



Cambridge O Level

TRAVEL & TOURISM

7096/01

Paper 1 Key Terms and Concepts

For examination from 2024

MARK SCHEME

Maximum Mark: 80

Specimen

This document has **16** pages.

Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptions for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptions for the question
- the specific skills defined in the mark scheme or in the generic level descriptions for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptions.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptions in mind.

**Social Sciences-Specific Marking Principles
(for point-based marking)****1 Components using point-based marking:**

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

- a** DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)
- b** DO credit alternative answers/examples which are not written in the mark scheme if they are correct
- c** DO credit answers where candidates give more than one correct answer in one prompt/ numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons ...).
- d** DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)
- e** DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities
- f** DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).
- g** DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

Assessment objectives**AO1 Knowledge and understanding**

Demonstrate knowledge and understanding of facts, terms and concepts of travel and tourism.

AO2 Application

Apply knowledge and understanding of facts, terms and concepts to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis

Analyse travel and tourism issues and show an understanding of the possible impacts of those issues on travel and tourism.

AO4 Evaluation

Evaluate information to develop arguments, understand implications, draw inferences and make judgements, recommendations and decisions.

Table A

Use this table to give marks for each candidate response for **Questions 1(e), 2(e) and 3(e)**.

Level	AO1 Knowledge and understanding 2 marks	AO3 Analysis 2 marks	AO4 Evaluation 2 marks
	Description	Description	Description
2	The response contains two or more explained valid points. 2 marks	There is some consideration of the significance of two of the points mentioned. OR The arguments for or against two of the points mentioned are given. 2 marks	The response contains a reasoned conclusion or recommendation. 2 marks
1	The response contains one explained valid point. OR is likely to be a list of valid points with little or no explanation. 1 mark	The response gives some consideration to the significance of one point mentioned. OR The arguments for or against one point mentioned are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark
0	No creditable response.	No creditable response.	No creditable response.

Table B

Use this table to give marks for each candidate response for **Question 4(e)**.

Level	AO2 Application 2 marks	AO3 Analysis 2 marks	AO4 Evaluation 2 marks
	Description	Description	Description
2	Includes an explanation of why two or more points mentioned are relevant/suitable to the context of the question. 2 marks	There is some consideration of the significance of two of the points mentioned. OR The arguments for or against two of the points mentioned are given. 2 marks	The response contains a reasoned conclusion or recommendation. 2 marks
1	One point mentioned has an explanation of why it is relevant/suitable to the context of the question. 1 mark	The response gives some consideration to the significance of one point mentioned. OR The arguments for or against one point mentioned are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark
0	No creditable response.	No creditable response.	No creditable response.

Question	Answer	Marks
1(a)(i)	<p>State <u>three</u> types of special interest tourism in Nepal.</p> <p>Award one mark for each correct identification.</p> <ul style="list-style-type: none"> • Religious/pilgrimage • Cultural • Adventure • Sport/mountaineering/trekking <p>Award these responses only.</p>	3
1(a)(ii)	<p>State the term used to define the time when tourism demand is at its highest.</p> <p>Award one mark for the correct identification</p> <ul style="list-style-type: none"> • Peak/high [season] <p>Award this response only.</p>	1
1(b)	<p>Identify the following from Fig. 1.1:</p> <ul style="list-style-type: none"> • the name of the world’s highest mountain: Everest • the mode of transport used by most tourists arriving in Nepal: Air • the average number of nights a tourist stays for in Nepal: 12 • Nepal’s largest source market: India <p>Award these responses only.</p>	4
1(c)	<p>State <u>two</u> types of government objectives for tourism.</p> <p>Award one mark for each correct identification.</p> <ul style="list-style-type: none"> • Economic • Political • Environmental • Sociocultural <p>Award these responses only.</p>	2
1(d)	<p>Explain <u>two</u> reasons why developing the transport infrastructure in Nepal might increase visitor numbers.</p> <p>Award one mark for the identification of a reason and a second mark for applied descriptive development of how the reason would increase visitor numbers.</p> <ul style="list-style-type: none"> • More transport options (1) improved accessibility/easier to travel (1) • Improved facilities at transport hubs (1) more appealing to international tourists (1) • Increased capacity (1) more options/routes available (1) • Destination has a better image (1) international tourists more likely to travel there (1) <p>Credit all valid responses in context.</p>	4

