

**UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS**

**Specimen for 2005**

**GCE O LEVEL**

**MARK SCHEME**

**MAXIMUM MARK: 100**

**SYLLABUS/COMPONENT: 7096/01**

**TRAVEL AND TOURISM  
Paper 1**





Page 1	Mark Scheme	Syllabus	Paper
	TRAVEL AND TOURISM	7096	1

Q. No.	Expected Answer / Marks available	Mark	A.O.
1 (a)	All of the five rivers mentioned, one mark for each: <ul style="list-style-type: none"> <li>• Rhine</li> <li>• Danube</li> <li>• Moselle</li> <li>• Rhone</li> <li>• Seine</li> </ul> <p style="text-align: right;">(5x1)</p>	5	B1(a) D4(b)
(b)	Look for at least two reasons with some amplification about both aspects for 2 marks each or 4 briefer explanatory statements, one mark for each. Correct ideas include: <ul style="list-style-type: none"> <li>• Main tourism generators – most demand</li> <li>• Euro and Dollar – main world currencies</li> <li>• Likely markets – cultural &amp; heritage tours</li> <li>• Media channels – effective promotion</li> </ul> <p style="text-align: right;">(2x2 or 4x1)</p>	4	A3(b) D4(b)
(c)	Any 3 aspects mentioned, one mark for each and a second mark to be awarded for some development including: <ul style="list-style-type: none"> <li>• World Travel Market – access to potential customers</li> <li>• New global marketing strategy – to increase sales</li> <li>• Re-branding – new promotional opportunities</li> <li>• New brochures for 2003 season</li> <li>• Target markets</li> </ul> <p style="text-align: right;">(3x2)</p>	6	C5(a)
(d)	Accept any 2 appropriate aspects for one mark each with the second mark being awarded for an explanatory comment for each. Valid aspects include: <ul style="list-style-type: none"> <li>• All-inclusive – excellent cuisine</li> <li>• Leisure options – entertainment, sport etc.</li> <li>• High crew-passenger ratio – attentive service</li> <li>• Various ancillary services – tours arranged</li> </ul> <p style="text-align: right;">(2x2)</p>	4	D1(a) D1(c)
(e)	<u>Use level of response criteria</u> Candidates are invited to consider the visiting of remote destinations and thus to explain the appeal of such destinations. Level 1 (1-2 marks) – will be descriptive of some locations but will offer little reasoning. Credit can be given for product characteristics. Credit the smaller Caribbean Islands but Jamaica is not really that remote. Level 2 (3-4 marks) - will have some better examples and the idea of wilderness will be mentioned in the context of either special interest/eco-tourism etc. e.g. Alaska, Norwegian Fiords, Chile, Antarctica. Level 3 (5-6 marks) – will appreciate that high spending customers wish to escape 'mass tourism' locations and will be quite willing to visit exotic, unaltered destinations in comparative cruise ship luxury.	6	B4(a) B4(c)

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Q. No.	Expected Answer / Marks available	Mark	A.O.
2	(a) (i) 25 hours (1)	1	C4(a)
	(ii) 16 hours (1)	1	C4(a)
	(iii) 2.15 hours (allows + 10 mins) (1)	1	C4(a)
	(b) Reus, Barcelona and Girona – one mark for each (3x1)	3	B1(b)
	(c) Look for 2 reasons, one mark for each, and award the second mark for an appropriate explanatory comment for each. Correct ideas will include: <ul style="list-style-type: none"> <li>• In the middle of established holiday area – Costas</li> <li>• Near Barcelona – important short break destination</li> <li>• Market potential – access to 150 million+</li> <li>• Climate – year round season (2x2)</li> </ul>	4	B3(c) A4(b)
	(d) Credit any five appropriate aspects, one mark for each, such as: <ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Attractions</li> <li>• Facilities e.g. restaurants</li> <li>• Leisure opportunities e.g. watersports</li> <li>• Map or plan</li> <li>• Booking procedures (5x1)</li> </ul>	5	D1(a)
(e) Award one mark for each reason and a second mark for an explanatory comment about each. Examples include: <ul style="list-style-type: none"> <li>• So park can monitor sales – fluid pricing</li> <li>• Crowd control – monitor numbers</li> <li>• Sales through agents – wider distribution</li> <li>• Customer service – saves having to queue (2x2)</li> </ul>	4	D2(b)	
(f) Any negative impacts – most will opt for environmental but economic, social and cultural are valid and will be mentioned by better candidates. <u>Use level of response criteria</u> Level 1 (1-2 marks) – will be descriptive and for a list of impacts award only 2 max. Level 2 (3-4 marks) – will have at least two valid impacts treated in some depth e.g. congestion, urban sprawl, water issues, garbage and waste disposal. Level 3 (5-6 marks) – will see that large resort complexes generate a variety of impacts. Look for 3 examples, one of which should be non-environmental such as profits going overseas, mainly casual employment for locals etc.	6	A2(a) A2(b) A2(c) A2(d)	

