Cambridge O Level
Travel and Tourism

7096

Paper 1

For examination from 2017

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Contents

Introduction

The main aim of this booklet is to exemplify standards for those teaching Cambridge O Level Travel and Tourism (7096), and to show how different levels of candidates' performance (high, middle and low) relate to the subject's curriculum and assessment objectives.

In this booklet candidate responses have been chosen to exemplify a range of answers. Each response is accompanied by a brief commentary explaining the strengths and weaknesses of the answers.

Each response is annotated with clear explanation of where and why marks were awarded or omitted. This, in turn, is followed by examiner comments on how the answer could have been improved. In this way it is possible for you to understand what candidates have done to gain their marks and what they will have to do to improve their answers. At the end there is a list of common mistakes candidates made in their answers for each question.

This document provides illustrative examples of candidate work. These help teachers to assess the standard required to achieve marks, beyond the guidance of the mark scheme. Some question types where the answer is clear from the mark scheme, such as short answers and multiple choice, have therefore been omitted.

The questions, mark schemes and pre-release material used here are available to download from Teacher Support. These files are:

Question Paper 01, June 2016	
Question paper	0471_s16_qp_01.pdf
Mark scheme	0471_s16_ms_01.pdf
Question Paper 02, June 2016	
Question paper	0471_s16_qp_02.pdf
Mark scheme	0471_s15_ms_02.pdf

Other past papers, Examiner Reports and other teacher support materials are available on Teacher Support at **https://teachers.cie.org.uk**

How to use this booklet

Example Candidate Response – high	Examiner comments
Refer to Fig. 1 (Insert), a map at a public transport interchange in Adelaide, Australia. A public transport interchange is a location where passengers can board different types of transport.	❶ The candidate correctly identifies all three methods of public transport
(a) Identify from Fig. 1 (Insert), the **three** methods of public transport available at the Mawson Interchange.	Inter...
1 ..train.......	Mar...
2 .bus........	
3 ....[3]	❷ T... des... usin... anyw...
(b)	...ge, such as those ...convenient as if ...never you...... ...tourists..... ❸ ...tody..... ...or your own.	❸ T... anyw...

> **Answers** by real candidates in exam conditions. These show you the types of answers for each level.
>
> Discuss and analyse the answers with your learners in the classroom to improve their skills.

> **Examiner comments** are alongside the answers, linked to specific part of the answer. These explain where and why marks were awarded. This helps you to interpret the standard of Cambridge exams and helps your learners to refine exam technique.

How the candidate could have improved the answer

1 (b) In response 2 the candidate needed to transport. Candidates should have stayed in

1 (c) The candidate over explained in respo given to later or more challenging questions.

> This explains how the candidate could have improved the answer. This helps you to interpret the standard of Cambridge exams and helps your learners to refine exam technique.

Common mistakes candidates made in this question

Not staying in the context of the questions, helped candidates to be focused and speci context when reading the question to focus

Not using correct and specific terminology

> This section lists the common mistakes candidates made in answering each question. This will help your learners to avoid these mistakes at the exam and give them the best chance of achieving a high mark.

Assessment at a glance

Candidates take:	
Paper 1 Core Paper Short answer question paper (60% of total marks)	2 hours 100 marks

and either:		or:	
Paper 2 2½ hours Alternative to Coursework Short answer question paper, based primarily on Unit 5 of the syllabus (40% of total marks) 100 marks		**Paper 3** Coursework Investigation (max 3000 words) Centre-based assessment, directed towards Unit 6 of the syllabus (40% of total marks) 60 marks	

Teachers are reminded that the latest syllabus is available on our public website at **www.cie.org.uk** and Teacher Support at **https://teachers.cie.org.uk**

Paper 1 – Core paper

Question 1

Example Candidate Response – high	Examiner comments
Refer to Fig. 1 (Insert), a map at a public transport interchange in Adelaide, Australia. A public transport interchange is a location where passengers can board different types of transport. (a) Identify from Fig. 1 (Insert), the **three** methods of public transport available at the Mawson Interchange. 1 ...train.. 2 .bus.. 3 ...taxi ❶..[3] (b) Describe **two** likely benefits to tourists of using a public transport interchange, such as those shown in Fig. 1 (Insert). 1 ..It can transport you anywhere in the city, ❷ which is convenient as if you have to make several stops and you can go whenever you would like wherever you need to, which is a benefit to tourists especially if they don't know their way around the city already. ❸ 2 .it is cheap as you don't have to pay for yet gas or your own car. it also eliminates any costs of parking as you don't need a your own car. You can also travel cheaply in large groups on a this public transport while still all being in the same vehicle. ❹ ....[4]	❶ The candidate correctly identifies all three methods of public transport available at Mawson Interchange. Mark awarded for (a) = 3 out of 3 ❷ The candidate correctly describes one correct benefit of using a public transport interchange: 'it can transport you anywhere in the city'. ❸ The benefit ('transport you anywhere') is fully developed here. ❹ The second benefit given here does not answer the question; it identifies and explains the benefit of public transport in general rather than a public transport interchange specifically. Mark awarded for (b) = 2 out of 4

Example Candidate Response – high, continued	Examiner comments
(c) Many large city destinations suffer from overcrowding and congestion in their central areas. State and explain **three** ways in which destinations try to reduce these problems. 1. Public transport ⑤ — many people can travel on the same vehicle which decreases congestion as there is less traffic ⚡Overcrowding on the road. ⑥ .... 2. Overpasses ⑦ — this allows many roadways to be erected in different directions while still using the same plot of land. It decreases congestion and overcrowding as it allows more roadways for people to travel on, yet still conserves space. ⑧ 3. Sidewalks & bike trails ⑨ allow for people and bikers to be out of the way of the road for vehicles ⑩ so that they can get where they need to be easier and not be walking or biking amidst heavy vehicle traffic which reduces overcrowding & [6] congestion in large city's central areas	⑤ The candidate correctly states a way in which destinations try to reduce the problems of overcrowding and congestion. ⑥ The candidate explains clearly how public transport reduces overcrowding and congestion. ⑦ The candidate correctly gives 'overpasses' here. ⑧ The candidate explains how an overpass reduces overcrowding and congestion. ⑨ The candidate correctly gives 'sidewalks' and 'bike trails'. ⑩ The candidate explains clearly how sidewalks and bike trails reduce overcrowding and congestion. Mark awarded for (c) = 6 out of 6

Example Candidate Response – high, continued	Examiner comments
(d) Tourist attractions located in city destinations will often have to manage a large number of visitor arrivals. Explain **three** ways that such attractions manage visitor arrivals to avoid congestion at their entrances. *queues* ⑪ 1 ~~access~~ line up queues which allow people to wait in organized lines so that everybody isn't just crowding around the entrances wanting to get in ⑫ & ensure an organized order to the admission & entrance process. 2 Tickets - many attractions require tickets to create a faster admission time which allows for less congestion at the entrance. Many attractions will ~~even~~ require pre-paid tickets ⑬ that are purchased beforehand to allow for the lowest waiting time as possible ⑭ *at the* & entrance ⑮ 3 Promote discounts for a time in the day where less visitors come so that less people come at once, & some come later to for the discounted price so that there is less congestion at one time at the entrance and the number of visitors is more even throughout the day. ⑯ ......[6]	⑪ The candidate correctly identifies 'line up queues' in the context of entrances to attractions here. ⑫ The candidate clearly explains how queues reduce congestion at entrances. ⑬ The candidate correctly gives 'pre-paid tickets' here. 'Tickets' alone would be too vague. ⑭ The candidate explains how pre-paid tickets help to manage congestion at the entrances to attractions. ⑮ The candidate correctly explains a way that is relevant to the context. ⑯ The use of discounted prices at less busy times is clearly explained here. Mark awarded for (d) = 6 out of 6

Example Candidate Response – high, continued	Examiner comments
(e) Some attractions will receive complaints from customers regarding their visitor experience. Discuss how such complaints are likely to be dealt with. These complaints are likely to be cared with respect and care for the customer, using the LEARN method. They will listen patiently to **(17)** the complaint without arguing and empathize with the customer's **(18)** complaint and feelings. Then, they [the staff] will apologize for the complaint [experience &] inconvenience and assure them that measures will be taken to make it right or compensate the customer. The staff will then **(19)** react to the complaint and take action. They will also record the complaint so that they have a reference if there are other similar complaints. The staff dealing with the complaint will act immediately to rectify the situation, not wait for someone else to do it or postpone doing it. Once necessary actions have been made to solve the problem, the customer should be called or mailed with a **(20)** .... [6] description of what was done to rectify their complaint. [Total: 25]	**17** The candidate identifies an appropriate action. **18** The candidate identifies a further appropriate action. **19** Appropriate analysis, showing how an organisation deals with complaints. Level 2. **20** Appropriate analysis, showing how an organisation deals with complaints. Level 2. Mark awarded for (e) = 4 out of 6 **Total marks awarded = 21 out of 25**

How the candidate could have improved the answer

(b) For 2, the candidate needed to describe two benefits of using a public transport interchange, rather than public transport in general. The candidate should have been focused on the question throughout their answer.

