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**TRAVEL AND TOURISM**

**7096/12**

Paper 1 Core Paper

**October/November 2017**

MARK SCHEME

Maximum Mark: 100

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**Published**

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

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| Question  | Answer   | Marks                                       |                          |   |                 |  |                     |          |
|---|--|---|--------------------------|---|-----------------|--|---------------------|----------|
| 1(a)  | <p><b>Identify the following:</b></p> <p>Award one mark for each correct identification</p> <table border="1" data-bbox="308 383 1321 701"> <tr> <td data-bbox="308 383 815 465"><b>The highest ranking European airport</b></td> <td data-bbox="815 383 1321 465">London /Heathrow/LHR [1]</td> </tr> <tr> <td data-bbox="308 465 815 584"><b>The airport with the greatest negative percentage change in international passengers</b></td> <td data-bbox="815 465 1321 584">Bangkok/BKK [1]</td> </tr> <tr> <td data-bbox="308 584 815 701"><b>The name of the only American airport to feature in the top 20 rankings</b></td> <td data-bbox="815 584 1321 701">New York/NY/JFK [1]</td> </tr> </table>                   | <b>The highest ranking European airport</b> | London /Heathrow/LHR [1] | <b>The airport with the greatest negative percentage change in international passengers</b> | Bangkok/BKK [1] | <b>The name of the only American airport to feature in the top 20 rankings</b> | New York/NY/JFK [1] | <b>3</b> |
| <b>The highest ranking European airport</b>   | London /Heathrow/LHR [1]   |   |                          |   |                 |  |                     |          |
| <b>The airport with the greatest negative percentage change in international passengers</b> | Bangkok/BKK [1]  |   |                          |   |                 |  |                     |          |
| <b>The name of the only American airport to feature in the top 20 rankings</b>              | New York/NY/JFK [1]  |   |                          |   |                 |  |                     |          |
| 1(b)  | <p><b>Dubai airport (DXB) now ranks as the world’s busiest airport for international passenger traffic.</b></p> <p><b>Explain <u>two negative</u> economic impacts associated with increased arrivals of international tourists.</b></p> <p>Award one mark for the correct identification of a negative economic impact and award a second mark for an appropriate explanatory development for each.</p> <ul style="list-style-type: none"> <li>• Import leakage [1] – F&amp;B imported to meet tourists needs [1]</li> <li>• Export leakage [1] – foreign investors finance resorts/hotels and take profits back to their country [1]</li> <li>• Inflation [1] – prices rise/locals priced out of the market [1]</li> </ul> | <b>4</b>                                    |                          |   |                 |  |                     |          |

| Question | Answer   | Marks |
|----------|--|-------|
| 1(c)     | <p><b>The International Air Transport Association (IATA) is the global trade association for airlines.</b></p> <p><b>Explain <u>three</u> benefits to airlines of being a member of IATA.</b></p> <p>Award one mark for the correct identification of a benefit and award a second mark for explanatory development of the benefit in context: <b>the benefit must be to the airline.</b></p> <ul style="list-style-type: none"> <li>• Involved with change/improvements of industry (safety/efficiency/standardisation/profitability/environmental) [1] airlines become more successful [1]</li> <li>• IATA training [1] improve services and standards [1]</li> <li>• Discounts on industry publications [1] up to date research and information [1]</li> <li>• IATA supports and promotes interests of members [1] have views represented with governments etc. [1] driving industry change [1]</li> <li>• Attend IATA meetings/AGM [1] meet and learn from industry professionals [1]</li> <li>• Access to up to date information/policies and procedures [1] e.g. safety standards [1]</li> <li>• Recognition of professionalism/prestige [1] involvement with industry body [1] attract customers/suppliers [1]</li> <li>• Assures customers of quality/safety [1] attract customers/customer satisfaction [1]</li> <li>• Trustworthy airline [1] customer satisfaction/assurance before purchasing tickets [1]</li> </ul> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the benefit that has been identified.</i></p> | 6     |

