

**CAMBRIDGE**  
INTERNATIONAL EXAMINATIONS

May 2003

**CAREER AWARD STANDARD LEVEL**

**MARKING SCHEME**

**MAXIMUM MARK: 100**

**SYLLABUS/COMPONENT: 5251/01**

**TRAVEL AND TOURISM**  
Paper 1

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	TRAVEL AND TOURISM – MAY 2003	5251	1

Q.No.	EXPECTED ANSWER/MARKS AVAILABLE	A.O.
1 (a)	Any 3 appropriate examples e.g. Caribbean, Mediterranean, Indian Ocean, N.W.Pacific etc (3x1 mark)	B1a D4b
(b)	We are looking for 4 reasoned statements (4x1 mark) or 2 correct ideas with development/amplification (2x2 marks) Correct ideas: <ul style="list-style-type: none"> <li>• Economies of scale</li> <li>• Increased demand</li> <li>• Rationalisation of routes</li> <li>• Comparative advantage</li> </ul>	A4a A4b D2a
(c)	Fig. 1 itemises the following (1 mark correct identification & 1 mark for an appropriate explanatory comment for each = 2x4) <ul style="list-style-type: none"> <li>• Oily water</li> <li>• Sewage</li> <li>• Washing waste</li> <li>• Chemical waste</li> <li>• Garbage disposal</li> <li>• Air pollution</li> </ul>	A2c
(d)	We are looking for awareness of facilities provided on these new "super" vessels - floating resort hotels - so look for a description of broad recreational aspects (4x1 mark) such as: <ul style="list-style-type: none"> <li>• Outdoor sport (pool)</li> <li>• Indoor sport (gym)</li> <li>• Leisure (cinema)</li> <li>• Beauty (salon/spa)</li> <li>• Entertainment (casino/theatre)</li> </ul>	D1a
(e)	<u>Use level of response criteria</u> We are inviting the candidate to consider social <b>and</b> cultural impacts in cruise ship destinations - both positive and negative Level 1 (0-2 marks) will be descriptive with little or no attempt to explain. Level 2 (3-4 marks) will have at least one social and one cultural issue explained within a named destination context. Level 3 (5-6 marks) will look at pros and cons for at <b>least two</b> fully appropriate impacts within an identifiable cruise location.	A2d A4b
2 (a) (i)	Mauritius (1 mark)	B1a
(ii)	Osaka (1 mark)	B1b
(iii)	Malta (1 mark) & Larnaca (accept Cyprus) (1 mark)	B1a
(b)	We are inviting comments about demand and a consideration of tourism generating issues. Accept 4 appropriate comments (4x1 mark) or 2 concepts developed (2x2 marks to the candidate's advantage).	A4a A4b
(c) (i)	Dubai/Perth (1 mark)	C4a
(ii)	Singapore (1 mark)	D4a
(iii)	Accept two appropriate comments (1 mark name & 1 mark explanation) such as to break journey/extend trip/city break/ special deals available/visit friends & relatives etc. 2+2 = 4 marks.	A1a B3c

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(d)	<p>Most international carriers have policies in place to deal with young people who may, particularly, be travelling alone. Credit any five aspects covering:</p> <ul style="list-style-type: none"> <li>• Escorted throughout</li> <li>• Funpack</li> <li>• Children's entertainment channel</li> <li>• Family films</li> <li>• Bottles &amp; baby products carried</li> <li>• Baby bassinets</li> </ul> <p>(5x1 = 5 marks)</p>	C3a C1a C1b C1c
(e)	<p><u>Use level of response criteria</u> An open question and the key is consideration of <b>both</b> agent and passenger. Level 1 (0-2 marks) will be a descriptive catalogue with little or no thoughtful comment about <b>making arrangements</b>. Level 2 (3-4 marks) will illustrate at least one piece of technology for both and clearly show how the agent and the passenger makes use of it for arrangements. Level 3 (5-6 marks) will cover at least two for both. Fax, internet, CRS, e-mail, phone, text are all acceptable.</p>	C2c C4c
3 (a) (i)	Treatments (1), therapies (1) & fitness programmes (1) (3 x 1 mark)	C4a D1a
(ii)	July/November (1), heavy rainfall (1)	B2d
(b)	<p>This requires the candidate to supply details of the range of ancillary services frequently provided in 5* resort properties. Accept any 5 of the following guest services:</p> <ul style="list-style-type: none"> <li>• Tour desk</li> <li>• Foreign exchange</li> <li>• Business access &amp; support</li> <li>• Car hire</li> <li>• Restaurant/theatre/event reservations &amp; tickets</li> <li>• Airport transfers</li> <li>• Translation services etc</li> </ul> <p>(5x1 = 5 marks)</p>	A1b B3b
(c) (i)	Definition (limited numbers/ particular place) (2)+ example (1) =3mks	B4b
(ii)	<7 nights, often city-based, short haul etc (any 2)+ example (1)=3mks	C4a
(iii)	Include travel/transfers (1), accommodation/ancillary (1)+eg(1)=3mks	D2a
(d)	<p><u>Use level of response criteria</u> This involves the candidate supplying suitable information about the promotional activities of national tourist boards aimed at both leisure and business visitors. Level 1 (0-2 marks) will tend to list activities without attempting to explain their significance or purpose Level 2 (3-4 marks) will have appropriate comment on 2 or 3 strategies Level 3 (5-6 marks) will clearly comment on <b>international</b> promotion, road shows, assisted visits, advertising &amp; brochures etc and illustrate their use via accurate examples.</p>	A3a