Question	Answer	Marks
1(e)	<p>Assess how economic factors can affect tourism demand.</p> <p>Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate response.</p> <p>AO1 out of two marks. AO3 out of two marks. AO4 out of two marks.</p> <p>Responses may include the following and any other valid points should be accepted:</p> <p>AO1 Knowledge and understanding</p> <ul style="list-style-type: none"> • Recession/economic boom resulting in less/more disposable income • Increased government investment into tourism resulting in more/better facilities/infrastructure/marketing • High inflation outpricing many tourists/decreasing disposable income • Favourable exchange rate means tourists have more spending power at destination <p>AO3 Analysis</p> <ul style="list-style-type: none"> • Tourism is a luxury/not essential, if people have less disposable income, they have less money for luxuries/nonessentials resulting in a reduction in demand • If people have more disposable income demand is likely to increase as they have more money to spend on luxuries/nonessentials • More facilities/infrastructure means destinations more appealing, increasing demand • Destination becomes more expensive and fewer tourists can afford the destination resulting in a reduction in demand • High inflation in tourists' home country reduces their disposable income, leaving less money for luxuries/nonessentials, such as tourism, resulting in a reduction in demand • If tourists have more spending power at a destination, they are more likely to travel there as they get better value for money, resulting in an increased demand <p>AO4 Evaluation</p> <ul style="list-style-type: none"> • Economic factors are specific to different countries, rarely the whole world, therefore it is important for destinations to market/appeal to a variety of source markets to maintain demand if economic factors change in one source market • Government and tourism organisations can adapt and adapt their tourism offering/products to broaden appeal to ensure they maintain some demand when economic factors change • Economic factors in source markets are important to monitor and respond to, however it is not just economic factors that negatively/positively affect demand, other factors e.g. social factors/health can affect demand just as much or maybe more as was seen with the Covid-19 pandemic <p>Credit all valid responses in context.</p>	6
	AO1	2

Question	Answer	Marks
1(e)	AO3	2
	AO4	2
2(a)(i)	<p>Identify <u>one</u> way the hotel is meeting the needs of responsible tourists.</p> <p>Award one mark for each correct identification.</p> <ul style="list-style-type: none"> • Bikes/bike rack • Bike hire/loan <p>Award these responses only.</p>	1
2(a)(ii)	<p>State <u>two</u> sustainability standards that could be introduced in hotels.</p> <p>Award one mark for each correct identification.</p> <ul style="list-style-type: none"> • Reduce • Reuse • Recycle • Local food • Minimise single-use plastic • Greener energy sources • Paperless transactions <p>Credit all valid responses in context.</p>	2
2(b)	<p>State <u>three</u> ways hotels can provide for tourists with mobility needs.</p> <p>Award one mark for each correct identification.</p> <ul style="list-style-type: none"> • Ramp access • Lift/elevators • Disabled toilets • Hand rails • Wide doorways/corridors • Larger rooms • Wheelchair accessible bathroom/restrooms <p>Credit all valid responses in context.</p>	3
2(c)	<p>Explain <u>two</u> benefits of hotel staff speaking multiple languages.</p> <p>Award one mark for the correct identification of a benefit and award a second mark for explanatory comment of the benefit in context.</p> <ul style="list-style-type: none"> • Better customer service (1) provide for customers (1) • Improved communication (1) to a range of customers (1) • More appealing hotel (1) competitive edge (1) <p>Credit all valid responses in context.</p>	4

Question	Answer	Marks
2(d)	<p>Explain <u>one</u> way hotels are interdependent with <u>each</u> of the following travel and tourism organisations:</p> <p>Award one mark for the correct identification of a way and award a second mark for explanatory comment of the way in context.</p> <p>tour operators</p> <ul style="list-style-type: none"> • Hotels sell bedspace to tour operators (1) tour operators bring hotel customers, improving sales (1) • Tour operators are reliant on hotels providing good customer service to satisfy their customers (1) creating happy/loyal/returning customers (1) • Tour operators advertise the hotel when selling the package holiday (1) increases awareness/more customers for the hotel (1) <p>visitor attractions</p> <ul style="list-style-type: none"> • Hotels advertise attraction/place leaflet in rooms or lobby (1) increases customers for visitor attraction (1) • Visitor attraction offers discount to guests of certain hotels (1) good customer service (1) • Hotel offers shuttle bus to key attractions (1) encourages guest to visit attraction/good customer service for guests (1) <p>Credit all valid responses in context.</p>	4