| Question | Answer   | Marks    |
|----------|--|----------|
| 1(d)     | <p><b>Air Arabia offers a low cost air service across the Middle East, North Africa, Asia and Europe.</b></p> <p><b>Describe <u>three</u> characteristics of low cost airlines.</b></p> <p>Award one mark for the correct identification of a characteristic and award a second mark for a correct description of the characteristic in context.</p> <ul style="list-style-type: none"> <li>• Basic/no frills/no luxury [1] ideal for short haul [1]</li> <li>• Scheduled [1] fly to a set timetable [1]</li> <li>• Pay extra for baggage [1] passengers pay extra for all luggage/hold luggage [1]</li> <li>• Seats not allocated [1] seats allocated on a first come first served basis/passengers can pay extra for allocated seating [1]</li> <li>• One class [1] economy class only/no business/first class [1]</li> <li>• Limited/no additional service [1] no entertainment/TV/can pay for TV [1]</li> <li>• No free meals [1] option to pay for food &amp; beverages [1]</li> <li>• Less leg room [1] seats closer together to allow for max capacity [1]</li> <li>• Fly to regional airports [1] cheaper landing fees [1]</li> </ul> <p>Credit all valid responses in context</p> | <b>6</b> |

| Question | Answer  | Marks |
|----------|---|-------|
| 1(e)     | <p><b>International airports offer passengers the option to upgrade their airport experience by booking into a VIP lounge.</b></p> <p><b>Discuss the appeal to leisure tourists of upgrading to the VIP airport lounge.</b></p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• Free Wi-Fi</li> <li>• Complementary food &amp; beverages</li> <li>• Spa treatments</li> <li>• Higher level of service</li> <li>• Comfortable seating</li> <li>• Television</li> <li>• Better services than main lounges</li> <li>• Exclusivity/quieter/special experience or occasion</li> </ul> <p><b>Level 1 (1–2 marks)</b> will <b>identify</b> up to two valid features of the VIP airport lounge, providing some detail but will be mainly descriptive.</p> <p><b>Level 2 (3–4 marks)</b> can be awarded for an <b>analysis</b> of the feature of the VIP lounge, clearly indicating how it would appeal to a leisure tourist.</p> <p><b>Level 3 (5–6 marks)</b> can be awarded for <b>evaluative</b> comment about the significance/importance of particular features. Better answers will have a reasoned <b>conclusion</b>.</p> <p>Example:<br/>Upgrading to the VIP lounge will give leisure tourists access to free wi-fi [L1] allowing leisure tourists to stay in contact with their families and do last minute planning and research [L2] allowing leisure tourists to use their time more effectively [L3]. They will also get access to complementary refreshments [L1] allowing them to refuel and refresh before boarding in a relaxing exclusive environment [L2]. Leisure tourists can indulge in the VIP lounge experience giving them a sense of prestige and privilege making the airport experience more pleasurable [L3].</p> | 6     |

| Question   | Answer   | Marks  |               |  |           |  |     |   |
|--|--|--|---------------|--|-----------|--|-----|---|
| 2(a)   | <p><b>Refer to Fig. 2 (Insert), information regarding Brazil’s tourist visa requirements.</b></p> <p><b>Identify the following:</b></p> <p>Award one mark for each correct identification</p> <table border="1" data-bbox="308 483 1321 701"> <tr> <td data-bbox="308 483 815 566"><b>The number of international visitors to Brazil per year</b></td> <td data-bbox="815 483 1321 566">6 million</td> </tr> <tr> <td data-bbox="308 566 815 618"><b>The typical cost of a visa to Brazil</b></td> <td data-bbox="815 566 1321 618">\$160</td> </tr> <tr> <td data-bbox="308 618 815 701"><b>Percentage of spending from domestic visitors</b></td> <td data-bbox="815 618 1321 701">94%</td> </tr> </table>   | <b>The number of international visitors to Brazil per year</b> | 6 million     | <b>The typical cost of a visa to Brazil</b>  | \$160     | <b>Percentage of spending from domestic visitors</b> | 94% | 3 |
| <b>The number of international visitors to Brazil per year</b>                                       | 6 million  |  |               |  |           |  |     |   |
| <b>The typical cost of a visa to Brazil</b>  | \$160  |  |               |  |           |  |     |   |
| <b>Percentage of spending from domestic visitors</b>   | 94%  |  |               |  |           |  |     |   |
| 2(b)   | <p><b>State the following:</b></p> <p>Award one mark for the correct identification of</p> <table border="1" data-bbox="308 869 1321 1037"> <tr> <td data-bbox="308 869 815 920"><b>The continent that Brazil is in</b></td> <td data-bbox="815 869 1321 920">South America</td> </tr> <tr> <td data-bbox="308 920 815 1037"><b>Whether a flight from London, U.K. to Rio de Janeiro, Brazil would be long haul or short haul</b></td> <td data-bbox="815 920 1321 1037">Long Haul</td> </tr> </table>   | <b>The continent that Brazil is in</b>                         | South America | <b>Whether a flight from London, U.K. to Rio de Janeiro, Brazil would be long haul or short haul</b> | Long Haul | 2  |     |   |
| <b>The continent that Brazil is in</b>   | South America  |  |               |  |           |  |     |   |
| <b>Whether a flight from London, U.K. to Rio de Janeiro, Brazil would be long haul or short haul</b> | Long Haul  |  |               |  |           |  |     |   |
| 2(c)   | <p><b>Explain <u>two</u> ways governments can encourage the growth of tourism.</b></p> <p>Award one mark for the correct identification of a way and award a second mark for explanatory development of the way in context.</p> <ul style="list-style-type: none"> <li>• Relax visa rules [1] easier access for tourists [1]</li> <li>• Fund/increase funding for National Tourist Boards [1] TBs promote the country [1]</li> <li>• Fund regeneration/restoration projects to attract tourists [1] improved areas have a greater appeal [1]</li> <li>• Ministry/government office for tourism [1] recognising value and controlling tourism activities [1]</li> <li>• Creation of national plan/objectives [1] set goals/strategies/policy to increase tourism [1]</li> <li>• Creation of policies [1] providing guidance to support and develop the industry [1]</li> <li>• Planning [1] designate areas for tourism development/relax planning rules for tourism development [1]</li> <li>• Laws protecting tourists [1] enhancing travel experience/consumer protection etc. [1]</li> <li>• Fund tourism infrastructure [1] such as airports/public transport [1]</li> <li>• Subsidies/grants for tourism organisations [1] encourage/support private sector to provide more tourism infrastructure/opportunities [1]</li> </ul> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the way that has been identified.</i></p> | 4  |               |  |           |  |     |   |

