



Cambridge IGCSE™

TRAVEL AND TOURISM

0471/12

Paper 1 Key Terms and Concepts

February/March 2026

MARK SCHEME

Maximum Mark: 80

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.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the February/March 2026 series for most Cambridge IGCSE, Cambridge International A and AS Level components, and some Cambridge O Level components.

This document consists of **20** printed 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 descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors 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 descriptors.

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 descriptors in mind.

**Social Science-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 Calculation questions:

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

4 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.

Annotations guidance for centres

Examiners use a system of annotations as a shorthand for communicating their marking decisions to one another. Examiners are trained during the standardisation process on how and when to use annotations. The purpose of annotations is to inform the standardisation and monitoring processes and guide the supervising examiners when they are checking the work of examiners within their team. The meaning of annotations and how they are used is specific to each component and is understood by all examiners who mark the component.

We publish annotations in our mark schemes to help centres understand the annotations they may see on copies of scripts. Note that there may not be a direct correlation between the number of annotations on a script and the mark awarded. Similarly, the use of an annotation may not be an indication of the quality of the response.

The annotations listed below were available to examiners marking this component in this series.

Annotations

Annotation	Meaning
	Correct point
	Incorrect point
BOD	Benefit of doubt given
VG	Content of response too vague
NAQ	Not answered question
REP	Repetition
SEEN	Page or response seen by examiner
BP	Blank page
K	Knowledge
APP	Application
AN	Analysis
EVAL	Evaluation

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) and 2(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 **Questions 3(e) and 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)	State if a flight from the UK to Vietnam is long haul or short haul. Award one mark for a correct identification. Long haul Credit this response only.	1
1(a)(ii)	Define the term ‘scheduled flight’. Award one mark for a correct definition. Flight/s that operates to a set timetable Credit all valid responses	1
1(b)	State <u>two</u> factors that negatively affect tourism demand. Award one mark for each correct identification. - Decreasing levels of disposable income - Inflation - Terrorism - War - Fashion and trends cause a decline in popularity of a destination/ negative changes in tourists’ attitudes towards a destination - Political instability - Bad/poor security and safety/high crime levels - Negative social media/bad reviews/bad reputation - Imposed limitations on travel - Extreme weather - Natural disasters - Disease/pandemic - Lack of transport/transport infrastructure/poor accessibility - Pollution Credit all valid responses.	2

Question	Answer	Marks
1(c)	Explain the benefits to tourism organisations of the following services provided by national tourist organisations. Award one mark for the correct identification of a benefit and a second mark for explanatory development of the benefit in context. consultation • Tourism organisation can get advice from NTO consultation [1] use to develop relevant products and services increasing chances of success [1] • Tourism organisation can identify areas to improve or develop with the help of an NTO consultation [1] NTO have a better/in-depth understanding of the industry [1] • Collaborate with other tourism organisations to improve their knowledge on a specific matter/issues [1] utilise NTO's specific knowledge and expertise to increase and develop the organisation [1] • Gain knowledge on the current patterns of demand/market trends [1] benefit from better understanding of the market, can adapt products/services accordingly [1] standards and quality checking • Their customers are guaranteed a certain level of quality [1] build reliability within the organisation which increases customer satisfaction [1] • Helps them to maintain a consistent standard [1] needs to be maintained to retain the status/award/certificate and to maintain the brand image [1] • Provides guidance on what to improve to reach a certain standard/quality level [1] used as a basis for planning business improvements [1] • Check their current quality/standard [1] identifying areas for development [1] • Certificates/awards gained can be used in marketing [1] increasing awareness which should generate more customers/sales/success [1] Credit all valid responses.	4

Question	Answer	Marks
1(d)	Explain <u>three</u> positive economic impacts of hotels in Vietnam being owned by Vietnamese organisations. Award one mark for the correct identification of a positive economic benefit and a second mark for explanatory development of the benefit in context. • Import leakage is reduced [1] these hotels are more likely to purchase Vietnamese products/services for use within the hotel [1] • Export leakage is reduced [1] profit kept within Vietnam/increasing the multiplier effect/increasing the wealth of the country/creating a stronger economy [1] • More job opportunities for local people – these hotels are more likely to employ Vietnamese nationals [1] local people being employed results in the creation of wealth within Vietnam's economy from the locals earning a wage/less poverty in the country [1] • Improved infrastructure [1] government is more willing to improve the infrastructure because the wealth from these businesses stays within the Vietnamese economy/wealth does not leak out of the economy therefore more money available to develop the infrastructure [1] • Increased multiplier effect [1] because tourists spending stays within the Vietnamese economy rather than leaking out [1] • Increase in Vietnam's GDP/stronger local economy [1] Vietnamese owned hotels are more likely purchase Vietnamese products/services, benefiting the economy of Vietnam/leading to economic growth [1] Credit all valid responses.	6

