

**MARK SCHEME for the October/November 2009 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.

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- 1 (a) Using only information from Fig. 1(a) describe *two* ways in which the new airport's location has been made more accessible to passengers travelling from Bangkok. [4]

Award one mark for each of two valid identifications based on Fig.1 (a) about BKK's accessibility and then award a further one mark for an appropriate description of each. Correct ideas include:

- New roads (1) e.g. connection to Bangkok's ring road (1), 2 x 5 lane highway (1), connecting with main Bangkok-Chonburi highway (1)
- High speed rail link (1), 15 min journey time (1)

Credit all valid points, one for road and one for rail, but please make sure that the identification mark is for something shown on Fig. 1(a)

- (b) Identify and explain *two* ways in which the Airport Express bus service described in Fig. 1 (b) is likely to appeal to international travellers arriving at Suvarnabhumi Airport (BKK). [4]

Award one mark for each of two valid ways (must be shown on Fig. 1(b)) in which the service will appeal and then award a further one mark for an appropriate explanation of each. Valid ideas include:

- Air conditioned (1) – important in tropics (1)
- Cost (1) – 150 Baht is cheap (1)
- Direct access to hotels (1) – convenience (1)
- 4 routes (1) – good coverage of area (1)
- Timings (1) – most arrivals served (1)

- (c) Passengers arriving at Suvarnabhumi Airport (BKK) can be classified as being different types of tourist. State the three main categories into which all tourists may be classified. [3]

Award one mark for each of:

- Leisure
- Business
- VFR

- (d) Using Fig. 1(a) and Fig. 1(b) and your own knowledge, state and explain *four* negative impacts that are associated with the development of large international airports. [8]

The more obvious negative impacts tend to be environmental, but candidates can validly argue economic, social & cultural as well. Award one mark for the correct identification of each of four negative impacts and award a second mark for an appropriate explanatory statement about each, such as:

- Loss of land (1) – displaced population (1)
- Congestion (1) – increased traffic (1)
- Noise pollution (1) – more planes/passengers(1)
- Habitat destruction (1) – loss of species (1)
- Locals may only get low skill jobs (1) – overseas managers etc recruited (1)

Credit all valid reasoning based on airport expansion or development in either MDCs or LEDCs – such as loss of farmland, disruption of communities etc.

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- (e) **Discuss the essential personal skills that airport check-in staff will be expected to possess.** [6]

This is a familiar concept, this time set in an airport check-in context. We should expect candidates to address some of the more obvious points of:

- Foreign languages – visitors
- Numeracy – sales/cash handling
- Communication – clear help & advice
- Ability to handle complaints – politely
- Literacy – following care manual etc.
- ICT – admin systems etc.

Use level of response criteria

Level 1 (1 or 2 marks) can be awarded for the simple identification/description of appropriate skills

Level 2 (3 or 4 marks) can be awarded for the analysis of one or more of the appropriate customer service skills

Level 3 (5 or 6 marks) to be awarded for some evaluative comment about appropriate skills

Example:

Front line employees need good communication skills (L1) as passengers must be informed about their flight and seats correctly (L2) to avoid mistakes. The ability to speak a foreign language (L1) will help as many passengers will be overseas visitors and may have difficulty speaking (L2). Staff must be familiar with ticketing and baggage systems (L1) because passengers want a smooth check-in (L2) and a trouble-free start to their journey (L3). This is the most important aspect as far as the passenger is concerned (L3).

- 2 (a) **Identify four terminal leisure facilities that visiting cruise passengers may make use of.** [4]

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

- Information centre
- Concierge service
- Luxurious VIP lounge (Majilis)
- Pleasant relaxation zone and a delightful cafe
- Big screen entertainment centre
- Duty Free and retail shops
- Heritage and culture exhibits
- Arabian palm garden
- Computer terminals and an Internet centre.

The candidate can be credited with any four of the above, even if combined within one point.

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- (b) The terminal provides 'personal & baggage security screening'. Explain what both of these aspects of security are likely to involve. [4]**

Award the four marks as follows, for example:

Bags: X-rayed (1) – check illegal items (1)

Person: Walk-through scanner (1) – check for weapons/concealed items (1)

In each case, one mark for identification and one mark for a valid explanatory comment.