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4	(a)	(i) Old Boat House Nature Trail (1 mark) (ii) Any 2 from yew & oak woods (1), Sika Deer (1), 200 year old road (1) and old Muckcross copper mines (1) (2x1 = 2 marks) (iii) There should be comments about 3 of the following: <ul style="list-style-type: none"> <li>• Views</li> <li>• Uncrowded</li> <li>• Not built up</li> <li>• Traditional charm (pony &amp; trap shown)</li> <li>• Ideal for ramblers etc</li> </ul> (3x1 = 3 marks)	C4a C4a  B4b B4c
	(b)	Fig. 4 provides the clue - we want any 5 from <ul style="list-style-type: none"> <li>• Local attraction information</li> <li>• Maps &amp; guide books</li> <li>• Guiding services &amp; tours</li> <li>• Accommodation bookings</li> <li>• Foreign exchange</li> <li>• Souvenirs etc</li> </ul> (5x1 = 5 marks)	A3b
	(c)	(i) An 2 services - shop, wash block, tent/caravan space etc (2x1 = 2mks) (ii) Any 2 - B&B, family home's facilities, limited range etc (2x1 = 2mks) (iii) Any 2 - serviced, en-suite, accessible location etc (2x1 = 2mks) (iv) Any 2- fully serviced, facilities, en-suite, leisure etc (2x1 = 2mks)	D3b D3b D3b D3b
	(d)	<u>Use level of response criteria</u> This is clearly set in an <b>impact</b> context. To progress above level 1 the answer <b>must</b> be related to an identifiable National Park or recognisable AONB. Level 1 (0-2 marks) problems but no solutions offered Level 2 (3-4 marks) 2 specific problems & suitable solutions Level 3 (5-6 marks) will provide a greater range of illustration and/or depth to the problems/solutions identified.	B3a A2c B4c

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### MARKETING AND PROMOTION

1	(a)	Three ways in which organised product development benefits the Hawaiian Tourist Industry: <ul style="list-style-type: none"> <li>• increase time visitors spend in destination</li> <li>• increase sales and usage figures</li> <li>• reduce overcrowding and improve customer satisfaction</li> <li>• improve organisational image</li> <li>• improve product image</li> <li>• encourage repeat business</li> </ul> (3x1 mark)	3	A1(a)
	(b)	(i) Other examples of improved product mix: <ul style="list-style-type: none"> <li>• themed packages</li> <li>• special interest packages</li> <li>• enhanced visitor services</li> <li>• enhanced travel services</li> </ul> any one or other reasonable enhanced product feature	1	A2(c)
		(ii) Description of the impact on tourists: <ul style="list-style-type: none"> <li>• encourage repeat business</li> <li>• attract special interest groups</li> <li>• extend visitor appeal</li> <li>• convert previously unfamiliar attractions into fundamental tourism products</li> </ul> any relevant impact described	2	A2(c)
	(c)	(i) Factors <b>within</b> control - i.e. strengths and weaknesses: B, C, E, and G (4x1 mark)	4	A2(b)
		(ii) Factors <b>beyond</b> control - i.e. opportunities and threats: A, D, F, H (4x1 mark)	4	A2(b)
	(d)	PEST ANALYSIS: Political Positive = Statement 1 Social Negative = Statement 2 Economic Negative = Statement 3 Technological Positive = Statement 4 (4x1 mark)	4	A2(b)
	(e)	(i) Primary Research Techniques: <ul style="list-style-type: none"> <li>• questionnaires</li> <li>• face-to-face interviews</li> <li>• telephone surveys</li> </ul> (3x1 mark)	3	A2(a)