| Question | Answer  | Marks    |
|----------|---|----------|
| 2(d)     | <p><b>The Olympic Games is an international sporting event that attracts tourists from all over the world. The 2012 London Olympics are said to have created 14 000 new tourism jobs.</b></p> <p><b>Describe <u>three</u> direct tourism jobs that events could generate.</b></p> <p>Award one mark for the correct identification of a direct tourism job and award a second mark for a correct description of the job/need for the job</p> <ul style="list-style-type: none"> <li>• Hotel receptionist [1] required to check in guests due to increased visitor arrivals [1]</li> <li>• Tour guides [1] tourists will experience some of the country's attractions whilst visiting [1]</li> <li>• Ticket agents [1] selling tickets to the events and tourist attractions [1]</li> <li>• Room stewards/cleaners [1] clean hotel rooms for new guests [1]</li> <li>• Tour operators [1] selling specialised packages to the event [1]</li> <li>• Coach/taxi drivers [1] tourists move around the destination while at events [1]</li> </ul> <p>Credit all valid direct travel or tourism job responses.</p>  | <b>6</b> |
| 2(e)     | <p><b>National Tourism Organisations (NTOs) play an important role in the development and promotion of tourism.</b></p> <p><b>Explain <u>two</u> ways that NTOs could encourage an increase in business tourism.</b></p> <p>Award one mark for the correct identification of a way and award a second mark for explanatory development of how the way will encourage an increase in business tourism.</p> <ul style="list-style-type: none"> <li>• Host/attend trade fairs [1] promote country to target (Business) audience [1]</li> <li>• Marketing/advertise in trade magazines/web sites [1] highlighting conference facilities available [1]</li> <li>• Produce market research [1] allowing private tourism providers to recognise benefit of business tourism [1]/gaps in the business tourism market [1]/characteristics of the business tourism sector [1]</li> <li>• Overseas offices [1] knowledgeable in business tourism facilities and components [1]</li> <li>• Familiarisation trips [1] for Travel Agents/Tour Operators to sell the destination better [1]</li> </ul> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the way that has been identified.</i></p> | <b>4</b> |