(c) The candidate over-explained their answers for 2 and 3. Being more concise could have allowed more time to be given to later or more challenging questions.

(d) The candidate over-explained their answer to 1 and could have improved by being more concise.

(e) This response was mostly descriptive, with some elements of weak analysis. The candidate needed to develop their response more by analysing and evaluating more fully how the organisation and/or customer would benefit from dealing with complaints effectively.

Example Candidate Response – middle	Examiner comments

Refer to Fig. 1 (Insert), a map at a public transport interchange in Adelaide, Australia. A public transport interchange is a location where passengers can board different types of transport.

(a) Identify from Fig. 1 (Insert), the **three** methods of public transport available at the Mawson Interchange.

1 Train

2 Bus

3 Taxi **1** [3]

1 The candidate correctly identifies all three methods of public transport available at Mawson Interchange.

Mark awarded for (a) = 3 out of 3

(b) Describe **two** likely benefits to tourists of using a public transport interchange, such as those shown in Fig. 1 (Insert).

1 They can refrain from getting lost. They can park their private vehicals and choose a method of transport that is suitable and that would get them to their destination **2** getting lost without much efro **3**

2 They can switch from their initial mode of transport eg: train, to another one eg: taxi, **4** and reach their destinations with without any hassle **5** [4]

2 The candidate correctly describes a benefit of using the interchange ('park and choose a suitable method of transport').

3 The candidate correctly and concisely describes the benefit to tourists.

4 The candidate describes a suitable benefit ('switch mode of transport') and develops the description with a concise example to ensure that their meaning and the context are clear.

5 The candidate correctly describes the benefit to tourists.

Mark awarded for (b) = 4 out of 4

(c) Many large city destinations suffer from overcrowding and congestion in their central areas.

State and explain **three** ways in which destinations try to reduce these problems.

1 The city could improve that destinations infrastructure. The city can start development projects which would improve it's infrastructure eg: roads, To handle a larger number of people **6**

2 The city destination could limit the number of people entering. The city could take measures to limit the number of people entering the destination at any given time. **7**

3 The city destination could expand it's area. The destination could expand and merge with neighbouring areas to increase it's carrying capacity as well as it's business sectors **8** [6]

6 The candidate is awarded one benefit of the doubt mark here. Although the response is a little unclear, it has some correct elements ('improve infrastructure, e.g. roads', 'to handle a larger number of people').

7 The candidate's response is too vague and does not mention or explain exactly how numbers could be limited.

8 The candidate does not answer the question

Mark awarded for (c) = 1 out of 6

Example Candidate Response – middle, continued	Examiner comments

(d) Tourist attractions located in city destinations will often have to manage a large number of visitor arrivals.

Explain **three** ways that such attractions manage visitor arrivals to avoid congestion at their entrances.

1 Tourists attractions can impose time limits for each person. The attraction could devolope a system were there is a time limit on how long a person is valid to stay here. after the limit is up the customer will have to exit the premises **9**

2 The att tourist attraction could have ~~hosted~~ guided tours around its premisis. If the attraction is a heritage site a guided tour would reduce the amount of time a customer would spend in one location ~~so~~ while gathering information. **10**

3 The tourist attractions could intrduce certain bussinesses that would delay customers. This would allow the attraction to handle and amount of people entering and exiting with -out ~~sohaving~~ it's profits ~~affected~~ or customer sah'sfaction affected **11** [6]

9 This response is not valid as it is not relevant to the question (about managing arrivals to avoid congestion at entrances).

10 This response does not answer the question

11 This response is vague.

Mark awarded for (d) = 0 out of 6

(e) Some attractions will receive complaints from customers regarding their visitor experience.

Discuss how such complaints are likely to be dealt with.

The attraction would firstly aplogize to the customer. **12** This would create a form of acknouledgement of the customers pain dissatifaction. ~~Depending on~~ The attraction would ask the customer whey was he/she unhappy **13** This provides the attraction with the reason information of why they were dissatified and come up with a plan to avoid it. in f the future. **14** The attraction could give the customer some sort of gift product eg: ~~free refund~~ to the customer if the complaint was genuine ; & so that the customer would ~~happonetiatly~~ pontially come back **15** [6]

12 The candidate identifies a correct way to deal with complaints ('firstly apologise').

13 The candidate identifies another correct way to deal with complaints.

14 Clear analysis of how the attraction will benefit from dealing with complaints well, reinforced by the point about action to be taken ('plan to avoid it in the future').

15 Some evaluation of how the attraction could take action and the benefit of this to the attraction.

Mark awarded for (e) = 5 out 6

Total mark awarded = 13 out of 25

How the candidate could have improved the answer

(c) The candidate needed to be more specific for point 1, for example, 'build ring roads'. To improve points 2 and 3, the candidate should have kept their answer focused on the question. For point 2, the candidate needed to state exactly how they would have limited numbers of people and ensured that their response was relevant, for example, alternate-day travel. Again, point 3 needed to be more specific, stating and explaining a specific strategy.

(d) All the points given here needed to be more specific and more focused on the question about avoiding congestion at the entrances to visitor attractions.

(e) The candidate should have provided fuller evaluation of the benefits to an attraction of dealing with customer complaints. This would have earned the response a full 6 marks (Level 3).

Example Candidate Response – low	Examiner comments
Refer to Fig. 1 (Insert), a map at a public transport interchange in Adelaide, Australia. A public transport interchange is a location where passengers can board different types of transport. **(a)** Identify from Fig. 1 (Insert), the **three** methods of public transport available at the Mawson Interchange. 1 ... Train 2 ... ~~Bus~~ Bus **1** 3 ... Taxi ... [3] **(b)** Describe **two** likely benefits to tourists of using a public transport interchange, such as those shown in Fig. 1 (Insert). 1 Saves Money :- Tourists using public transport helps save their money ~~es~~ because they dont have to waste their money on renting a car and ~~itt~~ instead using their money for other essential reasons **2** 2 ~~Explore~~ Able to explore more of the country **3** Tourists using public transport allows them to explore more of the city allowing them to have a unique experience and to be able to see more items of **4** [4] interest. **(c)** Many large city destinations suffer from overcrowding and congestion in their central areas. State and explain **three** ways in which destinations try to reduce these problems. 1 Placing a limit on the people allowed to enter :- Placing a limit on the amount of people who can visit these destinations helps to avoid over crowding and congestion. **5** 2 Seperate Walking paths : Having seperate walking paths helps to seperate areas of the destination making it easier and direct for people to go to instead of over-crowding the area it's self. **6** 3 Given Directions :- Tourist having the ~~stro~~ straight directions to where they wanna go for example on a map of the destination makes it more convinent for the visitors and people at the destination. **7** [6]	**1** The candidate correctly identifies all three methods of public transport available at Mawson Interchange. Mark awarded for (a) = 3 out of 3 **2** The candidate does not answer the question. The response describes the benefits of public transport, not a public transport interchange. **3** The candidate's response is vague ('explore more') and not specific to an interchange. **4** Here the candidate is describing public transport, not the benefits of an interchange. Therefore the response does not answer the question Mark awarded for (b) = 0 out of 4 **5** The candidate is not specific and does not mention a way of limiting the number of people. **6** The response is vague; it is not clear that the strategy is for a large city destination nor is it clear how this would reduce congestion and overcrowding. **7** The candidate's response is wrong. This ('given directions') is not a valid way that city destinations reduce these problems. Mark awarded for (c) = 0 out of 6

Example Candidate Response – low, continued	Examiner comments

(d) Tourist attractions located in city destinations will often have to manage a large number of visitor arrivals.

