

**CAMBRIDGE INTERNATIONAL EXAMINATIONS**

Cambridge Ordinary Level

## **MARK SCHEME for the October/November 2014 series**

### **7096 TRAVEL AND TOURISM**

**7096/12**

Paper 1 (Core Paper), maximum raw mark 100

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- 1 (a) Describe two ways in which visitor attractions, such as the one shown in Fig. 1, use signs to help them deliver a good standard of customer care. [4]

Award one mark for the identification of each of two valid ways and award a second mark for an appropriate descriptive comment about each. Correct ideas will include:

- Provide site information (1) – so that visitors know what is available (1)
- Fire exit/routes (1) – H&S issue for both staff and visitors (1)
- Prohibition signs (1) – maintain a pleasant and safe environment for all (1)
- To welcome customers (1) – they know the rules and philosophy of the attraction/provide information to enable them to enjoy their visit (1)
- Maps/plans (1) – provide directions (1)
- Tactile signs (1) – information can be accessed by visually impaired customers

Credit all points in context.

- (b) State three ways in which the visitor attraction shown in Fig. 1 is likely to earn revenue from its visitors [3]

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

- Entrance fees
- Shop/souvenir purchases
- F&B sales in cafe
- Sale of guide books
- Guided tours
- Private hire of facility
- Holding events

Allow 'membership' fees and 'donations'

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- (c) Explain three ways in which visitor attractions can create positive socio-cultural impacts. [6]

The focus of the question is on social cultural impacts within the destination that the attraction is located e.g. on the host community

Award one mark for the identification of each of three valid attraction-based positive socio-cultural impacts and award a second mark for an appropriate explanatory comment about each. Correct ideas:

- creation of a new community facility/public space (1) – service(s) that otherwise might not have been developed (1)
- improvement/upgrade of infrastructure at the attraction (1) – community gets improved accessibility (1)
- boost the preservation and transmission of cultural and historical traditions (1) – exhibits and displays increase awareness (1)
- this encourages a renaissance of indigenous cultures, cultural arts and crafts (1) – goods sold as souvenirs etc. (1)
- Host cultural events (1) supports and encourages the preservation of cultural arts e.g. dance and craft

**N.B. – responses must relate to the visitor attraction NOT the government (e.g. infrastructure)**

**N.B. – candidates can obtain full marks by carefully explaining 3 cultural traditions kept alive – music, dance, costume, language etc.**

- (d) Explain why all staff working at a visitor attraction will be expected to do the following: [6]

In each case award one mark for a valid statement about the **purpose** of the action and then award a second mark for an explanatory development or illustration relating to that purpose in action.

- *Wear an appropriate uniform*

To identify them as an employee (1) – corporate image (1), easy to recognise (1), for H&S (1) etc.

- *Attend meetings with a supervisor*

To have performance monitored (1) – feedback (1), training (1), receive instructions (1) etc.

- *Obtain First Aid training*

Improves customer care (1) – clear H&S issue (1), attend to guests in need (1) deal with the injury/emergency efficiently

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- (e) With reference to one area of outstanding natural beauty with which you are familiar, discuss the ways in which it has been developed for tourism. [6]

This is very specific and generic comments not related to a particular example will be subject to a **4Max limit!** We should expect to see comments about:

- Car parks and transport links
- Attraction viewing e.g. wildlife, scenery
- Activities
- Visitor controls
- Accommodation, catering facilities
- Visitor centres etc.

**Only award 'ways' that are appropriate to natural countryside areas**  
**Built attractions in urban locations receive no credit.**

Use level of response criteria

**Level 1 (1–2 marks)** will **identify** up to two appropriate ways, providing some detail but will be mainly descriptive

**Level 2 (3–4 marks)** can be awarded for an **analysis** of ways, clearly indicating how the location is likely to have been made attractive to visitors

**Level 3 (5–6 marks)** can be awarded for **evaluative comment** about the significance/importance of particular ways. The better answers will have a reasoned **conclusion**.

### **Example Vaudoise Alps and Villars-sur-Ollon**

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. The area attracts winter skiers with 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 three destinations outside of the USA served by Hawaiian Airlines. [3]

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

- Tokyo
- Brisbane
- Auckland

(b) Using Fig. 2 identify and explain two advantages to Hawaiian Airlines of replacing their Boeing 767s with new Airbus A330s. [4]

Award one mark for the identification of each of two advantages stated in Fig. 2 and then award a second mark for an appropriate explanatory comment about each. Fig. 2 **ONLY** contains:

- **More passengers** (1) – extra places = more revenue/profit (1)
- **More fuel efficient** (1) – more economical to run (1)
- **Longer operating range** (1) – can introduce new routes (1)

(c) Explain three advantages to passengers travelling with Hawaiian Airlines of visiting a travel agency to make their travel arrangements. [6]

This requires some careful thought and we should be wary of candidates just listing services provided rather than considering the advantages asked for in the question. Award one mark for the identification of each of three **advantages** (not a list of ancillary services!) and award a second mark for an explanation in context. Valid ideas include:

- Face to face (1) – can ask questions (1)
- Easily accessible locations (1) – can visit while shopping or at work (1)
- Offer ancillary services (1) – act as a one stop shop (1)
- Can take advantage of a special offer (1) – can save money (1)
- Offer customer protection (1) – payments are secure under bond (1)

Credit all valid reasoning.