| Question | Answer  | Marks    |
|----------|---|----------|
| 2(f)     | <p><b>Discuss the ways that promotional materials can be used to encourage sustainable tourism.</b></p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• Leaflets on sustainability prior to departure/on arrival</li> <li>• Inform the reader about cultural norms at the destination</li> <li>• Inform tourists about the fragile environment/ecosystem</li> </ul> <p>Award all valid responses in any context i.e. Tourists/Tourism/Tourist providers/Government</p> <p>This is about informing and educating tourists about sustainable tourism through the use of promotional materials NOT the benefits or disadvantages of different promotional methods.</p> <p><b>Level 1 (1–2 marks)</b> will <b>identify</b> up to two valid promotional materials or two pieces of information from these materials.</p> <p><b>Level 2 (3–4 marks)</b> can be awarded for an <b>analysis</b> clearly indicating how this could influence/help the tourist to behave sustainably.</p> <p><b>Level 3 (5–6 marks)</b> can be awarded for <b>evaluative</b> comment about the significance/importance of delivering the sustainable message and influencing tourist behaviour. Better answers will have a reasoned <b>conclusion</b>.</p> <p>Example:<br/>Travel agents can provide tourists with leaflets prior to departure informing tourists of recommended behaviour when at the resort [L1]. Tourists can read the leaflet before departure and ensure that they are equipped with the right clothing/equipment to behave responsibly when at the destination/resort [L2]. When tourists adopt sustainable principles it can reduce and minimise any impacts to the host population and host destination [L3].</p> | <b>6</b> |



| Question | Answer  | Marks |
|----------|---|-------|
| 3(a)     | <p><b>When checking in to a hotel, staff inform customers about the services and facilities that are available to them.</b></p> <p><b>State <u>four</u> services <u>or</u> facilities that hotel staff may discuss with a business customer at check in.</b></p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> <li>• Wi-Fi code/how to access Wi-Fi [1]</li> <li>• Wake up call [1]</li> <li>• Newspaper [1]</li> <li>• Restaurant opening times/offer a restaurant booking/catering [1]</li> <li>• Map of the local area [1]</li> <li>• Room service [1]</li> <li>• Spa facilities [1]</li> <li>• Gym facilities [1]</li> <li>• Pool facilities [1]</li> <li>• Bar facilities [1]</li> <li>• Currency exchange [1]</li> <li>• Bell boy/porter [1]</li> </ul> <p>Credit all valid responses in context</p> | 4     |
| 3(b)     | <p><b>When checking in to a hotel customers will be asked to complete a registration record.</b></p> <p><b>State <u>three</u> items of personal data requested on a registration record.</b></p> <p>Award one mark for each correct identification</p> <ul style="list-style-type: none"> <li>• Name [1]</li> <li>• Address [1]</li> <li>• Passport number/ID number [1]</li> <li>• Signature [1]</li> <li>• Telephone number [1]</li> <li>• Car registration number [1]</li> <li>• Email [1]</li> <li>• Gender/title [1]</li> <li>• Nationality [1]</li> </ul>   | 3     |

| Question                 | Answer  | Marks            |                           |                          |  |                     |  |                      |   |   |
|--------------------------|---|------------------|---------------------------|--------------------------|--|---------------------|--|----------------------|---|---|
| 3(c)                     | <p><b>Suggest <u>two</u> members of staff that a hotel receptionist will inform once a guest has checked out and explain why they need to be informed.</b></p> <p>Award one mark for each correct identification of a member of staff and award a second mark for a correct explanation of the need to inform them</p> <table border="1" data-bbox="308 450 1321 752"> <thead> <tr> <th data-bbox="308 450 815 499">Member of staff:</th> <th data-bbox="815 450 1321 499">Reason for communication:</th> </tr> </thead> <tbody> <tr> <td data-bbox="308 499 815 584">Room Steward/cleaner [1]</td> <td data-bbox="815 499 1321 584">prompt cleaning of room ready for next guest [1]</td> </tr> <tr> <td data-bbox="308 584 815 669">Bell Boy/Porter [1]</td> <td data-bbox="815 584 1321 669">Assist tourist with bags out to car/taxi [1]</td> </tr> <tr> <td data-bbox="308 669 815 752">Driver/Chauffeur [1]</td> <td data-bbox="815 669 1321 752">Ready to drive customer to their next destination [1]</td> </tr> </tbody> </table>  | Member of staff: | Reason for communication: | Room Steward/cleaner [1] | prompt cleaning of room ready for next guest [1] | Bell Boy/Porter [1] | Assist tourist with bags out to car/taxi [1] | Driver/Chauffeur [1] | Ready to drive customer to their next destination [1] | 4 |
| Member of staff:         | Reason for communication:   |                  |                           |                          |  |                     |  |                      |   |   |
| Room Steward/cleaner [1] | prompt cleaning of room ready for next guest [1]  |                  |                           |                          |  |                     |  |                      |   |   |
| Bell Boy/Porter [1]      | Assist tourist with bags out to car/taxi [1]  |                  |                           |                          |  |                     |  |                      |   |   |
| Driver/Chauffeur [1]     | Ready to drive customer to their next destination [1]   |                  |                           |                          |  |                     |  |                      |   |   |
| 3(d)                     | <p><b>Travel and tourism organisations have procedures that members of staff are required to follow when handling customer complaints.</b></p> <p><b>Explain <u>four</u> ways that staff in a hotel can display good customer service when handling complaints.</b></p> <p>Award one mark for the correct identification of a way and award a second mark for explanatory development in context.</p> <ul style="list-style-type: none"> <li>• Listen carefully [1] customer feels valued [1]</li> <li>• Apologise in general terms [1] customer feels hotel is concerned [1]</li> <li>• Ensure customer the matter is being investigated [1] prevent repeat incidents [1]</li> <li>• Don't argue with the customer [1] customer able to present views and issues in a receiving way [1]</li> <li>• Agree a solution with the customer [1] customer feels action is being taken/complaint been taken seriously [1]</li> <li>• Ensure that actions promised to the customer are taken [1] prevent repeat incidents [1]</li> <li>• Record the complaint [1] track trends/identify areas of weakness [1]</li> <li>• Don't interrupt [1] customer feels they are being listened to and taken seriously [1]</li> <li>• Inform management [1] track problems/assist if staff unable to solve the issue [1]</li> </ul> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the way that has been identified.</i></p> | 8                |                           |                          |  |                     |  |                      |   |   |