- (c) Dubai Cruise Terminal is a pick-up point for tour buses. State and explain *three* ways in which city bus tours are likely to appeal to cruise passengers. [6]**

This is clearly set in the context of a sightseeing tour. Award one mark for the identification of each of three valid aspects of their visitor/tourist appeal and award a second mark for an appropriate explanation of each. Correct ideas will include:

- See the main sights (1) – designed route (1)
- Guide (1) – provide extra information (1)
- Information in different languages (1) – given commentary or leaflet (1)
- Convenient (1) – see a lot in short time (1)
- Escorted (1) – cannot get lost, be late etc. (1)

Credit all valid reasoning

- (d) Many passengers choose to have a cruise holiday because they can visit destinations located in different environments. Complete the following table by filling in the term which best describes the climate of each of the listed cruise destinations. [5]**

Award one mark for each of the following:

- Dubai = desert (accept tropical & sub-tropical)
- Montego Bay = tropical
- Barcelona = temperate
- Singapore = equatorial
- Alaska = Arctic/polar

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- (e) **With reference to one ferry route with which you are familiar, evaluate the reasons for its use by international travellers.** [6]

Candidates must select a ferry, cruise circuits are not acceptable. Accept any route used by international travellers, even if it is primarily a domestic service e.g. Scottish Islands or Mersey Ferries.

Use level of response criteria

Level 1 (1 or 2 marks) can be awarded for the simple identification/description of features of the chosen service such as route, vessel features, timings, connections, accessibility, costs etc.

Level 2 (3 or 4 marks) can be awarded for the analysis of one or more of the chosen ferry's features.

Level 3 (5 or 6 marks) to be awarded for some evaluative comment about ferry features related to customer appeal.

E.g. Liverpool to Birkenhead

Mersey Ferries are an established visitor attraction as well as being an important local commuter service (L1). The 10 minute crossing is quick (L1) and gives spectacular views of the Liverpool Waterfront (L2). Visitors are attracted because the nearby Albert Dock & Beatles Story tourist attractions are easily accessible as is Spaceport on the Wirral side (L2). However, at £2.40 return, the trip represents an easily affordable activity and this boosts its popularity (L3) with visitors and locals alike (L3).

- 3 (a) The Indian tourism industry is growing. Identify the following:**

- (i) The number of foreign tourist arrivals in 2006.** [1]

Award one mark for 4.43 million

- (ii) Indian tourism's foreign exchange earnings in 2006.** [1]

Award one mark for US\$6569 million

- (iii) The percentage increase from 2005 in these foreign exchange earnings.** [1]

Award one mark for 14.6%

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- (b) Tourists visiting India can choose to stay in different types of accommodation. Describe the facilities that you would expect to be provided in each of the following: [8]

In both cases award one mark for the identification/description of each of 4 valid characteristic features, such as:

Apartment Hotels

- Bedroom/living facilities
- Kitchenette/white goods
- Serviced accommodation
- Bathroom
- TV & extras
- Access to leisure facilities
- Restaurant
- Car parking

Budget Category Hotels

- Smaller with ensuite facilities
- Serviced
- 3* or less
- May have welcome tray
- TV only leisure facility

- (c) The Indian Ministry of Tourism will try to encourage further growth in the number of tourist arrivals. State and explain *four* methods likely to be used to support/promote overseas visitor arrivals. [8]

Award one mark for the correct identification of each of four valid methods and award a second mark for an appropriate explanatory statement about each, such as:

- Tourism website (1) – Internet is global (1)
- Brochures (1) – aimed at segments (1)
- Advertising media (1) – campaigns in particular markets (1)
- TICs (1) – enhance visitor experiences (1)
- License operators (1) – quality control (1)
- Overseas offices (1) – focus on particular volume markets (1)
- Hosting family trips (1) – engage with overseas travel agents/operators (1)
- Trade Fairs (1) – media attention (1)

Credit all valid reasoning.

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- (d) Evaluate the negative social and cultural impacts that can result from the rapid development of tourism in countries like India. [6]

This is set in the context of LEDC socio-cultural impact of tourism development. Expect candidates to refer to some of the following negative socio-cultural impacts including:

- Conflicts with the host community
- Crime
- Loss of cultural identity
- The Demonstration effect
- Changes to family structure
- Social problems, such as begging and prostitution

Use level of response criteria

Level 1 (1 or 2 marks) can be awarded for the simple identification/description of features of valid negative socio-cultural impacts such as 'demonstration effect', underemployment, crime, morals, loss of traditions etc.

