

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education
Advanced Level

TRAVEL AND TOURISM

9395/03

Paper 3 International Business and Leisure
Travel Services

For Examination from 2008

SPECIMEN MARK SCHEME

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UNIVERSITY *of* CAMBRIDGE
International Examinations

Q. No.			Expected Answer	Mark	Focus	AO
1	(a)	(i)	<p>Identify the <u>two</u> main functions of the WTO</p> <p>Award one mark for each of the two valid identifications from Fig. 1:</p> <ul style="list-style-type: none"> • Global forum for tourism policy issues • Practical source of tourism know-how 	2	3.3	AO2
		(ii)	<p>State the number of countries that were WTO members in 2005</p> <p>One mark for – 145</p>	1	3.3	AO2
		(iii)	<p>Identify <u>four</u> ways in which the WTO expects the consumer to benefit from 'quality in tourism'</p> <p>Award one mark for each of four valid identifications from Fig. 4 such as:</p> <ul style="list-style-type: none"> • Satisfactory product/service • Meets needs/expectations • Acceptable price • Conforms to contract • Safe/secure/hygienic etc. 	4	3.3	AO2
	(b)		<p>Explain <u>three</u> reasons why many travel service providers maintain high street outlets.</p> <p>Award one mark for the identification of each of three valid reasons and up to a further two marks for an appropriate explanation of each. Correct ideas include:</p> <ul style="list-style-type: none"> • Allows face-to-face contact (1) – customers often prefer (1) – customers can seek immediate clarification (1) • Compete with main rivals (1) – allows choice (1) and allow easier comparisons to be made (1) • Easy customer access (1) – busy locations (1) – access to threshold market (1) • Passing trade (1) – impulse buying (1) and convenience services (1) • Promotion (1) – brand visibility (1) and window displays etc. (1) <p>Allow all valid reasoning.</p>	9	3.2 3.4	AO1 (3) AO2 (3) AO3 (3)

	(c)	<p>Evaluate, using examples, the range of ancillary services that are supplied for the convenience of international travellers by Tourist Information Centres and large city centre hotels.</p> <p><i>Use level of response criteria</i></p> <p>Candidates are expected to have made a study of an ancillary service provision and in this instance they are required to evaluate the range available in TICs and large hotels. We can accept a range of services (as indicated in the syllabus) but make sure that they are stated in a valid context.</p> <p>Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of ancillary services to the TIC and hotel contexts but comparison will be lacking.</p> <p>Level 2 (4-6 marks) can be awarded to those who attempt an analysis of the more obvious services.</p> <p>Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about the wider range of hotel service provision (such as business-related services) and compare this, for example, with the TIC's leisure focus. We should expect a conclusion from the better candidates and we should reward the use of specific exemplification.</p>	9	3.2	AO1 (3) AO3 (3) AO4 (3)
2	(a)	(i) <p>State <u>four</u> elements/components usually included in the price of such holiday packages.</p> <p>Award one mark each to a max of four from:</p> <ul style="list-style-type: none"> • Flights • All taxes • Transfers • Meal plan • Use of all hotel facilities • Services of a local representative 	4	3.2	AO1
		(ii) <p>Identify <u>three</u> ancillary services that the travel agency would be likely to offer at the time of booking such a package. Give a reason for each of your answers.</p> <p>Award one mark for each of three valid service identifications and a further one mark for an appropriate explanation of each. Correct ideas include:</p> <ul style="list-style-type: none"> • Travel insurance (1) – profit/customer need (1) • Currency (1) - profit/customer need (1) • Car hire (1) - profit/customer need (1) • Passport/visa (1) – ability to travel (1) <p>Credit all valid explained services.</p>	6	3.2	AO1 (3) AO3 (3)

	<p>(b) Many leisure travellers will often take an organised tour or excursion when they are visiting an overseas destination for the first time. Discuss how such tours/excursions are usually organised and operated.</p> <p>This requires a consideration of both what is included in the tour (itinerary) and how a tour is managed/put together. In other words what the customer experiences versus how it is made available. Many candidates will have experienced a tour during a package holiday and personal experiences should be credited. However, to progress to the higher level, there must be clear evidence of an analysis of both aspects by the candidate.</p> <p><u>Use level of response criteria</u></p> <p>Level 1 (1-3 marks) can be awarded to those candidates who apply their knowledge of tours to illustrate that an itinerary is chosen to create a product that is then offered to clients either before they travel or at the destination.</p> <p>Level 2 (4-6 marks) can be awarded for greater detail about what is actually included, how the tour itinerary works and the chain of distribution.</p> <p>All six marks can be awarded for a thorough treatment of a known example.</p>	6	3.1	AO3 (3) AO4 (3)
	<p>(c) Assess the advantages and disadvantages of the different methods by which travel arrangements can be now be made.</p> <p><u>Use level of response criteria</u></p> <p>This requires clear evaluative comment for the top level and we should expect all answers to indicate some good and bad points.</p> <p>Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of different booking methods i.e.</p> <ul style="list-style-type: none"> • Agents • Internet • Telesales • In person <p>but relative advantage/disadvantage will not be made clear.</p> <p>Level 2 (4-6 marks) can be awarded to those who attempt a comparative analysis of the more obvious services and delivery methods.</p> <p>Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about the wider range of provision.</p>	9	3.2 3.4	AO1 (3) AO3 (3) AO4 (3)