| Question | Answer   | Marks |
|----------|--|-------|
| 3(e)     | <p><b>Many travel and tourism organisations will use technology such as touch screens, to gather information on their level of customer care as seen in photograph B (Insert).</b></p> <p><b>Discuss the benefits to travel and tourism organisations of using technology to measure their customer care standards.</b></p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• More customers will complete it as it is quicker/easier</li> <li>• Improves the quantity of feedback collected</li> <li>• Easier to approach/target customers after the sale</li> <li>• More affordable than paper version (less waste) – internet/email database</li> <li>• Convenient – results collated/accessed easily</li> <li>• Not lost/saves space</li> <li>• Results easily processed</li> <li>• Encourages customer to fill out/complete – more accessible/appealing</li> <li>• Follow up on complaints</li> </ul> <p><b>Level 1 (1–2 marks)</b> will <b>identify</b> up to two valid benefits of using technology providing some detail within the context of collecting feedback but will be mainly descriptive.</p> <p><b>Level 2 (3–4 marks)</b> can be awarded for an <b>analysis</b> clearly indicating how this could benefit the travel and tourism organisation. Only award specific benefits in relation to technology.</p> <p><b>Level 3 (5–6 marks)</b> can be awarded for <b>evaluative</b> comment about the significance/importance to the travel and tourism organisation. Better answers will have a reasoned <b>conclusion</b>.</p> <p>Example:<br/>Travel and tourism organisation will use technology to help them collect customer feedback, as a method it can be more appealing to customers [L1] in particular younger customers. This will improve the response rate [L2] benefiting the organisation by collecting more responses [L2] allowing the organisation to better analyse their customer service standards and make informed improvements [L3].</p> | 6     |

| Question | Answer  | Marks    |
|----------|---|----------|
| 4(a)     | <p><b>State <u>two</u> components included in a package holiday.</b></p> <p>Award one mark for each correct identification:</p> <ul style="list-style-type: none"> <li>• Transport/Travel</li> <li>• Accommodation</li> <li>• Transfers</li> </ul> <p><b>Award these responses only</b></p>   | <b>2</b> |
| 4(b)     | <p><b>State <u>three</u> characteristics of independent tour operators.</b></p> <p>Award one mark for each correct identification:</p> <ul style="list-style-type: none"> <li>• Carry small volumes</li> <li>• Not part of a chain</li> <li>• Not vertically integrated</li> <li>• Small to medium specialists</li> <li>• Often focus on ‘off the beaten track’ destinations</li> <li>• Niche/bespoke products</li> <li>• Often focus on ethical products</li> <li>• Often use local suppliers</li> <li>• Charge higher prices</li> </ul> <p>Credit all valid responses in context.</p> | <b>3</b> |
| 4(c)     | <p><b>Moscors offer cruise packages.</b></p> <p><b>Identify the <u>two</u> major cruise circuits offered by Moscors.</b></p> <p>Award one mark for each correct identification:</p> <ul style="list-style-type: none"> <li>• Mediterranean</li> <li>• Caribbean</li> </ul>  | <b>2</b> |