Question	Answer	Marks
1(e)	Discuss the reasons why most visitors to Vietnam are from Asia. Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate. AO1 out of two marks: K AO3 out of two marks: AN AO4 out of two marks: EVAL Responses may include the following and any other valid points should be accepted: AO1 Knowledge • Vietnam is in Asia so travel time is less/ease of travel • Travel costs are not too high because distance to travel is less • Travel time is shorter • Similar culture • Target market – more awareness of this destination (from marketing) in Asia compared to other continents • Good cross border transport accessibility AO3 Analysis • Tourist can spend longer in the destination/on holiday • Tourists can spend their budget/money when on holiday rather than on travel costs • Reduced culture shock • Travel ease and affordability results in regular multiple visits – increasing the visitor numbers • More convenient travel AO4 Evaluation • Improved/easier/better travel experience • More appealing destination for tourists from Asia	6
2(a)	State <u>two</u> types of visitor attractions. Award one mark for each correct identification. • Natural • Built • Events Credit these responses only.	2

Question	Answer	Marks
2(b)	State <u>two</u> personal skills required by staff working at visitor attractions. Award one mark for each correct identification. • Clear speech • Numeracy • Literacy • ICT skills • Communication • Problem solving Credit all these responses only.	2
2(c)	Explain <u>two</u> ways zoos can meet the needs of families with young children. Award one mark for the correct identification of a way and a second mark for explanatory development of the way in context. • Provide outdoor activities/play area for young children [1] children can stay active/increase enjoyment of children [1] • Age-appropriate learning information/activities/children's club/tour guide [1] learn about the animals in a way/language that is suitable to them [1] • Provide age-related gifts/colouring/puzzle/quiz [1] increasing engagement and enjoyment and customer satisfaction [1] • Cafes/restaurants at the zoo with children's menus/meals [1] refreshments allow the children to sustain a longer day at the zoo [1] • Suitable facilities e.g. baby change/buggy parks/slope access for buggies [1] increase customer satisfaction/convenience [1] • Discount child prices/family packages [1] more affordable/accessible for families [1] • Family bathrooms [1] easier for families with small children to tend to their needs [1] • Buggy hire [1] convenient/easier for the parents [1] Credit all valid responses.	4

Question	Answer	Marks
2(d)	Evaluate <u>two</u> reasons why it is important for staff at visitor attractions to have good product knowledge. Award one mark per analytical comment of the importance of the reason given. Award a second and third mark for evaluative comment of the reason/importance in context. AO3 Analysis • Customer enquiries will be dealt with/handled better • More sales can be made, staff will confidently recommend other suitable products/services • Add value to the experience customers learn/experience more • More capable of persuading customers to purchase more when at the attraction • Increases the appeal of the organisation as they will establish a good reputation • Provide a professional image and good customer service • To be able to provide good/accurate information/help to customers AO4 evaluation • Improved experience, which leads to increased customer satisfaction • Customers are more likely to make recommendations to their friends and spend more money when at the attraction, improving the success of the attraction • Customers will feel confident purchasing products, increasing revenue and success/survival of the visitor attraction as they have money to operate/develop • Shows staff are trained well and customers can feel safe/confident with the experience, leading to customer loyalty Credit all valid responses.	6

Question	Answer	Marks
2(e)	Discuss the importance of tourism organisations having customer service standards. Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate. AO1 out of two marks: K AO3 out of two marks: AN AO4 out of two marks: EVAL Responses may include the following and any other valid points should be accepted AO1 knowledge and understanding • Manages/sets out customer and staff expectations • Used as a guide for training staff and measuring performance • Defines service standards • Improves customer service delivery/reduces complaints AO3 Analysis • Staff have clear boundaries to work to/within, no miscommunication of expectations • Ensures customers get the customer service they have been sold/promised • When standards are met tourists will be more satisfied with their experience AO4 Evaluation • Increased customer loyalty/recommendations/public image • Improves customer loyalty/retention • Increased satisfaction Credit all valid responses.	6
3(a)	State <u>two</u> types of destination Award one mark for each correct identification. • Beach/coastal • Island • Resort • Urban • Rural Credit these responses only.	2

Question	Answer	Marks
3(b)	State <u>two</u> characteristics of travel and tourism. Award one mark for each correct identification. • Intangible • Perishable • Seasonal • Dynamic • Resilient • Increasingly sustainable Credit these responses only.	2
3(c)	Explain <u>two</u> positive sociocultural impacts of tourism organisations employing and training local people Award one mark for the correct identification of a positive sociocultural impact and a second mark for explanatory development of the impact. • Helps to preserve local arts and crafts/history/culture [1] passed on between generation/people [1] • Increases cultural exchange [1] local employees share their culture helping to keep it alive/preserved [1] • Increases their education/knowledge/qualifications [1] local people improve their education and skills [1] • Helps develop cultural pride/cultural sharing [1] more local people realise and value their culture/cultural heritage [1] • Increases their qualifications/skills [1] local people can take more skilled jobs, reducing inequality in society [1] • Improved relationship/less conflict between tourism and local [1] local people more involved, creating a sense of pride in their culture and host country [1] • Local people develop a better understanding and tolerance of other countries/cultures [1] they are working and having cultural exchanges [1] Credit all valid responses.	4