Question	Answer	Marks
2(e)	<p>Evaluate the role of local tourist information centres in the tourism industry.</p> <p>Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate response.</p> <p>AO1 out of two marks. AO3 out of two marks. AO4 out of two marks.</p> <p>Responses may include the following and any other valid points should be accepted:</p> <p>AO1 Knowledge and understanding</p> <ul style="list-style-type: none"> • Inform tourist of tourism facilities in the destination • Sell tourism products and services e.g. maps and tickets • Provide promotion for tourism organisations • Provide advice and guidance for tourism organisations • Promote the destination <p>AO3 Analysis</p> <ul style="list-style-type: none"> • Increases tourist satisfaction when at the destination, resulting in repeat visits and a positive image for the destination • Many small to medium tourism organisations cannot afford/have the expertise to advertise, tourist information centres support these organisations in being successful • Providing advice/guidance means tourism organisations can provide for tourists better and be successful and sustainable <p>AO4 Evaluation</p> <ul style="list-style-type: none"> • It is important to support tourism in the destination so the destination and host community can benefit from the many benefits of tourism e.g. jobs and income which will improve their standard of living • Satisfied tourists are likely to return to/stay longer at the destination resulting in more success and tourism income in the future • Tourist information centres increase visitor enjoyment resulting in a successful destination <p>Credit all valid responses in context.</p>	6
	AO1	2
	AO3	2
	AO4	2

Question	Answer	Marks
3(a)	<p>State the type of visitor attraction <u>each</u> of the following are:</p> <p>Award one mark for each correct identification.</p> <ul style="list-style-type: none"> • Treetop Walking Path – built • Anykščiai Forest – natural <p>Award these responses only.</p>	2
3(b)(i)	<p>Identify <u>one</u> service provided at the Treetop Walking Path.</p> <p>Award one mark for a correct identification.</p> <ul style="list-style-type: none"> • Presentation • Visitor services/centre • Visitor attraction • Guided tour • Lessons • Information <p>Award these responses only.</p>	1
3(b)(ii)	<p>Identify <u>one</u> product provided at the Treetop Walking Path.</p> <p>Award one mark for the correct identification.</p> <ul style="list-style-type: none"> • Souvenirs <p>Award this response only.</p>	1
3(c)	<p>Explain <u>two</u> ways the Treetop Walking Path might appeal to ecotourists.</p> <p>Award one mark for the correct identification of a way and a second mark for explanatory development of the way it appeals in context.</p> <ul style="list-style-type: none"> • Education provided (1) ecotourists want to learn about the local nature and culture (1) • Walkway/forest are nature-based attractions (1) ecotourist can experience the natural elements (1) • Purchases at the attraction are used for environment/cultural benefit (1) ecotourists want to benefit the local area (1) • Provide lessons on local culture (1) ecotourists want to respect the local culture when travelling (1) <p>Credit all valid responses in context.</p>	4

Question	Answer	Marks
3(d)	<p>Evaluate the importance of <u>each</u> of the following reasons for the growth of sustainable tourism:</p> <p>Award one mark per reason for analytical comment of the importance of the reason. Award a second and third mark for evaluative comment of the reason/ importance in context.</p> <p>Social media influence</p> <p>AO3 Analysis</p> <ul style="list-style-type: none"> • Increased awareness, from social media, of sustainable tourism creates a pull in demand for sustainable tourism products and service • Social media influence creates peer pressure amongst consumers/ tourists, resulting in more people interested/demanding sustainable tourism <p>AO4 Evaluation</p> <ul style="list-style-type: none"> • Tourism organisations may be more motivated to introduce sustainable products and services to provide for customers' demands, resulting in a faster pace of change to a more sustainable tourism industry driven by consumer demands/opinions • Sustainable tourism driven by consumer demands/opinion is more likely to be successful and continue to grow than if a tourism organisation pushes it on to consumers/tourists <p>Government policies</p> <p>AO3 Analysis</p> <ul style="list-style-type: none"> • Government polices force/push change on sustainable tourism for tourism organisations, organisations have to comply resulting in more sustainable practices • Government policies guide and educate tourism organisations on how to implement sustainable change <p>AO4 Evaluation</p> <ul style="list-style-type: none"> • Sometimes without this forced/pushed change some organisations will not prioritise sustainable change • Without the knowledge/education on how to become more sustainable tourism organisations may not know how and adoption of sustainable practices would be slower • Tourism organisations have no choice but to introduce sustainable practices, resulting in faster change and growth at a quicker pace, resulting in a more sustainable future <p>Credit all valid responses in context.</p>	6