Explain **three** ways that such attractions manage visitor arrivals to avoid congestion at their entrances.

1 ~~Tourism~~ Tourism Carrying capacity :- When there is a limit to the amount of visitors that can visit a particular attraction or destination, this helps to avoid over crowding. **8**

2 ....

....

....

....

3 ....

....

....

....[6]

8 The candidate's answer here is not valid and not relevant to the context of visitor attraction entrances.

Mark awarded for (d) = 0 out of 6

(e) Some attractions will receive complaints from customers regarding their visitor experience.

Discuss how such complaints are likely to be dealt with.

Complaints should be handled in an efficient way and ~~that~~ the matter should be solved. It is important to listen carefully **9** to the customers complaint with an open mind and to let them know that the matter will be looked into. Who ever is dealing with the customer should always apologise in general terms **10** for the inconvinence caused. The member of staff dealing with the customer should never argue as the aim is to solve the problem, if the member of staff cant find a solution to the problem it should be refered to the manager **11** The best solution is to agree to the solution of the customer because they will be satisfied and the problem will be fixed. **12** [6]

9 The candidate correctly identifies a way that complaints are likely to be dealt with ('listen carefully').

10 The candidate identifies a further way that complaints are likely to be dealt with ('apologise in general terms'), earning the maximum marks available (2); they needed to move on to analysis and then evaluation to gain further marks.

11 The candidate discusses further action that may be taken when a member of staff is unable to deal with a complaint.

12 Further analysis is provided by discussing how the customer benefits from the action taken.

Mark awarded for (e) = 4 out of 6

Total mark awarded = 7 out of 25

How the candidate could have improved the answer

(b) This question required candidates to describe the benefits of a public transport interchange, not public transport in general, as described here.

(c) The candidate needed to be more specific and relevant to the question (large city destinations and reducing congestion and overcrowding). Point 2 could have been improved by making it more specific and using the correct terminology, e.g. *pedestrianizing.* Point 3 suggested a way that cannot be controlled by a large city/destination and is therefore not relevant.

(d) The response given was not relevant to the question. Carrying Capacity is determined by many factors, many of which are not controllable by the attraction, e.g. fire and safety limits. Similarly, adherence to Carrying Capacity does not reduce congestion at entrances, which was the subject of the question.

(e) The response was well structured and developed. However, the candidate also needed to evaluate or conclude how methods of dealing with complaints would contribute towards a successful future for an attraction.

Common mistakes candidates made in this question

Many candidates did not focus their answers closely enough on the questions. Identifying the context more accurately when reading the questions would have helped candidates to be focused and specific in their responses. Candidates could highlight/underline the specific context when reading the question in order to do this.

Not using correct and specific terminology was also a common mistake.

In this question and overall in the paper, there was a lack of focused evaluation in questions requiring longer answers.

Question 2

Example Candidate Response – high	Examiner comments
Refer to Fig. 2 (Insert), a map showing some of the world's major features and selected tourist destinations. **(a)** Using Fig. 2 (Insert), complete the following table by naming each feature. | Feature	Name
Continent A	South America
Land mass B	Australia
Ocean C	Pacific Ocean | [3] **(b)** State the following: • the term that best describes the climatic conditions in Singapore Tropical Monsoon (monsoon) • whether average July temperatures in Auckland will be higher or lower than average January temperatures ↘ winter ↘ Summer Lower • whether local time in Berlin is in advance of or behind local time in Rio de Janeiro Advanced • whether tourists visiting the Maldives are at risk or not at risk from tropical storms between May and November Yes [4]	**1** The candidate correctly names three of the features on the map in the insert. Mark awarded for (a) = 3 out of 3 **2** The correct answer to this question is *Equatorial*. **3** The candidate correctly states the three other climatic conditions in Singapore. Mark awarded for (b) = 3 out of 4

Example Candidate Response – high, continued	**Examiner comments**
(c) Jamaica is a popular tourist destination shown in Fig. 2 (Insert). It regularly attracts over 1.5 million visitors a year from the USA and Canada. Explain how **each** of the following is likely to influence this trend. • Jamaica's geographical position in the world Jamaica is located quite near to the USA and Canada, compared to other nations, so it is easy for visitors to access it and doesn't take too long to arrive there. **5** **4** • Jamaica's climate The climate is tropical, so it is very hot and sunny for the majority of the year, making it appeal to citizens of the temperate and often cold and rainy countries of the USA and Canada. **6** • the fact that Jamaica is a less economically developed country (LEDC) LEDC's tend to be cheaper than MEDC's (such as the USA and Canada), therefore people from these countries will be attracted because they can get more for their money and it is cheap for them. **7**	**4** The candidate cites Jamaica's geographical position, which is relevant here ('near to the USA and Canada'). **5** The candidate develops the point about the influence of location here ('easy for visitors ... doesn't take too long to arrive there'). **6** The candidate shows correct knowledge ('the climate is tropical') and its relevance to the context ('USA and Canada'), explaining how these influence the trend ('appeal to citizens of the USA and Canada ... where weather is often cold and rainy'). **7** The candidate shows knowledge and understanding in this context (USA and Canada as MEDCs), then goes on to explain how this fact is likely to influence the trend ('get more for their money and it is cheap for them'). Mark awarded for (c) = 6 out of 6

Example Candidate Response – high, continued	Examiner comments
(d) The Jamaican Tourist Board (JTB) is responsible for <u>marketing and promoting Jamaica</u> worldwide. State and explain **three** ways in which the JTB is likely to fulfil its role to promote and market out of country. 1 The JTB is likely to operate several overseas information offices, ⑧ which help inform people about what Jamaica has to offer and persuade them to visit. ⑨ 2 The JTB is likely to organise or be present at expo's or trade shows around the world ⑩ in order to promote the destination in a good light to entice people to visit ⑪ 3 The JTB is likely to organised campaigns and branding Jamaica to make it more attractive ⑫ to a large audience which can be shown on television and encourage more visitors from other countries. ⑬ ....[6]	⑧ The candidate states a valid way that is relevant to the question. ⑨ The candidate explains the role of information offices in promoting and marketing. The response is clear, concise and relevant ('overseas'). ⑩ The candidate states a correct way ('present at expos or trade shows') which is clearly relevant ('around the world'). ⑪ The candidate develops their explanation of the role of expos or trade shows in promoting and marketing Jamaica ('entice people to visit'). ⑫ The candidate cites a correct way here. Just 'branding' or 'television' on their own would have been too vague. However, the combination of these two elements earns the response full marks. ⑬ The candidate elaborates these points ('large audience ... encourage more visitors'). Mark awarded for (d) = 6 out of 6

Example Candidate Response – high, continued	**Examiner comments**
(e) Jamaica is famous for its 'Reggae' music. Many destinations offer opportunities for visitors to enjoy music, dance or other types of performance in a cultural setting. With reference to **one** example, assess the appeal of a cultural performance to tourists. Chosen example New Zealand – Maori Tribe *[Handwritten response:]* Cultural performances by the Maori are tend to be highly appealing to tourists. This is because they are often unique and a one-of-a-kind experience, not possible anywhere else to be watched. The performances are often highly entertaining and fascinating exciting to watch. For example in New Zealand, the indigenous Maori tribe perform dances, such as the traditional Haka and sell crafts tourists greatly appreciate the authenticity of these performances and they how much they are special are valued by the locals is reflected to them, making them value the performances values. [6]	**14** The candidate successfully identifies a cultural performance ('dance') that is relevant to the question and the chosen example. **15** Selling crafts is not a cultural performance, therefore not creditworthy. **16** The candidate shows advanced knowledge and understanding by identifying the appeal to tourists ('authenticity'), taking this response into Level 2. **17** The candidate evaluates the benefits of the cultural performance (dance) to the locals, showing some knowledge of sustainable tourism. Mark awarded for (e) = 5 out of 6 **Total mark awarded = 23 out of 25**

How the candidate could have improved the answer

(a) The candidate's knowledge of the ocean was incorrect; the required response was *Pacific*.

(b) The candidate's knowledge of the climatic conditions was incorrect; the required response was *Equatorial*.