| Question | Answer   | Marks    |
|----------|--|----------|
| 4(d)     | <p><b>Explain <u>three</u> factors that may limit where tourists choose to visit.</b></p> <p>Award one mark for the correct identification of a limiting factor and award a second mark for explanatory development of that factor context.</p> <ul style="list-style-type: none"> <li>• Disposable income [1] affordability/personal budget/affordability at destination [1]</li> <li>• Employment status [1] access to disposable income is reduced [1]</li> <li>• Size of household [1] increased total cost [1]</li> <li>• Number of children [1] increased total cost [1]</li> <li>• Number of trips taken last year [1] personal budget more trips more expense [1]</li> <li>• Free time available [1] short haul flights preferred [1]</li> <li>• Age [1] length of time travelling/method of travel [1]</li> <li>• Health [1] length of time travelling/method of travel [1]</li> <li>• Cost of transport [1] personal budget [1]</li> <li>• Distance [1] length of time travelling [1]</li> <li>• Accessibility [1] frequency of transport services [1]</li> <li>• Climate [1] health [1]</li> <li>• Extreme weather [1] avoid dangerous weather events [1]</li> <li>• Activities/attractions not available [1] tourists visit only when open [1]</li> <li>• Safety [1] health/terror/crime/political [1]</li> <li>• Visa eligibility [1] not allowed to travel to certain destinations [1]</li> <li>• Culture/social differences [1] different values [1]</li> </ul> <p>Credit all valid responses in context</p> <p><i>Note: explanatory development should set out purpose/reasons for the way that has been identified.</i></p> | <b>6</b> |

| Question | Answer   | Marks    |
|----------|--|----------|
| 4(e)     | <p><b>Moscov sell all-inclusive holidays.</b></p> <p><b>Explain <u>three</u> disadvantages to a destination of all-inclusive holiday packages.</b></p> <p>Award one mark for the correct identification of a disadvantage and award a second mark for explanatory development of that disadvantage in context</p> <ul style="list-style-type: none"> <li>• Leakage – resorts owned by foreign investors [1] tourists do not leave resort [1]</li> <li>• Tourist do not spend outside of resort [1] loss of local businesses [1]</li> <li>• Increased conflict with host population [1] lack of interaction [1]</li> <li>• Fewer tips given [1] workers paid less [1]</li> <li>• Local tourism firms struggle [1] cannot compete with international corporation margins [1]</li> <li>• Limits multiplier effect in destination [1] don't spend in/out of resort [1]</li> </ul> <p><i>Note: In most all-inclusive package tours, about 80% of travellers' expenditures go to the airlines, hotels and other international companies (who often have their headquarters in the travellers' home countries), and not to local businesses or workers. (unep.org)</i></p> <p>Context has to be all-inclusive</p> <p><i>Note: explanatory development should set out purpose/reasons for the disadvantage that has been identified.</i></p> | <b>6</b> |

| Question | Answer  | Marks    |
|----------|---|----------|
| 4(f)     | <p><b>Discuss how destinations may cater for backpacker tourists.</b></p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• Basic/affordable accommodation</li> <li>• Travel cards</li> <li>• Budget food providers</li> <li>• Adventurous activities/activities</li> </ul> <p><b>Level 1 (1–2 marks)</b> will <b>identify</b> up to two provisions for backpackers providing some detail within context.</p> <p><b>Level 2 (3–4 marks)</b> can be awarded for an <b>analysis</b> clearly indicating how this could benefit the backpacker.</p> <p><b>Level 3 (5–6 marks)</b> can be awarded for <b>evaluative</b> comment. Better answers will have a reasoned <b>conclusion</b>.</p> <p>Example:<br/>Rotorua, New Zealand.<br/>Backpackers are budget conscious tourists who move around destinations and travel for an extended period [L1]. In Rotorua there is a large choice of hostel accommodation [L1] for backpackers to choose from, helping them to minimise their accommodation spend [L2]. There are also plenty of budget food providers [L1]. Backpackers might be travelling alone and not want to eat alone in restaurant [L2] as well as having limited budgets [L2]. Destinations need to provide a wide variety of cost effective facilities to ensure that they maintain/establish a reputation as a suitable destination for backpackers [L3]. Due to the level of competition in destinations catering for them [L3].</p> | <b>6</b> |