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- (d) Explain three ways in which major international airlines meet the specific needs of passengers with disabilities. [6]

This is quite specific and credit is NOT to be awarded for more general 'special needs'. Award one mark for the identification of each of three valid disability services and award a second mark for an appropriate explanatory comment. Correct ideas include:

- Passenger own wheelchair kept until boarding (1) – stowed in cabin or hold (1)
- Inflight Passenger Aisle Chair (IPAC) (1) – aircraft have an available IPAC for use in the cabin during flight and flight attendants will assist to/from lavatory
- Canes and walkers are permitted as carryon items when travelling (1) – these assistive devices must be stowed in the overhead storage compartment or under the seat when onboard the aircraft (1)
- Electric carts at airport locations (1) – used to transport passengers between concourses within the same terminal (1)
- Staff assistance (1) ensuring that the person is able to board the plane and on time. (1)  
Help them to stow luggage in overhead lockers (1)
- Ramps onto the aircraft (1) easier access onto and off the aircraft (1)
- Staff are trained in sign language (1) to aid communication with hearing impaired passengers
- Priority boarding (1) IPAC wheelchair access down the aisle before other passengers block the route (1)
- Wheelchairs are provided (1) aid disabled passengers to access the aircraft (1)

DO NOT award 'wheelchair' alone

Credit all valid disabilities e.g. hearing, sight

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- (e) Discuss the reasons why some international leisure travellers prefer to use non-direct flights when undertaking a long haul journey. [6]

This is a common feature of many airlines such as with Emirates via Dubai, Qatar via Doha and with Air France via CDG etc. The reasons include:

- convenience of regional departures
- cheaper cost
- better quality service with carrier
- choice of flights/connections
- stopovers
- ability to break the journey etc.

Use level of response criteria

**Level 1 (1–2 marks)** will **identify** up to two appropriate reasons, providing some detail but will be mainly descriptive

**Level 2 (3–4 marks)** can be awarded for an **analysis** of selected reasons, clearly indicating how the traveller is likely to benefit from using such flights

**Level 3 (5–6 marks)** can be awarded for **evaluative comment** about the significance/importance of particular advantages. The better answers will have a reasoned **conclusion**.

**Example**

In the UK, some long-haul destinations, like the Seychelles, are served by a small number of direct flights that depart only from LHR or LGW. Other airlines such as Emirates or Air France will offer daily regional departures connecting via DXB and CDG respectively. This offers convenience (L1), often at a cheaper price (L1). Furthermore, these more established carriers offer higher standards of in-flight service (L2) and make regular travel offers available. Furthermore, passengers can take advantage of a stopover or at least make purchases in the transit destination (L2). This flexibility is attractive to some independent travellers or those who prefer not to travel for more than 6–8 hours without a break (L3).

- 3 (a) Identify from Fig. 3 the following: [4]

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

- %Californian = **69%**
- Country = **UK**
- Transport = **private vehicle/car**
- Reason = **sightseeing/taking a scenic drive**

- (b) Identify from Fig. 3 three outdoor adventure activities popular amongst Yosemite visitors. [3]

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

- Hiking
- Climbing
- Canoeing

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- (c) Explain three ways in which adventure tourism activities can create negative environmental impacts.** [6]

The focus here is on how the activity causes a negative environmental impact. Award one mark for the identification of each of three negative impacts and award a second mark for an appropriate explanation of how this happens in relation to the ACTIVITY. Validity will be influenced by the type of activity and correct responses will include:

- Footpath erosion (1) – over-concentration of hikers (1)
- Wildlife disruption (1) – hunting/spear fishing (1)
- Oil spills/leaks (1) – water and jet skis (1)
- Damaged coral (1) – diving (1)
- Litter/waste (1) – mountain slope camps (1)

Credit all valid impacts related to named adventure tourism activities.

- (d) Explain three advantages to visitors interested in outdoor adventure activities of camping in a national park such as Yosemite.** [6]

Credit is awarded for relevance to undertaking activities. Award one mark for the identification of each of three valid advantages and award a second mark for an appropriate explanatory comment or development. Correct ideas will include:

- Carrying of equipment (skis, ropes etc) is required (1) – car travel to camp site makes this easier (1)
- Flexibility of sites (1) – sites often adjacent to areas where activities take place (1)
- Camping cheap (1) – compared to hotels and B&B (1)
- Free to choose eating options (1) – meals can be taken as required – no set times (1)

Credit all valid reasoning in context and mark to the candidate's advantage.