(e) The candidate needed to offer some further evaluation or conclusion to earn full marks. One suggestion for this would be to expand and develop the link to sustainable tourism.

Example Candidate Response – middle	Examiner comments

Refer to Fig. 2 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 2 (Insert), complete the following table by naming each feature.

Feature	Name
Continent A	South America
Land mass B	Australia
Ocean C	North Pacific Ocean ①

[3]

(b) State the following:

- the term that best describes the climatic conditions in Singapore

  Equatorial ②

- whether average July temperatures in Auckland will be higher or lower than average January temperatures

  Higher ③

- whether local time in Berlin is in advance of or behind local time in Rio de Janeiro

  Advance ④

- whether tourists visiting the Maldives are at risk or not at risk from tropical storms between May and November

  Not at risk from tropical storms ⑤ [4]

Examiner comments:

① The candidate correctly names all three features.

Mark awarded for (a) = 3 out of 3

② The candidate correctly states the climatic conditions in Singapore.

③ The correct answer is *lower*.

④ The candidate correctly states that the local time is in advance of Rio de Janeiro.

⑤ The correct answer here is *they are at risk*.

Mark awarded for (b) = 2 out of 4

Example Candidate Response – middle, continued	Examiner comments
(c) Jamaica is a popular tourist destination shown in Fig. 2 (Insert). It regularly attracts over 1.5 million visitors a year from the USA and Canada. Explain how **each** of the following is likely to influence this trend. • Jamaica's geographical position in the world If Jamaica's geographical position in the world is tropical; this means that it is likely to attract more of tourist who like destination with hot weathers. **6** • Jamaica's climate Jamaica's climate is Tropical meaning it's at alway hot **7** this is likely to discourage tourists to who hate the Hot weather from coming. visiting the destination. **8** • the fact that Jamaica is a less economically developed country (LEDC) This means that Jamaica will not be able to cater to all the tourists needs, this might be discouraging to some but to others it can be as a way to explore more of the destination instead. **9** [6]	**6** The candidate's response is vague and does not answer the question. **7** The candidate correctly explains that the climate is tropical. **8** The explanation here is incorrect and not relevant to the question. It does not explain how the nature of Jamaica's climate influences 1.5 million USA and Canadian tourists. **9** The candidate's response is not relevant. The question asks candidates to explain how the fact that Jamaica is an LEDC may have influenced the large numbers of US and Canadian visitors. Mark awarded for (c) = 1 out of 6

Example Candidate Response – middle, continued	Examiner comments
(d) The Jamaican Tourist Board (JTB) is responsible for marketing and promoting Jamaica worldwide. State and explain **three** ways in which the JTB is likely to fulfil its role to promote and market out of country. 1 Increase Development :- Increasing development in Jamaicas can help attract more tourist making it develop even more, this will help promote and market the destination. **10** 2 Attracting tourists online :- The web is the best way to get attention so it can be used to try to attract more visitors into the country. **11** 3 ....[6]	**10** The candidate's response is incorrect. Development is not a function of tourist boards. **11** The candidate correctly states one way ('online'). However, the explanation is not developed enough to be awarded the second mark. Mark awarded for (d) = 1 out of 6

Example Candidate Response – middle, continued	**Examiner comments**
(e) Jamaica is famous for its 'Reggae' music. Many destinations offer opportunities for visitors to enjoy music, dance or other types of performance in a cultural setting. With reference to **one** example, assess the appeal of a cultural performance to tourists. Chosen example .... National Arab Dances. Tourist having their own culture are always eg eager to learn more and learning about the culture of other countries can be very exciting for them. A cultural performance is a fun and interesting way for tourist to enjoy their time and enjoy the culture of another country. The Many factors like the music⑫ the clothes, the dances⑬ attract tourists to watch these cultural performances and it also allows the country to represent themselves and their culture, allowing them to be proud of themselves and the history and culture they live in.⑭ ....[6]	⑫ The candidate correctly identifies one cultural performance ('music'). ⑬ The candidate correctly identifies a further cultural performance ('dances'). ⑭ The candidate goes on to analyse the benefit of cultural performances to the host country. However, there is limited reference to the rather vague chosen example, which limits the analysis marks awarded. Mark awarded for (e) = 3 out 6 **Total mark awarded = 10 out of 25**

How the candidate could have improved the answer

(b) The candidate needed more thorough knowledge of climatic conditions and seasons.

(c) The candidate needed to keep the whole of their answer focused on the question. They included some valid explanation; however, most of the response was not relevant to the trend of Jamaica having become a popular tourist destination attracting 1.5 million visitors from the USA and Canada.

(d) The candidate's response for point 1 was not valid, as development is not a function of a tourist board. To improve response 2, the candidate needed to explain how or why a website could promote Jamaica, mentioning its benefits in terms of content and information.

(e) The candidate needed to be more specific to earn higher marks. The first half of the response is not creditworthy as it does not answer the question. If a more specific example had been given, this could have been avoided. The candidate could have assessed the characteristics of the cultural performances, for example. Although the analysis at the end is similar to the analysis shown in the high response example, the analysis marks were limited due to the vaguely referenced example. This highlights the need to give accurate and specific examples when the question requires it.

Example Candidate Response – low	Examiner comments

Refer to Fig. 2 (Insert), a map showing some of the world's major features and selected tourist destinations.

(a) Using Fig. 2 (Insert), complete the following table by naming each feature.

Feature	Name
Continent A	~~No~~ South America
Land mass B	Austria
Ocean C	Pacific ocean

[3]

1 The candidate correctly names all three features.

Mark awarded for (a) = 3 out of 3

(b) State the following:

- the term that best describes the climatic conditions in Singapore

  .... Hurricanes, cyclones and winter ....

- whether average July temperatures in Auckland will be higher or lower than average January temperatures

  .... Higher ....

- whether local time in Berlin is in advance of or behind local time in Rio de Janeiro

  .... Behind ....

- whether tourists visiting the Maldives are at risk or not at risk from tropical storms between May and November

  .... Not at risk **2** ....[4]

2 All four answers are wrong.

Mark awarded for (b) = 0 out of 4

Example Candidate Response – low, continued	**Examiner comments**
(c) Jamaica is a popular tourist destination shown in Fig. 2 (Insert). It regularly attracts over 1.5 million visitors a year from the USA and Canada. Explain how **each** of the following is likely to influence this trend. • Jamaica's geographical position in the world The country Jamaica is positio in the tropic of cancer where the weather of not much of coldestor exthem hot. It in the north America. **3** • Jamaica's climate The climate season with will be good summer and not much of winter. It alway stan sunny to go out to the beach. **4** • the fact that Jamaica is a less economically developed country (LEDC) They have informal employment where if more tourist visit because it can increase government economically and other facilites to the country. **5** [6]	**3** The candidate's response is vague and not relevant to the question. **4** The candidate's response correctly explains some characteristics of a tropical climate, so one mark has been awarded. There is no further development or link to the question for the second mark. **5** The candidate's response does not answer the question. Mark awarded for (c) = 1 out of 6

Example Candidate Response – low, continued	**Examiner comments**
(d) The Jamaican Tourist Board (JTB) is responsible for marketing and promoting Jamaica worldwide. State and explain **three** ways in which the JTB is likely to fulfil its role to promote and market out of country. 1 Direct communication with others travel & tourism group to go on busines trip to teamwork up to improve tourist income to the country. **6** 2 Advertise make the world know about Jamaica **7** by attract of video magazine and in commercial advert. **8** Let tourist customer. 3 Sales and promotion the location pricing and product. Packaging for leisure tourist and encourage them. Abta on summer holidays. **9** [6]	**6** The candidate correctly mentions overseas visits and expos. Although this point is not explained well, the meaning is clear enough so the candidate was awarded BOD. The response is too vague to be credited with the second explanation mark. **7** The candidate correctly states a method ('advertising') in the correct context ('make the world know'). **8** The candidate provides further explanation of this method ('advertising'). **9** The candidate's response is not a method used by JTB or other national tourist boards. National tourist boards do not set prices, promotions or packages. Mark awarded for (d) = 3 out of 6

Example Candidate Response – low, continued	Examiner comments
(e) Jamaica is famous for its 'Reggae' music. Many destinations offer opportunities for visitors to enjoy music, dance or other types of performance in a cultural setting. With reference to **one** example, assess the appeal of a cultural performance to tourists. Chosen example ...... Music festival in USA have times where their singers come for music award such as billboard music award and MTV music award or cluture things and other place in Brazil have music festival en' as the carnival dance group where tourst go tourist and watch the amazing music and dance. The social of beauitful colours and it attraction of Rio de Janiro. The compctitors other dance in the morning of paled lining up of differance music and dance. The world got excited [6] for festival in Brazil. The carnival music and dance. [Total: 25]	⑩ The candidate identifies a correct cultural performance ('dance'), in the context of the example of Brazil. ⑪ The candidate identifies another correct cultural performance ('music'), in the context of the Brazil carnival. ⑫ The candidate does not analyse any of the cultural performances in the context of the question (i.e. its appeal to tourists), so is limited to Level 1. Mark awarded for (e) = 2 out of 6 **Total mark awarded = 9 out of 25**

How the candidate could have improved the answer

(b) The candidate needed more thorough knowledge of climatic conditions and seasons.

