

MARK SCHEME for the May/June 2011 question paper
for the guidance of teachers

9395 TRAVEL AND TOURISM

9395/03

Paper 3 (International Business & Leisure Travel Services),
maximum raw mark 100

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 must be read in conjunction with the question papers and the report on the examination.

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Question	Expected response	Marks	Focus	AO
1 (a) (i)	<p>Explain what is meant by the term 'port of call'.</p> <p>Award one mark for basic identification and second mark for further development. e.g. A 'port of call' is a port into which a cruise ship will make a scheduled stop (1) advertised as part of the cruise's itinerary (1).</p>	2	3.1	AO1
1 (a) (ii)	<p>State <u>two</u> reasons why cruise tourism is important to destinations such as the Bahamas.</p> <p>Award one mark for each of two identified reasons. Correct answers include:</p> <ul style="list-style-type: none"> • 2.8 million cruise passengers visit the Bahamas each year – each contributing approx \$85 to the local economy (1) • creates employment opportunities for the locals – e.g. security officers, shop and catering workers (1) • investment in tourism facilities also benefits locals (1) • multiplier effect (1). <p>Accept any reasonable ideas.</p>	2	3.4	AO1
1 (b)	<p>Explain <u>three</u> likely reasons why the port of Nassau in the Bahamas has undergone expansion and improvement.</p> <p>Award one mark for the identification of each of three reasons and a second mark for an explanation of each of these reasons.</p> <p>Correct answers include:</p> <ul style="list-style-type: none"> • to encourage large cruise liners such as Royal Caribbean International to continue to call (1) so as to maintain the number of tourist arrivals (1) • to remain competitive (1) – other cruise destinations will also expand and improve their facilities (1) • to meet the needs of customers (1) – cruise passengers expect high quality adjacent services when they disembark (1) • to cope with the demands of the new super-vessels such as the 'Oasis of the Seas' (1) as increased tonnage requires deeper docks etc (1) • to meet the needs of the rest of the industry (1) in terms of safety and security (1) – increased numbers of passengers make it increasingly difficult to ensure the safety of everyone on board a cruise ship (1). <p>Accept any reasonable suggestions.</p>	6	3.1 3.2	AO2 AO3

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1 (c) (i)	<p>Explain, using examples, the <u>two</u> main functions of the FCCA.</p> <p>Award one mark for the identification of each of two functions of the FCCA and up to two further marks for development of each point.</p> <p>Correct responses include:</p> <ul style="list-style-type: none"> • build a greater understanding of the cruise industry (1) by working collaboratively with government, agencies and other interested parties (1) by carrying out industry-specific research (1) • enhance destination experience of cruise passengers (1) by providing assistance in developing and improving existing port provision (1) and by training staff in customer service excellence (1). 	6	3.3	AO1 AO2
1 (c) (ii)	<p>Evaluate how cruise operators, such as Royal Caribbean International, meet the needs of their leisure passengers.</p> <p>Use Levels of Response.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • offering all-inclusive packages • wide range of 5* facilities on board • different cruise circuits/length of voyage/ports of call • programme of activities/excursions etc • something for everyone – not just for the grey market anymore. <p>Level 1 (1–3 marks) This level will be awarded for responses that identify or describe one, two or more ways in which cruise lines meet the needs of leisure passengers.</p> <p>Level 2 (4–6 marks) Candidates at this level will begin to explain/analyse one, two or more ways in which cruise lines meet the needs of their leisure passengers.</p> <p>Level 3 (7–9 marks) This level will be awarded to candidates who make at least one reasoned evaluative comment about how cruise lines meet the needs of their leisure passengers.</p>	9	3.1	AO1 AO3 AO4

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2 (a)	<p>Other than its transport links, identify <u>four</u> aspects of the appeal of Macau as a tourism destination.</p> <p>Award one mark for each of four correct identifications. e.g.</p> <ul style="list-style-type: none"> • world-class hotel accommodation (1) • great restaurant city offering international cuisine (1) • outstanding shopping facilities (1) • outstanding nightlife (1) • great 'walking' city (1) • UNESCO World Listed Heritage District – 25 beautiful colonial buildings (1). 	4	3.2	AO1
2 (b)	<p>Explain <u>three</u> reasons why cultural events such as the Arts Festival are important for destinations such as Macau.</p> <p>Award one mark for each of three identified reasons and a second mark for an explanation of each. e.g.</p> <ul style="list-style-type: none"> • economic contribution – to generate income (1) from domestic and inbound visitors (1) • to strengthen the cultural identity (1) by appealing to a broader range of special interest customers (1) • to preserve cultural values and traditions (1) which may be lost with increased exposure to other cultures via tourism (1) • to attract bigger visitor numbers (1) to gain competitive advantage over other destinations (1). 	6	3.4	AO2 AO3