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	(ii)	<p>Secondary Data Sources:</p> <ul style="list-style-type: none"> <li>• Hotel Reservation Records</li> <li>• International Flight Arrivals</li> <li>• Number of visitors through attraction gates</li> <li>• Comparative studies with similar destinations</li> </ul> <p>any two reasonable secondary sources (2x1 mark)</p> <p>Disadvantages of secondary data sources:</p> <ul style="list-style-type: none"> <li>• currency of information</li> <li>• reliability of sources</li> <li>• appropriateness of data in decision making process</li> </ul> <p>(2x1 mark)</p>	4	A2(a)
2	(a)	(i) Product life cycle: accept either research or launch (ii) Choice of stage: <ul style="list-style-type: none"> <li>• Research - still in initial stages - still developing space tourism as a concept</li> <li>• Tito and Shuttleworth were guinea pigs, and not representative of the general public or:</li> <li>• Launch - first clients have paid money to enjoy the experience of space travel - company has marketed and launched its product to the general public</li> </ul> <p>An reasoned account (1x2 marks)</p>	1 2	C2(a) C2(a)
	(b)	(i) Space Tourism is a product (ii) <ul style="list-style-type: none"> <li>• characteristics of travel and tourism products and services described and difficulties with tangibility of travel/tourism products explained</li> <li>• comparison of tangibility and intangibility</li> <li>• homogenous state v heterogeneous state; storability issues and separability also covered</li> </ul> <p>(4x1 mark)</p>	1 4	C1(a) C1(b)
	(c)	Brand image; revolutionary, exciting, personally challenging, odyssey, exclusivity; <i>Levels of Response</i> Level 1 (0-2 marks) Response is unclear in defining brand image and list adjectives only Level 2 (3-4 marks) Clear definition of brand image given and attempts to describe its importance to the company Level 3 (5-6 marks) Good description of the brand image, closely linked to the actual product and describing its importance to the company	6	C2(b)

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(d)	(i)	<p>Pricing Strategy: penetration; skimming, prestige - Explanation of what the policy is and why it has been used - linked to exclusivity; high risk factor; high costs of overheads; <i>Levels of Response:</i> Level 1 (0-2 marks) Response identifies pricing strategy but does not make clear links with reasons for the prices charged Level 2 (3-4 marks) Clear identification of the pricing strategy chosen with some understanding of reasons linked to cost etc Level 3 (5-6 marks) Relevant choice of strategy with good explanation of associated costs risk factors etc.</p>	6	D1 (a)
	(ii)	<p>Factors:</p> <ul style="list-style-type: none"> <li>• organisation's need to generate profit</li> <li>• wider public interest may generate more custom</li> <li>• reduce costs</li> <li>• competitors may enter market leading to cost cutting</li> <li>• becoming more competitive</li> <li>• customer's expectations may lead to wider product range - day trips into space etc</li> </ul> <p>Any reasonable answer (5x1 mark)</p>	5	D2(a)
3	(a)	<p>Factors affecting choice of location:</p> <ul style="list-style-type: none"> <li>• internationally appealing</li> <li>• not in the western world to rival US and European sites already in operation</li> <li>• cost</li> <li>• character of local area - reclaimed land</li> <li>• local and transient population</li> <li>• workforce</li> <li>• access/transport links - airport close by for inbound tourists</li> <li>• rail link already built</li> <li>• adjacent facilities - Hong Kong Tourism strategy to attract visitors</li> </ul> <p>Any other appropriate factor (8x1 mark)</p>	8	E1 (a)
	(b)	<p>Distribution Channels, Ticket hotlines; package holidays including admission to theme park available via tour operators and travel agents; Internet allowing advance bookings; <i>Levels of Response</i> Level 1 (0-3 marks) Basic identification of distribution channels mainly in list format Level 2 (4 -6 marks) Identification of appropriate distribution channels; diagrammatic form; some description of merits of the use of some, but not necessarily applied to Walt Disney Company Level 3 (7-8 marks) Identification of appropriate distribution channels; diagrammatic form; some description of merits of the use of with specific application to the Walt Disney Company</p>	8	E2(a)