(c) For response 1, the candidate needed to keep their answer focused specifically on the question. For response 2, the candidate again needed to keep their answer focused on the question. The candidate does not explain how its climate has influenced the trend of Jamaica being a popular tourist destination regularly attracting 1.5 million visitors from the USA and Canada. For response 3, the candidate needed to explain how the fact that Jamaica is an LEDC makes travel to and around Jamaica cheap for tourists from MEDCs such as USA and Canada.

(d) The candidate's response for 1 needed to be more specific with further development explaining how this method would help JTB to fulfil their role. The candidate also needed to use the correct terminology.

(e) The candidate needed to develop their chosen example more to analyse exactly how the cultural performance appeals to tourists. The command word in the question indicated what was required. The candidate needed to do more than give a simple explanation or description of the cultural performance. They then needed to evaluate the points raised, possibly offering some conclusion. As seen with the previous examples, one obvious evaluative point is to make a link with the effect on the host population, e.g. responsible tourism, or economic and social advantages and disadvantages.

Common mistakes candidates made in this question

Weaknesses in geographical knowledge and failing to focus on the questions in a specific way were common mistakes.

Question 3

Example Candidate Response – high	Examiner comments
Refer to Fig. 3 (Insert), a news item about Emirates' flights from Dubai to Nigeria. (a) Identify from Fig. 3 (Insert), the following: • the number of destinations in Africa served by Emirates in 2014 ......26.. • the number of seats per week Emirates had made available to Nigeria in 2014 ....~~17,200~~..12,.200.. • the number of Emirates' flights per week in 2004 from Dubai to Lagos ....4..❶..........[3] (b) Emirates is a scheduled airline offering passengers different classes of travel. Describe **two** features of business class travel on an airline such as Emirates. Quality of service 1 ~~Initi~~– many business class travel comes with a much higher ❷ quality of service. The hosts & hostesses ~~tend to~~ ensure that the traveller is comfortable & completely taken care of on a regular basis. ❸ 2 increased products – business class travellers often have a much wider range of products that comes with their ~~ticket~~ such as a large, comfortable chair that folds into a bed, a mini table, more food options, much more space overall, and a higher baggage limit. ❹ [4]	❶ The candidate successfully identifies all three items from Fig. 3. Mark awarded for (a) = 3 out of 3 ❷ The candidate successfully describes one feature of business class travel. ❸ The candidate successfully develops the description by giving more detail and linking this to the traveller. ❹ The candidate describes the features that are often included in business class. Mark awarded for (b) = 4 out of 4

Example Candidate Response – high, continued	**Examiner comments**
(c) Explain **three** advantages to passengers of making their international journeys via a hub airport such as Dubai. 1 Better itinerary – most flight journeys passing through major hub airports such as Dubai have much better itineraries such as a shorter layover. This is an advantage as passengers arrive **⑤** at their destinations earlier. **⑥** 2 It allows the passengers with a good lots of activities and sites if they do have a long layover as they can see the sites, go for a walk, and have a much wider range of activities to fill their layover while they wait for their next flight. **⑦** 3 If something goes wrong with your flight and is cancelled for example, hub airports have a much better chance of finding another flight to take you to your destination faster, as as many non-hub airports have sometimes only 1 flight to the destination per day or week. **⑧** (d) Airline cabin crew are responsible for delivering front line customer service. State **three** different types of training usually given to travel and tourism front line staff and in **each** case explain how customers are likely to benefit as a result. Training 1 First Aid **⑨** How customers benefit If something goes wrong and there is a a health emergency for one of the customer, the crew would have basic knowledge of how to deal with it befo while a plan is made. **⑩** Training 2 Currency Customer Service **⑪** How customers benefit Customers who have a problem or complaint are being dealt with through knowledge & customer training so they will have a better experience if the crew know how to deal with customer complaints properly. **⑫** Training 3 Currency exchange Simple mathematics & calculations. Purchasing products will recieve the **⑬** How customers benefit Customers from different countries with different correct currencies amount of change, and the crew will ensure that they know how much the products & how much change to give the **⑭** customer. [6]	**⑤** The candidate correctly cites one advantage. **⑥** The candidate explains how passengers benefit ('arrive at their destinations earlier'). **⑦** The candidate correctly gives a relevant advantage, but the explanation is limited. **⑧** The candidate gives an advantage that is not correct in this context. Mark awarded for (c) = 3 out of 6 **⑨** The candidate states a correct type of training. **⑩** The candidate correctly explains the benefit to the customer ('health emergency ... deal with it while a plan is made') **⑪** The candidate states a correct type of training. **⑫** The candidate provides an excellent explanation of how customers benefit. **⑬** The candidate states a correct type of training. **⑭** The candidate explains the benefit to customers. Mark awarded for (d) = 6 out of 6

Example Candidate Response – high, continued	**Examiner comments**
(e) Many travel agencies now offer a range of cheap flights. Discuss the ways in which cheap flights are likely to be promoted to customers by a travel agency. It is cheap, so they will promote the price difference of the cheap flight as opposed to the more expensive flights. And promote them to customers who are on a tighter budget or wish need to save money. Usually cheap flights also have empty seats, so it is easy to book a ticket last minute for people who need to get places in a rush. Travel agents would also promote cheap flights by saying that your free ticket doesn't include luggage limits, so if people are travelling light & have no luggage, they don't have to pay for their luggage costs as part of their ticket. Travel agencies would promote cheap flights online as well as it reaches a lot of people without having to travel, as well as the internet is easily accessible and also is cheap. ....[6]	15 The candidate correctly identifies a valid method of promotion. 16 The analysis is correct here and mentions the benefit to the travel agency. Mark awarded for (e) = 3 out of 6 **Total mark awarded = 19 out of 25**

How the candidate could have improved the answer

(b) In this response, it is the combination of elements that has given the candidate the full 2 marks available. However, in general, candidates are advised to be more concise.

(c) For response 2, the candidate needed to provide more explanation of the advantage to passengers in order to be awarded the second mark, for example passengers are able to visit two destinations in one trip for the same price, thereby saving money. Point 3 is worded badly unfortunately and needed a more specific explanation to make it correct. It is not true that replacement flights are easier to find only in hub airports. The candidate also needed to make it clearer which flights they are talking about here: the initial flight from the home departure airport (not relevant to the question) or the onward flight departing from a hub airport (relevant)?

(d) The training methods are well explained. However, response 2 (customer service) and 3 (mathematics and calculations) could have been more concise, saving valuable exam time for more challenging questions and topic areas.

(e) The candidate would have benefited from planning the structure of their response before starting. It was not until line 9 that any creditworthy comment was made, instead the candidate explained cheap flights, which was not what the question required. Simple planning of the response will help the candidate to focus and be more concise, allowing space and time for analysis and evaluation. Candidates should plan the longer answer questions in three parts: identify, analyse and evaluate/conclude. Centres can refer to the mark schemes for more detail on how 'assess and discuss' questions are marked.

Example Candidate Response – middle	Examiner comments

Refer to Fig. 3 (Insert), a news item about Emirates' flights from Dubai to Nigeria.
 	