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2 (c)	<p>With reference to Fig. 2(a), analyse the accessibility of Macau for business tourism purposes.</p> <p>Use Levels of Response.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • very accessible for Asian delegates but limited flight options from rest of world – no direct flights • small number of airlines using the airport – only 15 • airport not yet reached passenger carrying capacity so could introduce wider range of flight connections to improve the accessibility from non-Asian destinations • excellent transfer links to CBD from airport – wide choice, inexpensive alternatives etc • supporting infrastructure is good – choice of conference venues etc. <p>Level 1 (1–2 marks) This level will be awarded for responses that identify or describe one or more accessibility factors.</p> <p>Level 2 (3–4 marks) Candidates at this level will begin to explain one or more accessibility factors.</p> <p>Level 3 (5–6 marks) This level will be awarded to candidates who make at least one analytical comment about how accessible Macau is for business tourism.</p>	6	3.2 3.4	AO1 AO2 AO3
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2 (d)	<p>Evaluate the role played by organisations such as the Macau Business Centre, in supporting the development of international business tourism.</p> <p>Use Levels of Response.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> marketing and promotion of the destination both domestically and internationally provide a point of contact between conference organisers and local suppliers carrying out industry-specific research to inform policy decisions ensure business tourism providers are trained and educated to a professional level so as to remain competitive with other business tourism destinations. <p>Accept any other justified reasons.</p> <p>Level 1 (1–3 marks) This level will be awarded for responses that identify or describe the role.</p> <p>Level 2 (4–6 marks) Candidates will explain the role played by such organisations at this level. At the top end, responses will begin to analyse why this is important.</p> <p>Level 3 (7–9 marks) This level will be awarded to candidates who make reasoned evaluative comments about the role of such organisations.</p>	9	3.3 3.4	AO1 AO3 AO4
3 (a) (i)	<p>Suggest <u>one</u> likely target market for the 'VIP Supabus' organisation.</p> <p>Award one mark for an appropriate suggestion.</p> <p>e.g.</p> <ul style="list-style-type: none"> tourists visiting friends and family (1) leisure travellers (1) – can accept students (1), backpackers (1), independent travellers (1) etc. 	1	3.1	AO2
3 (a) (ii)	<p>Identify <u>three</u> features of the 'VIP Supabus' product.</p> <p>Award one mark for each correct identification.</p> <p>e.g.</p> <ul style="list-style-type: none"> luxury coach (1) 25 reclining seats (1) built-in seat massager (1) entertainment systems (1) onboard refreshments (1). <p>Accept any three valid suggestions.</p>	3	3.1	AO1

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<p>3 (b)</p>	<p>Suggest and explain <u>two</u> reasons why organisations, such as EBAA, may offer travel insurance schemes for their members.</p> <p>Award one mark for the identification of appropriate reasons and up to two further marks for development.</p> <p>e.g.</p> <ul style="list-style-type: none"> • legal requirement (1) to provide public indemnity against accidents (1) to protect its members' financial security (1) • to gain competitive advantage (1) as lots of similar express bus service operators within the market (1) who might not afford to cover their passengers in the same way (1) • to enhance the image of the organisation (1), to gain more members (1), to strengthen its voice in the passenger transport industry (1). 	6	3.1 3.3 3.4	AO2 AO3
<p>3 (c)</p>	<p>Analyse the benefits to passengers of city destinations, such as Kuala Lumpur, providing an integrated inter-city bus terminal.</p> <p>Use Levels of Response.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • convenience – integrated terminal will have connecting services to other transport providers and will co-ordinate departure times • central location – easier to find • saves time and money – no need to travel to pick up connecting services. <p>Level 1 (1–2 marks) This level will be awarded for responses that identify or describe one or more benefits.</p> <p>Level 2 (3–4 marks) Candidates at this level will begin to explain one or more benefits.</p> <p>Level 3 (5–6 marks) This level will be awarded to candidates who make at least one analytical comment about the benefits for passengers.</p>	6	3.1 3.2 3.4	AO2 AO3

