere (1) – better for parents with small children (1)
- Self-cater or eat out (1) – meal flexibility (1)
- Some apartments linked with hotels (1) – allows guests to use hotel facilities (1)
- Apartments often nearer business locations (1) – allows easier access for business travellers (1)

Credit all valid reasoning.

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- (e) **Discuss the reasons why many international tourists will use a local travel agency to make their holiday travel arrangements.** [6]

There are a variety of reasons for this and candidates will probably give emphasis to the convenience, face to face contact, range of additional services etc. that they see fit.

Use level of response criteria

Level 1 (1–2 marks) will identify up to two valid reasons, providing some detail but will be mainly descriptive about chosen features.

Level 2 (3–4 marks) can be awarded for an analysis of selected reasons and we should expect an appropriate treatment of at least two of these.

Level 3 (5–6 marks) can be awarded for evaluative comment about types of service provision and the better answers will have a reasoned conclusion.

Example:

Customers like the convenience (L1) of agencies located in shopping areas near their home or place of work. Customers without Internet access rely on travel agencies (L1) and most people value the personal touch of face to face contact (L2). The agencies have many special offer deals (L1) and these represent value for money (L2). However, modern agencies have evolved into 'one stop travel shops' and customers can purchase a range of ancillary services and obtain all their travel needs (insurance, currency, car hire etc.) at the same time (L3). This makes them the most convenient option for many people (L3).