(a) Identify from Fig. 3 (Insert), the following:
 	
• the number of destinations in Africa served by Emirates in 2014
 	
    26
 	
• the number of seats per week Emirates had made available to Nigeria in 2014
 	
    12 200 seats. **①**
 	
• the number of Emirates' flights per week in 2004 from Dubai to Lagos
 	
    twice daily so 14 **②** [3]
 	
(b) Emirates is a scheduled airline offering passengers different classes of travel.
 	
Describe **two** features of business class travel on an airline such as Emirates.
 	
1 Wi-fi available so that the passenger can send any email for work and can be quickly updated. **③**
 	
2 Comfortable lounges **④** that are made for them so when ever they are tired they can lay back and take a nap. **⑤** [4]
	① The candidate correctly identifies the first two items from Fig. 3.
	
	② The correct answer is *4*. The candidate has misinterpreted this part.
	
	Mark awarded for (a) = 2 out of 3
	
	③ The candidate's response is too vague here. Wi-fi is now common throughout all classes on scheduled airlines and not an exclusive feature of business class.
	
	④ The candidate correctly identifies business class lounges. The candidate is given benefit of the doubt here; the description is a little vague but the meaning is clear enough.
	
	⑤ The candidate describes the benefit of this feature to the business class passenger. Although the description is not clear again, they have been awarded a further benefit-of-the-doubt mark.
	
	Mark awarded for (b) = 2 out of 4

Example Candidate Response – middle, continued	Examiner comments

(c) Explain **three** advantages to passengers of making their international journeys via a hub airport such as Dubai.

1 It is easier and faster. 6

2 The airport is full of facilities such as restaurants and duty free and suvanair shops 7 which is very great and also satisfy the customer. 8

3 Cheaper because if you order anything you should pay for it otherwise if you order not didn't order then you will not pay anything except for only the 9 flight

6 The candidate's response is vague.

7 The candidate explains a feature of hub airports for international journeys (duty free).

8 The candidate's explanation is vague and lacks context.

9 The candidate's response is not clear or relevant.

Mark awarded for (c) = 1 out of 6

(d) Airline cabin crew are responsible for delivering front line customer service.

State **three** different types of training usually given to travel and tourism front line staff and in **each** case explain how customers are likely to benefit as a result.

Training 1 Body lenguage 10 and eye contact

How customers benefit this will make the customer feel respected and will also make him feel satisfied and to communicate beth 11

Training 2 Dealing with complaints 12

How customers benefit Will make the customer feel like a king and that their opinion matters. 13

Training 3 team working foreign language 14

How customers benefit It is more effecient and can make it the plan easier for staff and to please the customer to communi scate 15 [6]

10 The candidate correctly states a type of training (body language) that is relevant.

11 The candidate explains the benefit to the customer well ('respected ... satisfied')

12 The candidate correctly states a type of training that is relevant.

13 The candidate explains how the customer will benefit.

14 The candidate correctly states a type of training that is relevant here.

15 The candidate explains the benefit to the customer of this training.

Mark awarded for (d) = 6 out of 6

Example Candidate Response – middle, continued	Examiner comments
(e) Many travel agencies now offer a range of cheap flights. Discuss the ways in which cheap flights are likely to be promoted to customers by a travel agency. Cheap flights are likely to be promoted by putting them on the internet which will be available 24/7 so the customers can see it anytime. ⑯ In the news local news paper ⑰ that most of the people buy to read so every one will probably read it. In a brochures by explaining where are the destinations that ⑱ tourists could go to and the price [6]	⑯ The candidate correctly identifies a valid method of promotion. ⑰ A further valid promotional method is identified. ⑱ A further valid promotional method is identified. However the candidate has already reached the maximum marks for Level 1. Mark awarded for (e) = 2 out 6 **Total mark awarded = 13 out of 25**

How the candidate could have improved the answer

(a) The source material and question have been incorrectly interpreted. Candidates need to be sure what the question is asking before identifying information from figures.

(b) For response 1, the candidate needed to be more specific. W

i-fi is now a common feature in all classes of scheduled airlines. The candidate needed to state a feature of this wi-fi that is specific or exclusive to business class travel, e.g. free wi-fi or a higher download speed. Although the description is valid, a correct identification needs to be present to qualify for the second description mark.

Response 2 was awarded a benefit-of-the-doubt mark. Candidates should be as specific as possible to ensure that their meaning is clearly conveyed. In this case, the candidate would have improved their response by including *airport lounge* and *to take a rest in before a flight*.

(c) Response 1 was too vague and needed to explain what is easier and faster to make it relevant to the question. Point 2 also needed to be more specific to gain the second explanatory mark, explaining precisely how a passenger will benefit, e.g. from duty-free prices or exclusive products before their onward journey. Response 3 needed to be more specific and relevant to the question.

(d) The explanation for training method 2 could have been improved by being made more specific and direct and using the correct terminology (satisfied and valued customer) rather than 'feel like a king'.

(e) The candidate could have improved their response by stating a precise use of the Internet, e.g. website, pop-up, advert, etc. The candidate successfully identified three promotional methods; however marks were limited to the top of Level 1 as there was no analysis. The response could have been improved by analysing the promotional methods in the context of a travel agent rather than merely describing them.

Example Candidate Response – low	Examiner comments
Refer to Fig. 3 (Insert), a news item about Emirates' flights from Dubai to Nigeria. **(a)** Identify from Fig. 3 (Insert), the following: • the number of destinations in Africa served by Emirates in 2014 ...... over 10 years. **1** • the number of seats per week Emirates had made available to Nigeria in 2014 ......12,200 seats available. **2** • the number of Emirates' flights per week in 2004 from Dubai to Lagos .. few twice daily. **3** ....[3] **(b)** Emirates is a scheduled airline offering passengers different classes of travel. Describe **two** features of business class travel on an airline such as Emirates. 1 having their own section on the plane with a bed and t.v. **4** 2 has better customer service better **5** more expensive food and drinks (more relaxing) **6** .....[4]	**1** The correct answer is *26*. The candidate has misinterpreted this part. **2** The candidate correctly identifies the number of seats per week from Fig. 3. **3** The correct answer is *4*. The candidate has misinterpreted this part. Mark awarded for (a) = 1 out of 3 **4** The candidate correctly describes one feature of business class travel ('their own section'), but this description is not developed enough to earn the second mark. **5** The candidate correctly describes another feature of business class travel ('better customer service'). **6** The candidate develops the description of the feature by considering the benefit to the customer ('more relaxing'). Mark awarded for (b) = 3 out of 4

Example Candidate Response – low, continued	**Examiner comments**
(c) Explain **three** advantages to passengers of making their international journeys via a hub airport such as Dubai. 1 direct service to dubai. 2 Better sercurity. 3 Better transport and services. ⑦ [6] (d) Airline cabin crew are responsible for delivering front line customer service. State **three** different types of training usually given to travel and tourism front line staff and in **each** case explain how customers are likely to benefit as a result. Training 1 facial expressions. ⑧ How customers benefit Customers will benefit the liring of the staff's smile they will think they are nice people to get on with. Training 2 Body Language, How customers benefit ⑨ don't act bored as if you hate your Job. The customer wont be Pleased. ⑩ Tone of voice, Training 3 How customers benefit keep your tone ⑪ soft and calm even though you could be in a bad mood. the customer will think its [6] disrespectful, ⑫	⑦ All three responses are vague and lacking in relevance or explanation. Mark awarded for (c) = 0 out of 6 ⑧ The candidate's first suggestion is too vague. The customer benefit explanation is also too vague. The same type of training is given in 2, where it is more specific, and is awarded the marks there. ⑨ The candidate cites a specific and valid type of training. ⑩ The candidate attempts to explain the customer benefit so is awarded a benefit-of-the-doubt mark. ⑪ The candidate states a valid training method. Although this is not clearly worded, the candidate is awarded a benefit-of-the-doubt mark. ⑫ The candidate correctly explains the benefit to customers. Mark awarded for (d) = 4 out of 6

Example Candidate Response – low, continued	**Examiner comments**
(e) Many travel agencies now offer a range of cheap flights. Discuss the ways in which cheap flights are likely to be promoted to customers by a travel agency. *The cheaper the flights the more the customers the more money their making. And less money they will be spending because people will think they are going to get rubbish service because it is a cheap flight, so the staff won't have to spend as much on expensive food and drinks* **13** ....[6]	**13** The candidate does not answer the question. There is no method of promotion identified, nor is there valid analysis that is relevant to this question. Mark awarded for (e) = 0 out of 6 **Total mark awarded = 8 out of 25**

How the candidate could have improved the answer

(a) The candidate misunderstood this question. Candidates are advised to read questions carefully to ensure that they extract the correct information from figures.