Question	Answer	Marks
3(e)	<p>Evaluate the effectiveness of carrying capacity in managing negative environmental impacts.</p> <p>Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate response.</p> <p>AO1 out of two marks. AO3 out of two marks. AO4 out of two marks.</p> <p>Responses may include the following and any other valid points should be accepted:</p> <p>AO1 Knowledge and understanding</p> <ul style="list-style-type: none"> • Carrying capacity can be used to limit/control the number of visitors • Carrying capacity guides managers when planning/making sustainable tourism decisions <p>AO3 Analysis</p> <ul style="list-style-type: none"> • Limiting/controlling visitors helps to protect against/prevents damage/ destruction of the natural environment from over use • Carrying capacity is a useful tool in controlling visitor numbers, however it is still possible for visitors to damage the area by trampling or littering <p>AO4 Evaluation</p> <ul style="list-style-type: none"> • Carrying capacity can help to ensure the destination maintains its natural beauty and continues to protect the environment • Carrying capacity cannot protect against all negative environmental impacts, a combination of techniques needs to be used • Carrying capacity can also help to protect against other negative impacts of tourism, therefore it is an essential technique for destinations to be more sustainable • Carrying capacity should not be used as the only way of managing negative impacts, visitors still need to be educated on behaviour/rules set for behaviour when visiting the area to ensure the area is protected/ preserved. <p>Credit all valid responses in context.</p>	
	AO1	2
	AO3	2
	AO4	2

Question	Answer	Marks
4(a)	<p>State <u>two</u> types of water transport.</p> <p>Award one mark for one each correct identification.</p> <ul style="list-style-type: none"> • Ferry • Boat • Cruise ship/liner • Water taxi • Gondolas • Barge • Canoe <p>Award these responses only.</p>	2
4(b)	<p>Define what is meant by the following terms:</p> <p>Award one mark for a correct definition.</p> <ul style="list-style-type: none"> • short break – a trip lasting 4 nights or less • inbound tourism – tourists travelling into a country <p>Credit all valid responses in context.</p>	2
4(c)	<p>Explain <u>two</u> ways tourism can empower the local community.</p> <p>Award one mark for the correct identification of a way and award a second mark for explanatory comment of the way in context.</p> <ul style="list-style-type: none"> • Locals start tourism enterprises to benefit from tourist spending (1) money stays local (1) • Preserve local culture (1) showcasing tourism for tourist ensures the culture is preserved/protected (1) • Local communities may become involved in decision making (1) in control of their future (1) • Up skilling locals (1) learn new skills e.g. languages while providing for tourists (1) <p>Credit all valid responses in context.</p>	4

Question	Answer	Marks
4(d)	<p>Explain <u>two</u> negative sociocultural impacts of tourists visiting indigenous communities.</p> <p>Award one mark for the correct identification of a negative sociocultural impact and award up to two further marks for explanatory comments of the negative sociocultural impact in the context of indigenous communities.</p> <ul style="list-style-type: none"> • Traditional ways of life are changed/lost (1) host population adapt to tourists needs (1) which changes their traditional behaviours (1) • Tourists may behave very differently to the host population (1) who may be offended by the ways of tourists (1) causing conflict between tourist and host population (1) • Commodification, the local culture becomes a commercial asset (1) tourists don't appreciate or respect the culture (1) causing conflict and demonstration effect (1) <p>Credit all valid responses in context.</p>	6

Question	Answer	Marks
4(e)	<p>Assess the negative economic impacts of tourism on indigenous communities.</p> <p>Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate response.</p> <p>AO2 out of two marks. AO3 out of two marks. AO4 out of two marks.</p> <p>Responses may include the following and any other valid points should be accepted:</p> <p>AO2 Application</p> <ul style="list-style-type: none"> • Indigenous communities become over dependent on tourism at the expense of traditional industries • Leakage in indigenous communities' tourism enterprises • Inflation within the local area/indigenous communities • Indigenous communities experience seasonal unemployment as a result of changing employment to the tourism industry • Indigenous communities experience opportunity cost <p>AO3 Analysis</p> <ul style="list-style-type: none"> • Indigenous communities lose traditional employment/industries • Tourism organisations may employ foreign workers with relevant skills, money leaks out of the community, limiting the economic and sociocultural benefits for the indigenous community • Local prices may increase, outpricing indigenous communities and the standard of living decreases for the indigenous communities • Indigenous communities have limited to no income in the off peak season resulting in poverty as other traditional/all year industries lost due to tourism • Resources are used to improve facilities for tourists and not used for the indigenous community <p>AO4 Evaluation</p> <ul style="list-style-type: none"> • Financial/economic stability within the indigenous community is lost due to these impacts, resulting in poverty, poor standard of living and vulnerability for the indigenous population • Indigenous communities may lack the expertise to manage and reduce these negative impacts and are exploited by multinational tourism organisations • Increased global awareness of tourism impacts/sustainable tourism has resulted in more organisations/governments/communities being aware of the need to support indigenous communities in managing these impacts, resulting in less chance of exploitation and serious negative impact <p>Credit all valid responses in context.</p>	6
	AO2	2
	AO3	2
	AO4	2