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3 (d)	<p>Evaluate the benefits to passengers of using the 'VIP Supabus' for this journey.</p> <p>Use Levels of Response.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • cost – very competitive prices • convenience – city centre location – unlike airport which is often located on outskirts – so no need for transfers • speed – no lengthy check-in, immigration procedures etc • facilities – similar luxury experience as travelling first class by plane. <p>Level 1 (1–3 marks) This level will be awarded for responses that identify or describe one or more benefits.</p> <p>Level 2 (4–6 marks) Candidates will explain one or more benefits.</p> <p>Level 3 (7–9 marks) This level will be awarded to candidates who make reasoned evaluative comments about the benefits of express coach travel over flying.</p>	9	3.4	AO1 AO3 AO4
4 (a) (i)	<p>Identify <u>two</u> components included in the price of this package.</p> <p>Award one mark for each of two appropriate components. e.g.</p> <ul style="list-style-type: none"> • transportation (1) • transfers (1) • accommodation (1) • full board meal plan (1) • tours (1) • services of the tour guide (1). <p>Accept any two.</p>	2	3.2	AO1
4 (a) (ii)	<p>Explain <u>one</u> reason why the tour operator may charge a supplement to single travellers.</p> <p>Award one mark for the identification of the reason and up to two further marks for development. e.g.</p> <ul style="list-style-type: none"> • accommodation is in twin rooms (1) so loss of potential revenue to company if only one person is occupying a twin room (1) • way of attracting increased revenue (1) as tour operator will have to pay for twin occupancy to accommodation provider (1). <p>Accept any reasonable suggestions.</p>	2	3.2	AO2

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4 (b)	<p>Explain <u>two</u> reasons why this tour operator requests bookings to be made by post or by fax.</p> <p>Award one mark for the identification of each of two reasons and a second mark for an explanation of each. e.g.</p> <ul style="list-style-type: none"> • can keep database of potential customers (1) as have to phone, visit or email to request a booking form (1) • have a permanent record of the booking request (1) – will be posted or faxed as a hard copy (1) • may not have the technology to cope with online bookings (1) – high cost of subscribing to GDS (1). <p>Accept any reasonable suggestions.</p>	6	3.4.	AO2 AO3 AO4
4 (c)	<p>Assess the appeal of this special interest holiday package to leisure travellers.</p> <p>Use Levels of Response.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • ecofriendly • exotic appeal • inexpensive for a 10-day accompanied tour • responsible travel • independent tour operator • English-speaking tour guide provided. <p>Level 1 (1–2 marks) This level will be awarded for responses that describe one, two or more ways that this package may appeal to leisure travellers.</p> <p>Level 2 (3–4 marks) Candidates at this level will begin to explain/analyse one, two or more ways in which this package may appeal to leisure travellers.</p> <p>Level 3 (5–6 marks) This level will be awarded to candidates who make at least one reasoned evaluative comment about how the package may appeal to leisure travellers.</p>	6	3.2 3.4	AO2 AO3 AO4

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4 (d)	<p>Discuss the likely reasons why tour operators provide a tour guide as part of packages such as the Borneo Bliss Wildlife Tour.</p> <p>Use Levels of Response.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • meet customer needs • create enhanced customer experience • boost reputation of organisation • competitive advantage over other types of holiday • compliance with health and safety regulations. <p>Accept any other justified reasons.</p> <p>Level 1 (1–3 marks) This level will be awarded for responses that describe guiding services. At the upper end, this will be related specifically to the format that guiding services on a wildlife tour may take.</p> <p>Level 2 (4–6 marks) Candidates who attempt to identify the reasons why guiding services are included in a wildlife tour will be awarded this level. At the top end, responses will begin to analyse why these are important and at least two reasons will be included.</p> <p>Level 3 (7–9 marks) This level will be awarded to candidates who make reasoned evaluative comments about the provision of guiding services. At least two reasons must be considered.</p>	9	3.2	AO1 AO3 AO4
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