(b) For response 1, the candidate needed to develop their description, for example describing the benefit to the customer of the feature.

(c) All three responses were too vague; the candidate needed to provide clear focus on the question in all their responses. In this case, the question asked for the advantages to passengers of using hub airports for international journeys.

(d) The candidate needed to be specific about each type of training, stating the overall type rather than giving one aspect of the content. For example, facial expressions would form part of body language training. When explaining the benefits to customers, candidates were advised to focus on the positives rather than what could go wrong if the training was not in place. It is therefore better to say *staff know how to be polite and respectful towards the customer* rather than *customers will think it's disrespectful.*

(e) The candidate should have read the question more carefully to ensure that they were answering with the right focus. In this case, the candidate needed to identify, analyse and evaluate methods of promotion used by travel agencies.

Common mistakes candidates made in this question

A few candidates were not specific enough, did not use the correct terminology or did not focus their answers closely enough on the questions.

Question 4

Example Candidate Response – high	Examiner comments
Refer to Fig. 4 (Insert), information about Goulding's Tours in Monument Valley, Utah, USA. **(a)** State **three** types of special interest tourist likely to visit Monument Valley. 1 ~~Culture~~ cultural *interest* tourists .... 2 historical *interest* tourists .... 3 film tourists **①** ....[3] **(b)** Monument Valley is a semi-arid environment with very hot summer temperatures. With reference to Fig. 4 (Insert), identify and explain the **two** ways in which the tour vehicles are suitable for this climate. 1 Large transparent flaps keep the dust and rain out in case of bad weather **②** which means that guests are comfortable and protected from the elements so they want get wet or dusty *Therefore, tours can take place in almost any weather.* **③** *The vehicles* 2 ~~Open air~~ are open air, since the climate is arid and hot, **④** *which* to allows for air circulation for the maximum comfort **⑤** of tourists. They will not get too hot, and can be in the fresh air ~~and~~ *(which they would in closed vehicles)* ....[4]	**①** The candidate states two correct types of special interest tourists (cultural and film). However, *historical* is a repetition of *cultural*. Mark awarded for (a) = 2 out of 3 **②** The candidate states a way ('transparent flaps') that the tour vehicle is suitable '. Fig. 4 (Insert) is used well. **③** The candidate provides an excellent explanation of how the transparent flaps make the tour vehicles suitable for the climate. **④** The candidate identifies another reason for the tour vehicles' suitability (open air). **⑤** The candidate provides an excellent explanation of how this open air vehicle is suitable for the climate, focusing on the benefit to the tourist. Mark awarded for (b) = 4 out of 4

Example Candidate Response – high, continued	Examiner comments

(c) Using information from Fig. 4 (Insert), identify and explain **two** ways in which Goulding's Tours has a positive socio-cultural impact on the destination.

1 They educate the guests about the Navaja way of life. This means that more people become aware of what is going on in the area and can spread ideas around by word of mouth, so that more people will visit and understand this way of life without making it into a commodity.

2 They encourage the guests' respect for the local Navaja. This means that guests are less likely to be disrespectful in anyway, such as in behaviour or dress code and the relationship between locals and guests will be positive and locals will not dislike tourists be affected by the demonstration effect or other negative social impacts.

relationship

(d) Many destinations have natural landscape features that have become tourist attractions.

Describe **three** ways in which such locations have been made accessible to visitors.

1 Cable cars have been built on mountain to transport tourists to the summit from the bottom of the mountain where the roads and other main methods of transport are.

2 Hiking trails or footpaths and wider paved roads have been constructed in other areas of natural beauty, so that tourists can drive or hike there, according to their needs.

3 Viewing platforms nearby have been built in some areas, so that some attractions can be looked at, even though they cannot be accessed themselves.

cable cars → sail these
boats
viewing platforms →
that may be difficult to access otherwise

6 The candidate successfully identifies education.

7 The candidate successfully identifies encouraging respect.

8 The candidate explains the socio-cultural impact well by showing how it will impact on the guest–host relationship.

Mark awarded for (c) = 3 out of 6

9 The candidate describes one way locations have been made accessible (cable cars on mountains).

10 The candidate develops this point by showing how cable cars link to other methods of transport.

11 The candidate describes another way = (hiking trails or footpaths).

12 The candidate expands on their last point.

13 The candidate describes another way (viewing platforms).

14 The candidate expands the last point by explaining their purpose.

Mark awarded for (d) = 6 out of 6

Example Candidate Response – high, continued	**Examiner comments**

(e) Discuss the range of shopping facilities available to tourists in **one** destination of your choice.

Chosen destination Siam Paragon Mall, Bangkok

BangKok is a great place for tourists who love to shop. The mall is one of the l.at largest in Thailand, offering because it has such a large range of shopping facilities. Firstly, over 200 stores and is especially targeted at luxury it has large shopping centres, such as the Siam Paragon Mall. shoppers. It has an aquarium to keep children entertained which have many luxury shops and are perfect for the ned white par.ents shop, as well as a 'Madame more wealthy visitors. Secondly, there are many markets Tussauds' model museum. There are a large numb that are offer products at local prices and of restaurants catering to different are an attraction in themselves for people who cannot cannot afford the to indulge themselves. There is a area shopping district in the central business world-renowned brands District that offers high street fashion but there also souvenir shops at the train and MTR are stations. Street stalls and peddlers make up the informal sector of shopping; and are cheap.

[6]

[Total: 25]

15 The candidate identifies and describes a shopping centre in the destination (Bangkok).

16 The candidate identifies other shopping facilities (markets) in the destination.

17 The candidate analyses the markets well in terms of their interest to tourists (local prices and attractiveness).

18 The candidate offers further analysis by considering the variety of shopping facilities available in the destination.

Mark awarded for (e) = 4 out of 6

Total mark awarded = 19 out of 25

How the candidate could have improved the answer

(a) Candidates needed to be aware of repetition in their answers; in this case, culture and history were repetition.

(b) Both responses were well explained and relevant, but the candidate would have benefited from being more concise.

(c) The candidate needed to link both points to the positive socio-cultural impact, and specifically how this impact would benefit the host population and the tourists alike.

(d) All three ways were well explained and relevant.

(e) The response contained some good analysis and was focused, but it needed to include some evaluation and conclusion to access the higher marks. Evaluation could have focused on the importance of the shopping facilities or the role they have in attracting tourists or meeting tourists' needs at the destination.

Example Candidate Response – middle	Examiner comments
Refer to Fig. 4 (Insert), information about Goulding's Tours in Monument Valley, Utah, USA. **(a)** State **three** types of special interest tourist likely to visit Monument Valley. 1 The Hollywood cowboy film sets **①** 2 The intresting landscape **②** 3 The history of stories told by the local **③** [3] guides. **(b)** Monument Valley is a semi-arid environment with very hot summer temperatures. With reference to Fig. 4 (Insert), identify and explain the **two** ways in which the tour vehicles are suitable for this climate. 1 There is very little vegetation eg trees & plants to shelter tourists from rain storms. **④** 2 The lack of vegetation allows for more sand and dust which can result in dust/sand storms which the tour vehicles are equiped to handle to [4] shelter the tourists from any harm these storms may ~~make~~ cause. **⑤**	**①** The candidate cites a valid type of special interest tourist (film). **②** The candidate's response is vague and does not identify a valid type of special interest tourist. **③** The candidate correctly cites a type of special interest tourist (historical). Although this is not expressed clearly, the candidate was awarded a benefit-of-the-doubt mark. Mark awarded for (a) = 2 out of 3 **④** The candidate's response does not answer the question. **⑤** The candidate's response is vague and not creditworthy. Mark awarded for (b) = 0 out of 4

