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**TRAVEL AND TOURISM**

**9395/32**

Paper 3 International Business and Leisure Travel Services

**May/June 2016**

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.

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1 (a) (i) Identify two features of the surf lodge accommodation that might appeal to couples. [2]

e.g.

- beautiful hand-built cabins (1)
- open air bathroom (1)
- four poster, king sized bed (1)
- private balcony (1)

Accept any reasonable answers specific to target market.

Answer must relate to features of the accommodation, not of the package.

Award **one** mark for each of two correct identifications.

(ii) Explain what is meant by the phrase ‘sustainably built’. [2]

e.g.

- using renewable resources (1)
- not damaging to the environment (1)

Accept any reasonable answers.

Award one mark for basic explanation and a second mark for development.

(b) Explain three reasons for the appeal of the Surfcamp package to a first time surf tourist. [6]

e.g.

- small class sizes (1) maximum of 8 in class so more personalised tuition (1)
- value for money (1) includes 3 hours and lunch as part of the package price (1)
- No need to have own surfboard (1) package price includes surfboard hire (1)
- Post-surf analysis (1) helps identify how to improve surfing technique (1)

Award one mark for the identification of each of three reasons and a second mark for the development of each of these three points.

(c) Explain two reasons why the owners of The Green Rooms also offer ancillary products such as tailor-made trips snorkelling, fishing and whale watching. [6]

e.g.

- To attract more customers (1) competitive advantage (1) offer something that other accommodation providers do not offer (1)
- Meet customer needs (1) achieve customer satisfaction (1) more likely lead to repeat business (1)
- Can make additional charges for such products (1) generate more income (1) to increase profitability (1)

Accept any reasonable answers.

Award one mark for the identification of each of two reasons and up to two more marks for an explanation of each reason.

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- (d) Evaluate the extent to which accommodation providers such as The Green Rooms encourage responsible tourist practices. [9]

*Indicative content*

- make 10% donation to local community projects from profits
- support regeneration projects in areas affected by disasters such as the Tsunami in 2004
- encourage sustainable tourism through the activities it offers – small group led surfing to minimise impact on marine life
- use of renewable energy sources and building materials
- can source locally produced foods and crafts for the accommodation

Use Level of Response criteria.

Level 1 (1 – 3 marks) Candidate **identifies** 1, 2 or more ways in which accommodation providers encourage responsible tourism practices.

Level 2 (4 – 6 marks) Candidate **explains** 1, 2 or more ways in which accommodation providers encourage responsible tourism practices.

Level 3 (7 – 9 marks) **Candidate makes analytical or evaluative statements** regarding the ways in which accommodation providers encourage responsible tourism practices.

- 2 (a) (i) Identify two ways in which Edinburgh can be described as an accessible destination. [2]

e.g.

- has an international airport close by (1)
- good road and rail links (1)
- compact city centre with everything in walking distance (1)

Award one mark for each of two correct identifications.

- (ii) Define, using an example, the term 'gateway'. [2]

Gateway is a destination that acts as the point of entry or means of access to other destinations within a given region (1) e.g. Edinburgh being the gateway to the rest of Scotland (1)

Award one mark for the definition and a second mark for exemplification or explanation.

- (b) Explain three reasons why visitors might purchase the Edinburgh Pass to use during their time in Edinburgh. [6]

e.g.

- Discount card (1) to save money on entrance fees to attractions (1)
- gain exclusive offers (1) from retail and leisure outlets (1)
- access free bus travel (1) easy to get about (1)
- flexibility of the card (1) can buy one to best suit the length of your stay – more flexible than other similar passes (1)

Award one mark for the identification of each of three reasons and a second mark for development/exemplification of each.

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(c) Explain **two** reasons why Edinburgh may be described as a mature destination. [6]

e.g.

- has a successful track record in hosting business tourism and other large scale events (1) not new to this type of tourism offering (1) thus may be considered as having gone through the destination model or life cycle model (1)
- Edinburgh is steeped in history (1) castles, museums, palaces (1) shows that the destination has had an appeal to visitors over a long period of time (1) as the infrastructure and attractions have been well developed (1)

Accept any reasonable answers.

Award one mark for the identification of each of two reasons and up to two more marks for an explanation of each reason.

(d) Evaluate Edinburgh's suitability as a destination for incentive tourism. [9]

*Indicative Content*

- offers world class hotels
- lots of visitor attractions to build into an incentive itinerary
- arts and festival programme on offer
- wide range of restaurants to choose from
- well-developed shopping facilities
- has everything needed to put together an exciting incentive programme

Level 1 (1 – 3 marks) Candidate **identifies** up to three ways that Edinburgh is suitable as an incentive destination.