3	(a)	<p>Most international visitors will travel to Dubai by using one of many scheduled air services serving the destination. Explain <u>two</u> differences between economy and business classes on such flights.</p> <p>Award one mark for the identification of each of two valid differences and award a second mark for an appropriate explanation/amplification of each. Correct ideas will include the following:</p> <ul style="list-style-type: none"> • Legroom/seat bigger in business (1) – more comfort and room (1) • Meals and drinks better choice in business (1) – served more efficiently (1) • Passenger/crew ratio higher in business (1) – more attentive service (1) • In-flight entertainment etc. • Check-in procedures etc. • Baggage allowance etc. • Lounge access etc. • Cabin facilities etc. 	4	3.1	AO2 (2) AO3 (2)
	(b)	<p>(i) Explain <u>three</u> ways in which the needs of unescorted children can be met.</p> <p>Award one mark for the identification of each of three valid services and award a second mark for an appropriate explanation/amplification of each.</p> <p>Correct ideas will include the following:</p> <ul style="list-style-type: none"> • Escorted after check-in (1) – safety (1) • Boarded first (1) – can be helped more conveniently (1) • Seated near staff (1) – monitoring (1) • Special meals (1) – served first (1) • Activity packs (1) – keep amused (1) • Escorted through immigration (1) – handed over to pre-arranged person (1) <p>Credit all valid reasoning.</p>	6	3.1	AO1 (3) AO3 (3)

	<p>(ii) Describe <u>three</u> services usually provided for adult passengers with special needs.</p> <p>Award one mark for the identification of each of three valid services and award a second mark for an appropriate description of each. Correct ideas will include the following:</p> <ul style="list-style-type: none"> • Special meals (1) e.g. Vegetarian (1) • Disabled remain in wheelchairs up to gate (1) – boarded first/last (1) • One mobility aid e.g. wheelchair, will be carried free of charge in addition to the applicable hold baggage allowance (1) and on many long haul twin-aisled aircraft an on board wheelchair is available (1) • Adapted toilets (1) with handrails are available on many twin-aisled aircraft (1) • A number of seats with lifting armrests (1) are available on aircraft for ease of access (1) <p>Credit all valid descriptions.</p>	6	3.1	<p>AO1 (3)</p> <p>AO2 (3)</p>
	<p>(c) With reference to one international airport with which you are familiar, assess the extent to which it meets the needs of different types of incoming and outgoing international passengers.</p> <p><u>Use level of response criteria</u></p> <p>Candidates are expected to have made a study of an airport and in this instance they are required to assess the effective meeting of passenger needs. We can accept a wide range of views including comments about carriers and destinations served. However, most answers will probably focus on air/land-side service provision.</p> <p>Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of an identifiable international airport and identify up to three ways in which passenger needs are being met.</p> <p>Level 2 (4-6 marks) can be awarded to those who attempt an analysis of at least one of the ways in which airport service provision meets the needs of both incoming and outbound passengers.</p> <p>Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about two or more aspects of the airport's service provision and come to a conclusion about the extent to which both leisure and business travellers, both inbound and outbound, are having their international travel needs met.</p>	9	3.1	<p>AO2 (3)</p> <p>AO3 (3)</p> <p>AO4 (3)</p>

4	(a)	<p>(i) Describe <u>two</u> characteristic features of a 5* hotel bedroom.</p> <p>Award one mark for each of two valid identifications and a further one mark for an appropriate description of each. Correct ideas include:</p> <ul style="list-style-type: none"> • Quality furnishings (1) – curtains, couch etc. (1) • Decorations (1) – pictures, shade etc. (1) • Fruit basket (1) – usual welcome gift (1) • Welcome tray (1) – usual indicator (1) • Bathroom facilities (1) – robes etc. (1) <p>Credit all valid references.</p>	4	3.2	AO1
		<p>(ii) Using only evidence from Fig. 4, explain <u>two</u> aspects of the appeal of the Royal Bahamian resort's spa.</p> <p>Award one mark for the identification of each of two valid aspects and award a second mark for an appropriate explanation/amplification of each. Correct ideas will include the following:</p> <ul style="list-style-type: none"> • Voted best by <i>Conde Nast</i> readers (1) – sign of quality (1) • Range of treatments (1) – choice (1) • European standard products and services (1) – Caribbean ambience (1) • Marble rooms etc. (1) – suggest luxury and quality (1) <p>Credit all valid reasoning.</p>	4	3.2	AO2 (2) AO3 (2)
	(b)	<p>Outline <u>four</u> likely reasons why resorts in the Caribbean are popular destinations for wedding packages.</p> <p>Award one mark for the identification of each of four valid reasons and then award a further one mark for an appropriate amplification of each. Correct ideas include:</p> <ul style="list-style-type: none"> • Destination appeal (1) – seen as romantic, fashionable etc. (1) • Climate (1) – all round season (1) • Price (1) – start at £139 so are affordable (1) • Total costs (1) – often cheaper than European average (1) • Marketing and promotion offers (1) – added extras for couple (1) <p>Credit all valid reasoning.</p>	8	3.4	AO1 (4) AO2 (4)

	<p>(c) The Caribbean is an important cruise circuit. With reference to examples with which you are familiar, discuss the appeal of cruise holidays.</p> <p><u>Use level of response criteria</u> This is quite specific and is set in the context of sea transport/sea services/leisure travel. There must be appropriate exemplification for the higher levels.</p> <p>Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of identifiable cruise products available to the UK market.</p> <p>Level 2 (4-6 marks) can be awarded to those who attempt an analysis of at least one of these cruise products, clearly indicating appeal to particular types of client.</p> <p>Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about two or more types of cruise product and come to a conclusion about the extent to which different types of UK leisure traveller have their needs met by each type.</p>	9	3.1	AO2 (3) AO3 (3) AO4 (3)
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