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.

Example:

The rapid expansion of tourism in some LEDC destinations can generate a variety of conflicts. The main socio-cultural conflicts include the decline of traditional employment (L1) as young mobile workers leave the rural areas and migrate to tourist destinations (L2). With often only part-time work available (L1) this can lead to social problems, such as begging and prostitution (L2). The demonstration effect can lead to the erosion of traditional culture and values as the local population adopts visitor behaviour and this is a major cause of tension within sections of local society (L3). A good example would be the Middle East where western lifestyle is frequently at odds with Muslim tradition (L3).

- 4 (a) State *three* services/facilities which are usually provided for the convenience of visitors to famous historic attractions such as the Alhambra Palace. [3]

Award one mark for the correct identification of each of three valid services/facilities, such as:

- Guided tours
- Information e.g. guide books
- Souvenirs
- Catering
- Visitor centre/shop
- Toilets

For example, a candidate writing 'visitor centre with shop and toilets' should be awarded 3 marks.

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- (b) State and explain *three* methods that historic built attractions are likely to use in order to preserve and maintain their historic status. [6]**

We can accept a wide range of strategies, including funding routes and operating procedures. Award one mark for the correct identification of each of three valid methods and award a further one mark for an appropriate explanatory comment, such as:

- Limit opening hours/times (1) to avoid damage and congestion (1)
- Limit access to areas (1) to allow for repair and maintenance (1)
- Offer only guided tours (1), avoid sensitive areas (1)
- Sell own merchandise (1), re-invest profit (1)
- Stagger group arrivals (1), avoid congestion (1)

Credit all valid suggestions and reasoning, including aspects of renovation and maintenance.

- (c) Many of the Alhambra Palace's visitors will be on a day trip excursion as part of their holiday. Describe how holiday excursions are usually organised. [4]**

Award one mark for each of four valid descriptive statements, such as:

- Booked at hotel tour desk/rep/travel agency
- Coach collects from hotel
- Arrival at attraction – time to explore
- May be guided
- Lunch may be included
- Return to hotel

Credit all valid statements, allowing developments where appropriate. Also accept procedures from the tour operator perspective.

- (d) There are many different types of cultural attraction. In the table below, name an example of *each* of the following and state *one* reason for the visitor appeal of each chosen example. [6]**

Allow all valid examples and mark to the candidate's advantage. Award one mark for each of three valid examples plus a further one mark for a correct reason for appeal.

The reason must be appropriate to the example named for example:

- Notre Dame, Paris – place where French kings were crowned
- Rio de Janeiro carnival – Samba school floats & dancing parade
- Louvre in Paris – Mona Lisa

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(e) Discuss the reasons for the growth of short 'city break' holidays. [6]

Candidates are expected to offer some reasoning for this current travel trend and mention could be made of factors such as:

- Rising disposable incomes
- People being cash rich, time poor
- Growth of budget air lines
- Increasing number of cities being served
- Special products being created by operators etc.

Use level of response criteria

Level 1 (1 or 2 marks) can be awarded for the simple identification/description of factors such as those above.

Level 2 (3 or 4 marks) can be awarded for the analysis of one or more of these selected factors/reasons.

Level 3 (5 or 6 marks) to be awarded for some clear comment about the factors leading to some form of conclusion.

Example

Key factors stimulating demand for city breaks include the range of destinations available, easy access via budget airlines and Eurostar, a range of specialist tour operators and 24/7 Internet access (L1). The internet has revolutionised the planning and booking of city breaks, allowing individuals to book transport and accommodation at their convenience (L2). Hotel rates tend to be lower at weekends and thus cheap 2/3 night stays are readily available throughout the year (L2). The fact that carriers such as Ryanair and easyJet fly to European destinations means that demand is evenly spread and travellers can take advantage of a short break whenever they wish (L3). The trend has grown beyond Europe and mini-breaks to New York and Dubai have become popular, indicating that travel time has become less of an issue (L3).