Example Candidate Response – middle, continued	**Examiner comments**
(c) Using information from Fig. 4 (Insert), identify and explain **two** ways in which Goulding's Tours has a positive socio-cultural impact on the destination. 1 They use local guides to that particular area who have a large amount of knowledge on their heritage & traditional culture. This means they can teach **⑥** and explain it to the turists so they have a good understanding on what to & not to do when in the area. 2 The local guides can also explain their traditions & culture so the tourists understand it more and can fit in more **⑧** to the local community thus conserving the traditional ways as traditions for a longer period avoiding culture clash. **⑨** [6] **(d)** Many destinations have natural landscape features that have become tourist attractions. Describe **three** ways in which such locations have been made accessible to visitors. 1 Snowy mountains are attractions for skiers, etc. So to get to a higher part of the mountain to make your own way back down their are & skii lifts **⑩** 2 Victoria falls offer beautiful huge falls to be seen so you can go by boat on a cruise to get a view from the water, er there are safety precautioned footpaths made on the edge. **⑪** 3 Dirt roads helicopter-locations can be viewed and appreciated by helicopter such as the great barrier reef. **⑫**	**⑥** The candidate identifies the positive socio-cultural impact of education. **⑦** The candidate develops the response to explain how education will have a positive social and cultural impact. **⑧** The beginning of this repeats the point about education ('explain their traditions and culture'). **⑨** The candidate identifies another positive socio-cultural impact here ('conserve traditional ways'). Mark awarded for (c) = 3 out of 6 **⑩** The candidate cites one way (ski lifts) and explains their purpose. **⑪** The candidate describes a valid way (footpaths) but does not develop it enough to earn a second mark. **⑫** The candidate's response is too vague here. Mark awarded for (d) = 3 out of 6

Example Candidate Response – middle, continued	**Examiner comments**
(e) Discuss the range of shopping facilities available to tourists in **one** destination of your choice. Chosen destination Capetown- its known as one of the most beautiful cities in the world. People go there to visit table mauntain, the beaches and the breath taking views. There is a wide range of shopping that can be done the almost anything is avalible. From high-end clothing stores to supermarkets that have all you can eat to weekend market and traditional african stores. Almost anything is avalible in Capetown so it can accomodate anyone and their experience they wish to [6] have on their holiday. From [Total: 25] traditional cultural african visits to the more 5 star hotel high maintence tourist. Either or it provides an unforgettable escperience in an enjoyable way meeting the needs of the traveller itself.	**13** The candidate identifies a valid shopping facility (supermarkets) in the chosen destination of Capetown. **14** The candidate identifies a further valid shopping facility. **15** The candidate develops the response by analysing the range of shopping facilities and their benefits to the tourist. **16** Here the candidate looks at how the facilities meet the needs of tourists. Mark awarded for (e) = 4 out 6 **Total mark awarded = 12 out of 25**

How the candidate could have improved the answer

(a) The candidate needed to be more specific when naming tourist types, although they have been given the benefit of the doubt here. Candidates are advised to be precise and use the correct terminology.

(b) In response 1, the candidate has misinterpreted the question and is describing the climate not the vehicle.

(c) Candidates are advised to carefully read questions, use the Fig in the insert where applicable and consider the context of the question before answering. In this part there were 2 elements of context that the candidate needs within their response, that of the vehicle and the climate.

In response 2 the response is vague; to improve this, the candidate needs to explain how exactly the vehicles are equipped to deal with the climate, for example transparent flaps to be used during a dust storm.

(d) All three points here would have benefited from being more concise. In response 1, the candidate described the need well, but it was not until the end of the answer that they actually included a valid way (ski-lifts). Candidates should state the way at the start so that the remainder of their response is focused and relevant and earns the full marks available.

In response 2, the candidate has identified a valid way but only included it at the end, leaving the remainder of the response unfocused and irrelevant, and losing any further marks.

Response 3 was too vague to be creditworthy; here the candidate should have identified a valid way (helicopter landing pad) which would have earned a mark.

(e) The candidate's response was unfocused at the start (first 7 lines) and merely described the destination. Candidates were not required simply to describe a destination but to *discuss* the range of shopping facilities in the destination. The response was awarded Level 2 marks for analysis, however the candidate lost focus towards the end. In order to achieve Level 3 marks the candidate needed to include relevant and focused evaluation and conclusions.

Example Candidate Response – low	Examiner comments
Refer to Fig. 4 (Insert), information about Goulding's Tours in Monument Valley, Utah, USA. **(a)** State **three** types of special interest tourist likely to visit Monument Valley. Religious 1 _landscape made famous at the series of Hollywood Goulding films._ 2 _See the culture and history._ ❶ 3 _Cultural_ ❷ ....[3] **(b)** Monument Valley is a semi-arid environment with very hot summer temperatures. With reference to Fig. 4 (Insert), identify and explain the **two** ways in which the tour vehicles are suitable for this climate. 1 _Large transparent flaps_ ❸ _that can be quickly put in place in case any weather disasters happen such as rain, dust and storm._ ❹ 2 _It is modern, clean and well-maintained for guest safety and comfort which means that it could include an_ ❺ _air condition that will help when_ ...[4] _the weather is hot to satisfy the tourists._	❶ The candidate correctly cites a type of special interest tourist (culture). ❷ The candidate's response for (a) 3 repeats the answer for (a) 2 (culture and history). Mark awarded for (a) = 1 out of 3 ❸ The candidate correctly identifies a way (large transparent flaps). ❹ The candidate explains how the flaps are used. ❺ The candidate's response is incorrect: the vehicles in Fig. 4 are open-air vehicles, not air-conditioned vehicles. Mark awarded for (b) = 2 out of 4

Example Candidate Response – low, continued	**Examiner comments**
(c) Using information from Fig. 4 (Insert), identify and explain **two** ways in which Goulding's Tours has a positive socio-cultural impact on the destination. 1 Proud of their heritage and happy to share stories about their culture and history. Which ~~leaves~~ makes the tourists wanting to know more information and knowledge about the country. **6** 2 Various areas of interest which could be entertaining for both the local people and the tourists. **7** ....[6] **(d)** Many destinations have natural landscape features that have become tourist attractions. Describe **three** ways in which such locations have been made accessible to visitors. 1 Different duarations so that it could be available at different times for the visitors which makes it more easier and accessible. 2 Convenient price so that more tourists can visit and make it more accessible. 3 Many different transports that can let the tourists go there which is easy now. **8** ....[6]	**6** The candidate's response identifies the positive social and cultural impact of education. However, this is not developed. **7** The candidate's response is vague and unfocused. Mark awarded for (c) = 1 out of 6 **8** The candidate's responses are all vague and unfocused. Mark awarded for (d) = 0 out of 6

Example Candidate Response – low (continued)	Examiner comments

(e) Discuss the range of shopping facilities available to tourists in **one** destination of your choice.

Chosen destination London is very famous for it's wide range of shopping facilities it contains and for also it's cleanliness. London is full of shopping facilities that are available for tourists such as oxford street which is full of shops **9** left and right, also oxford street is very famous for it huge store that is called pri mark which is a gigantic store 3 floors contains first floor is for clothing shopping, second floor is for make up products shopping and the third floor is for [6] furniture shopping. This contains [Total: 25] everything that a tourist needs to buy and it is also very convenient for tourists. The rest of the street is full of souvenirs shops, restaurrents and other shopping facilities. So London a wide range of **10** shopping facilities for tourists

9 The candidate correctly identifies a shopping facility.

10 The candidate offers some analysis that is relevant to the chosen example.

Mark awarded for (e) = 3 out of 6

Total mark awarded = 7out of 25

How the candidate could have improved the answer

(a) This candidate was not precise enough, did not use the correct terminology and repeated their answers to 2 and 3.

(b) Candidates are advised to use the figures as indicated in the questions. This candidate failed to use only the information from Fig. 4 in their answer for 2.

(c) The candidate's response in point 1 was not developed; to improve, they needed to explain more about the impact they had identified, for example how exactly this had a positive effect. The answer in point 2 did not use the information in Fig. 4.

(d) All three answers lacked relevance. The candidate needed to focus their answers on the question and to describe specific features, for example roads, footpaths, viewing platforms.

(e) The candidate included some limited analysis; to improve they needed to analyse further the importance of the shopping facilities, rather than the destination, and then evaluate or draw a conclusion.

Common mistakes candidates made in this question

Candidates should have used the information in Fig. 4 correctly and followed the instructions in the questions more carefully. Practice with past papers would help with this.