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Q. No.	Expected Answer / Marks available	Mark	A.O.
3 (a)	Award one mark for each of 3 correct examples from: <ul style="list-style-type: none"> <li>Underwater World</li> <li>Singapore Zoo</li> <li>Jurong Birdpark</li> <li>Night Safari (3x1)</li> <li>Botanical Gardens can be credited (not in 3(b) also)</li> </ul>	3	C4(a)
(b)	Award one mark for each of 3 correct examples from: <ul style="list-style-type: none"> <li>Laguna Golf &amp; Country Club</li> <li>Singapore Indoor Stadium</li> <li>Equinox</li> <li>Zouk</li> <li>Turf Club</li> <li>Cable Car</li> <li>Seafood Centre</li> <li>Raffles Hotel (3x1)</li> </ul>	3	C4(a) D1(a)
(c)	Credit two explanatory statements, with up to one development mark for each, based on ideas such as: <ul style="list-style-type: none"> <li>Singapore's newest, stylish hotel (Fullerton)</li> <li>Strategic locations, convenience and accessibility</li> <li>Singapore's first riverside designer 'hip' hotel</li> <li>International celebrity spotting etc. (2x2)</li> </ul>	4	D3(b)
(d) (i)	Look for 2 statements or one idea in luxury hotel context with development. Valid aspects include: <ul style="list-style-type: none"> <li>Visitor service/tour desk</li> <li>Concierge makes arrangements</li> <li>Phone tour operator direct</li> <li>Credit idea of personal service (2x1)</li> </ul>	2	C3(a) D1(a)
(ii)	Look for 3 aspects of the tour, one mark for each, such as: <ul style="list-style-type: none"> <li>Collect from hotel</li> <li>Transport to site and join group for safari</li> <li>Overnight stay (but no accommodation as such)</li> <li>Viewing wildlife with guide</li> <li>Return hotel (3x1)</li> </ul>	3	D2(a)
(iii)	Credit any valid characteristics if clearly stated but only 1 mark per point if given as a list: <ul style="list-style-type: none"> <li>Foreign language - overseas visitors</li> <li>Product knowledge - to answer questions</li> <li>Trained - to Blue Badge equivalent</li> <li>First Aid - health and safety</li> <li>Good interpersonal skills etc. (4x1 or 2x2)</li> </ul>	4	C2(a)

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Q. No.	Expected Answer / Marks available	Mark	A.O.
(e)	<p><i>Use level of response criteria</i></p> <p>The key is large international airport and <b>variety</b>. Large numbers of passengers fall into leisure, business and VFR and mention should be made of their differing requirements for Level 3.</p> <p>Level 1 (1-2 marks) will tend to list products and services with little attempt at explanation. A named case study may be awarded 3 if accurate.</p> <p>Level 2 (3-4 marks) will link particular products and services with traveller needs e.g. transport, hotels, shops, TIC etc.</p> <p>Level 3 (5-6 marks) will point out that certain products and services are targeted at key visitors and will offer appropriate illustration of leisure versus business needs.</p>	6	D3(b) D3(c)
4	<p>(a) (i) Burial place of Moses</p> <p>(ii) Cave to where Lot and daughters escaped.</p> <p>(iii) Place where John baptized Jesus.</p> <p>(iv) Place where Herod beheaded John the Baptist.</p> <p>(b) (i) This can be set in any place of worship context and one mark is to be awarded for the correct identification of each of three conflicts and a second mark awarded for some appropriate amplification of each. Credit all valid ideas such as:</p> <ul style="list-style-type: none"> <li>• Taking pictures during services – distraction etc.</li> <li>• Improper dress – offends locals</li> <li>• Visitor arrivals – congestion at service times</li> <li>• Tourist mentality – contrasts with devotions</li> <li>• Talking – disturbs prayer etc. (3x2)</li> </ul> <p>(ii) Award one mark for each of 2 correct methods and up to a further 2 marks for a developed explanation of each. Valid ideas will include:</p> <ul style="list-style-type: none"> <li>• Coach parties booked in advance – manages numbers and avoids congestion and service disruption</li> <li>• Use of guides – keeps party under control and prevents noise and damage etc.</li> <li>• Signage – provides information and instruction</li> <li>• Cordon off area e.g. altar to prevent damage and distraction to worshippers (3+3)</li> </ul> <p>(c) Credit all valid suggestions for one mark each, such as: Rome/St Peters, Bethlehem/Church of Nativity, Kairouan in Tunisia/Great Mosque, Turin Cathedral/Shroud etc.</p>	1 1 1 1 6 6 3	B4(b) B4(b) B4(b) B4(b) A2(d) C1(c) B3(a) B4(a)

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Q. No.	Expected Answer / Marks available	Mark	A.O.
(d)	<p><u>Use level of response criteria</u></p> <p>This is quite specific and simply requires candidates to explain how a multi-centre package will be put together. Level 1 (1-2 marks) will correctly itemise the components of the package i.e. transport, transfer, accommodation and meal plan, transfer, transport, other destination(s), transfer, accommodation and transport home.</p> <p>Level 2 (3-4 marks) will take this above the simple and mention the operator negotiation rates and creating a profit margin as well as dealing with different providers to create a specific product.</p> <p>Level 3 (5-6 marks) will talk about the nature of the product in more detail and may well mention variations such as choice of flights, care hire, flexible stays etc. and use industry terminology accurately and appropriately.</p>	6	D2(a)