Level 2 (4 – 6 marks) Candidate **explains** up to three ways Edinburgh is suitable as an incentive destination.

Level 3 (7 – 9 marks) Candidate makes up to three **analytical or evaluative comments** about the ways in which Edinburgh is suitable as an incentive destination.

3 (a) (i) Identify **two** communication channels that JetBlue may use to inform its customers of any disruption to its services. [2]

e.g.

- via the website (1)
- telephone (1)
- flight information displays (1)
- airport announcements (1)
- on board announcements (1)
- email (1)
- text message (1)

Award one mark for each of two correct identifications.

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(ii) Describe the two choices given by JetBlue Airways under its Customer Bill of Rights to a passenger whose flight is cancelled. [2]

e.g.

- Get a full refund of the ticket price plus any additional taxes and surcharges (1)
- have reservation made onto next available flight at no extra cost (1)

Award one mark for each correct description.

(b) Explain three ways in which JetBlue Airways cater for passengers' needs during an onboard ground delay. [6]

e.g.

- inflight entertainment (1) up to 36 channels of direct TV (1)
- food and drink (1) refreshments will be made available to passengers for their comfort (1)
- access to clean restrooms (1) the facilities will be maintained to a hygienic standard during any delay (1)
- access to medical treatment or facilities (1) should any passenger become unwell, first aid or the services of qualified medical staff will be provided (1)

Award one mark for the identification of each of three products/services made available and a second mark for development/explanation of each.

(c) Explain two reasons why airlines such as JetBlue Airways pay compensation when a passenger is 'bumped' from a flight, due to overbooking. [6]

e.g.

- for customer satisfaction (1) customers often feel very frustrated to learn flights have been overbooked (1) the monetary reward is to appease angry customers (1)
- maintain the image and reputation of the airline (1) dissatisfied customers are likely to complain (1) this has an adverse effect on the company's image and may affect sales in the future (1)
- a legal requirement (1) passenger customer charters have been set up to protect customer rights (1) could be legal consequences if compensation is not offered (1)

Award one mark for each of two reasons and up to a further two marks for development or exemplification of each.

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3 (d) Evaluate the benefits to JetBlue Airways of having a visible code of practice. [9]

*Indicative content*

- builds customer trust
- increases customer loyalty
- fewer customer enquiries and disputes
- increases company image and reputation
- sets standard for industry practice
- employees more motivated as they have set procedures to follow

Use level of response criteria

Level 1 (1 – 3 marks) Candidate **identifies** up to three benefits of a visible code of practice.

Level 2 (4 – 6 marks) Candidate **explains** up to three benefits of a visible code of practice.

Level 3 (7 – 9 marks) Candidate makes **analytical or evaluative comments** about the benefits of a visible code of practice.

4 (a) (i) Identify the named UNESCO Heritage Site included in the tour. [1]

- Georgetown (1)

Award one mark for a correct identification.

(ii) Explain, using another example, what a UNESCO Heritage Site is. [3]

e.g.

- A site or area placed under special protection by the United Nations for preservation (1) because of its historic, natural, or cultural significance (1) for example Machu Picchu in Peru (1)

Accept any relevant example.

Award up to two marks for the definition and one mark for a relevant example.

(b) Describe three features of the Eastern and Oriental Express which make it a luxury travel service [6]

e.g.

- private compartments (1) other train services mean that passengers have to share cabin space and facilities (1)
- food offering is of high quality (1) has won international accolade (1)
- outdoor observation area (1) offers a unique experience (1)

Accept any reasonable answers.

Answer must relate to features of the train, not the excursion package.

Award one mark for each of three identified features and a second mark for description or exemplification of each aspect.

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(c) Explain **two** reasons why travel providers such as the Eastern and Oriental Express offer new itineraries. [6]

e.g.

- to attract new target markets (1) to appeal to different customer types (1) to increase customer base (1)
- to attract repeat business (1) to entice back customers who have already experienced the product before (1) to ensure viability of service (1)
- to remain competitive (1) other travel providers update their products and services regularly (1) try to offer something different from the competition (1)

Accept any reasonable answer.

Award one mark for each of two reasons and up to two further marks for explanation or exemplification of each reason

(d) Evaluate the importance to travel service providers **and** to customers of blogs and other social media. [9]

*Indicative Content*

- offers honest customer reviews
- form of promotion for the organisation
- remain competitive
- appeals to different market segments

*Use level of response criteria*

Level 1 (1 – 3 marks) Candidate **identifies** up to three benefits to organisations and/or customers of a blog

Level 2 (4 – 6 marks) Candidate **explains** up to three benefits to organisations and/or customers of a blog

Level 3 (7 – 9 marks) Candidate makes up to three **analytical or evaluative comments** about benefits to organisations **and** customers of blogs