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- (e) Discuss the different ways in which destinations can manage wildlife to create visitor attractions. [6]

There may be a mixed response to this and candidates may not appreciate the management and attraction link. However, we are to accept all types of animal attraction including:

- Zoos and safari parks
- Sea World and similar themed attractions
- Game parks and wildlife reserves
- 'Pets corner' in various rural attractions
- Turtle farms and similar breeding centres
- Glass bottomed boat trips

Use level of response criteria

**Level 1 (1–2 marks)** will **identify** up to two appropriate types (wildlife attraction) , providing some detail but will be mainly descriptive

**Level 2 (3–4 marks)** can be awarded for an **analysis** of selected types, clearly indicating how each has a slightly different purpose

**Level 3 (5–6 marks)** can be awarded for **evaluative comment** about the significance/importance of particular types. The better answers will have a reasoned **conclusion**.

#### Example

Animal attractions can be found in both urban and rural locations. Urban areas tend to have zoos with purpose built park attractions in suburban areas (L1). Areas of natural beauty such as national parks preserve wildlife (L1) and visitors come to explore. Wildlife parks such as African game parks attract safari visits (L2) and usually have guides. Coastal areas have boat trips to view reefs and glass bottom boat tours are used to cause minimal damage (L2). In most cases the wildlife is left undisturbed and most development of tourism is sustainable in such areas (L3).

- 4 (a) Using Fig. 4 complete the following table by naming each feature. [3]

Award one mark for each of three correct identifications as follows:

- A = **Antarctica**  
 B = **North America**  
 C = **Indian Ocean**

- (b) State the following: [4]

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

- Amazon climate = **Equatorial**
- July in Auckland = **low season**
- San Francisco time = **behind**
- Cairo = **East**

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- (c) Explain **three** factors that have allowed destinations in Asia such as India, Thailand and Singapore to attract 'Medical' tourists from Europe and the USA. [6]

Note that this is about different TYPES of factor that allow MEDC nationals to participate in a niche market of international tourism. Award one mark for the identification of each of three valid factors and then award a second mark for an appropriate explanatory development about each. Correct ideas explaining this trend include:

- Exchange rate \$ (1) – value for money (1)
- Medical facilities (1) – quality of treatment (1)
- High GDP (1) – high standard of living allows ability to travel (1)
- Tour operator packages (1) – matching supply with demand (1)

**DO NOT credit advertising**

Allow reference to things such as **waiting times** and **specialisation** in types of procedure. Credit all valid reasoning in context.

- (d) The development of tourism in some Less Economically Developed Countries (LEDCs) is difficult because of poor infrastructure. Explain **three** negative economic impacts that are often experienced by LEDCs when they undertake large infrastructure developments, such as building airports and roads. [6]

Candidates need to think about a variety of negative economic impacts that are associated with larger scale schemes to develop the infrastructure. Award one mark for the identification of each of three negative impacts and award a second mark for an appropriate explanatory comment about each. Correct ideas will include:

- Tourism development can cost the local government and local taxpayers a great deal of money (1) – taxes may go up or debt increased by borrowing (1)
- Public resources spent on subsidised infrastructure may reduce government investment in other critical areas (1) education and health provision reduced (1)
- Inflation (1) – related to debt/borrowing (1)
- Land values rise in development areas (1) – leads to regional imbalances (1)
- Leakage (1) – foreign skilled labour required and wages leave the country (1)
- Employment becomes polarised (1) – contracts may see labour rates held low (1)

Credit all valid reasoning in context.

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- (e) Discuss the ways in which business tourism has contributed to the development of a destination with which you are familiar. [6]

This is very specific and generic comments not related to a particular example will be subject to a **4Max limit!** We should expect to see comments about some of the following:

- Named facilities – both hotels and venues
- Named events
- Numbers of tourists
- Figures relating to spending
- Business tourism multiplier

Use level of response criteria

**Level 1 (1–2 marks)** will **identify** up to two appropriate features, providing some detail but will be mainly descriptive

**Level 2 (3–4 marks)** can be awarded for an **analysis** of selected features, clearly indicating how the destination is meeting business needs

**Level 3 (5–6 marks)** can be awarded for **evaluative comment** about the significance/importance of particular features. The better answers will have a reasoned **conclusion**.

#### **Example Business tourism in Dubai**

Dubai is well established as the leading exhibition centre in the Middle East and it was recently voted the world's best conference venue (L1). The city combines the facilities and services of one of the world's major international business centres with all the attractions of a top destination. The city now hosts more than 60 major exhibitions annually (L1) as well as numerous conferences, seminars, in-house corporate meetings and the like. Dubai World Trade Centre (DWTC) holds the Middle East's largest convention venue with eight exhibition halls, multiple meeting rooms and two hotels attached to it (L2).

The venue is undergoing a massive expansion that will see more than 20 new towers being built as part of the Dubai World Trade Centre District development (L2). Hosting more than 100 world class-shows annually, DWTC currently welcomes over 1 million visitors and thousands of exhibitors from every corner of the globe to some of the most acclaimed sector specific trade fairs, blockbuster consumer events and prestigious international conferences in Dubai (L3).