Question	Answer	Marks
3(d)	Explain <u>three</u> reasons for the growth in sustainable tourism. Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason. • Changing customer attitudes/fashions and trends [1] increased understanding of the need for sustainability [1] • More tourists are demanding sustainable tourism products/services [1] tourism organisations are creating more sustainable products to meet this demand [1] • Increasing/increased media influence [1] more people are aware of the need for sustainability and choosing sustainable products [1] • More sustainable products and services available/more supply [1] more choice, making it easier for people to buy/use sustainable products [1] • More promotion/marketing of sustainable products/services [1] creating more awareness and demand for sustainable products and services [1] • Government policies [1] forcing change in tourism organisations [1] • Increased in ecotourists [1] organisations switch to sustainable practices to provide for this market segment [1] Credit all valid responses.	6

Question	Answer	Marks
3(e)	Evaluate the benefits to tourism organisations in Costa Rica of having the CST certificate. Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate. AO2 out of two marks: APP AO3 out of two marks: AN AO4 out of two marks: EVAL Responses may include the following and any other valid points should be accepted: AO2 Application • Sustainable tourists will choose a CST certified organisation over others • Attracts sustainable/ecotourists • Used in marketing to attract customers • Comply with government sustainable agenda • Improves the organisations reputation/brand image AO3 Analysis • More sales/customers/better competitive advantage • The certification process helps organisations identify and find solutions for areas where they need to be more sustainable • Increased market share • Increased revenue AO4 Evaluation • It has business benefits, but it is the right and moral thing to be more sustainable • Maintaining and achieving the CST certificate is costly and time consuming but the long-term benefits of the certificate outweigh the short-term costs	6
4(a)	Other than hotels, state <u>two</u> types of serviced accommodation Award one mark for each correct identification. • Guest house • B&B • Homestay • Chalet • Motel • Inn • Hostel • Serviced apartments Credit all valid responses.	2

Question	Answer	Marks
4(b)	State <u>two</u> reasons why people travel. Award one mark for each correct identification. • Leisure • Business • VFR/Visiting Friends and Relatives • Special interest • Medical • Religious • Adventure • Cultural • Sports • Health and wellbeing/health/wellbeing Credit all valid responses.	2
4(c)	Explain <u>two</u> reasons why hotels develop interrelationships with other local tourism organisations Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. • Improve what they can offer customers [1] increase customer satisfaction [1] • Increase in customers [1] gains competitive edge [1] • Increase sales/maximise revenue [1] increased revenue and possibly profit for the organisation [1] • Increased marketing [1] both organisations promote each other, reducing marketing costs [1] • Provide more products for their customers [1] interrelationship with providers who supply products hotels cannot, therefore meeting the needs of customers and increasing customer satisfaction [1] • Build a reputation for being sustainable (recommending local providers) [1] competitive advantage [1] Credit all valid responses.	4

Question	Answer	Marks
4(d)	Explain <u>three</u> reasons for the appeal of capsule hotels, such as the one shown in Figure 4.1. Award one mark for the correct identification of a reason and a second mark for explanatory development of the reason in context. • Usually centrally located/close to other attractions or facilities [1] convenience for the tourist [1] • Cheaper [1] shared accommodation is priced lower due to lack of privacy/space provided/good for budget tourists [1] • Good for groups [1] stay together [1] • Privacy/private [1] more privacy than similar accommodation types like hostels/more comfortable for the tourist [1] • Affordable option for single travellers [1] who do not have to pay for a double room/pay supplements [1] • Solo travellers who don't need extra space [1] don't need to pay for a large room, saving money [1] • Unique type of room/hotel [1] not available everywhere, tourists might want to try out this new experience [1] • Tourist doesn't need other facilities as they are only staying for one night/a few nights [1] happy to compromise on space for convenience and cost savings [1] Credit all valid responses.	6

Question	Answer	Marks
4(e)	Evaluate the importance of destinations having a range of accommodation types. Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate. AO2 out of two marks: APP AO3 out of two marks: AN AO4 out of two marks: EVAL Responses may include the following and any other valid points should be accepted: AO2 Application • Different tourists have different wants and needs • Provide for tourists with different budgets • Increase customer choice, making tourists more likely to visit the destination • Different types of accommodation are good for attracting tourists all year round e.g. spa hotels or conference hotels are appealing all year round • Increases bed space/availability in the destination • Increases the reputation/popularity of the destination AO3 Analysis • Increase tourist numbers/tourist spend in the destination • Appeal to a wider range of tourists, increasing the resilience of the destination • Increased visitor satisfaction can increase chances of repeat visits to the destination • Allows the destination to maximise visitor numbers and tourism income AO4 Evaluation • Needed in a highly competitive industry/more competitive destination • Keeping up with other destinations, if not the destination will struggle to succeed • Increasing the destination resilience – not focusing one market segment Credit all valid responses.	6