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(c)	<p>Three main methods of promotion from a choice of: advertising, publicity, point of sale displays, public relations, sales promotions, videos, Internet, direct selling.</p> <p>Reasons</p> <ul style="list-style-type: none"> <li>• advertising - advantages of mass media</li> <li>• publicity - directed at specific target audience; point of sale - souvenirs for word of mouth advertising</li> <li>• PR - cost effective and enhances company's reputation and image</li> <li>• sales promotion - lures customers in the belief they are getting a good deal</li> <li>• videos - to give a flavour of the atmosphere at the theme park</li> <li>• Internet - huge audience potential</li> <li>• direct selling - family memberships etc - customer loyalty</li> </ul> <p>(3x2 marks)</p>	6	F1(a)	
(d)	<p>Three factors influencing choice of promotional material:</p> <ul style="list-style-type: none"> <li>• costs</li> <li>• target audience</li> <li>• timing</li> <li>• AIDA principle</li> </ul> <p>Any three (3x1 mark)</p>	3	F2(a)	
4	(a) (i)	<p>Geographic segmentation characteristics from the list:</p> <ul style="list-style-type: none"> <li>• Region</li> <li>• Area type</li> </ul> <p>(2x1 mark)</p>	2	B1(a)
	(ii)	<p>Socio-economic characteristics:</p> <ul style="list-style-type: none"> <li>• Work Status</li> <li>• personal income</li> <li>• household income</li> <li>• home ownership category</li> <li>• education level</li> </ul> <p>Any three (3x1 mark)</p>	3	Bl (a)
	(iii)	<p><i>Levels of Response:</i></p> <p>Level 1 (0-2 marks) Basic listing of demographic information with little attempt to link to specific holiday market segments</p> <p>Level 2 (3-4 marks) Demographic information linked to generalised holiday types e.g. income linked to budget/luxury holidays with some attempt at explaining the links</p> <p>Level 3 (5-6 marks) Good explanation of how different aspects of demographic information links to different market segments - age, lifestyle, work status as well as more obvious income based information used to make relevant association</p>	6	B1(a)
(b) (i)	<p>Needs and expectations of independent travellers identified – any reasonable suggestions -</p> <ul style="list-style-type: none"> <li>• cheap accommodation</li> <li>• public transport</li> <li>• range of food options</li> <li>• adventure activities available</li> </ul> <p>(4x1 mark)</p>	4	B2(a)	

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(ii)	Needs and expectations of organised coaching holiday makers identified - any reasonable suggestions - <ul style="list-style-type: none"> <li>• group accommodation</li> <li>• group catering</li> <li>• pre-organised transport</li> <li>• portorage</li> <li>• guides in appropriate language</li> <li>• attractions</li> <li>• special needs provision</li> <li>• entertainment requirements considered</li> </ul> (4x1 mark)	4	B2(a)
(c)	Products differentiated by price (general concessions, group discount etc.), access (e.g. methods of transport), lead to benefits to organisation (e.g. increased occupancy usage, meeting wider target market). <i>Levels of Response:</i> Level 1 (0-2 marks) Response is unclear in defining a differentiated travel product or service or lists products and services only Level 2 (3-4 marks) Clear definition of differentiated products and services demonstrated with benefits for either the tourist or the organisation identified Level 3 (5-6 marks) Good explanation of differentiated products and services and clear recognition of the benefits to both the tourist and the tourism provider	6	B2(a)

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### TRAVEL ORGANISATION

1 (a)	Names, address, date, tel no consultant name, Destination <b>Florida</b> , <b>Dep Date</b> - blank, Departure <b>point</b> – Toronto; <b>Total in Party</b> - 2, <b>accommodation</b> - Orlando <b>Villas</b> , alternative Southern <b>Villas</b> , <b>Room</b> type - self catering, Booking today - N, Special requests - fly-drive; activities (12x1 mark)	Max 12	E3
(b)	<ul style="list-style-type: none"> <li>• independent</li> <li>• travel when and where they want</li> <li>• carry luggage, golf clubs</li> <li>• convenience</li> <li>• cheaper than taxi, local transport</li> </ul> (4x1 mark)	Max 4	B3
(c)	<ul style="list-style-type: none"> <li>• vehicle insurance</li> <li>• international driving licence</li> <li>• cost of petrol</li> <li>• size of vehicle</li> <li>• accident cover</li> </ul> (3x1 mark)	Max 3	D3
(d)	Maps to attractions and of area; guide books listing attractions; tourist information from internet; leaflets giving opening times, directions etc. <i>Levels of response</i> Level 1 (0-2 marks) simple list level Level 2 (3-4 marks) at least two sources with reasons Level 3 (4-6 marks) comprehensive list with justification	Max 6	C1
2 (a)	$1399+20 \text{ (tax)} + 69 \text{ (sea plane)} + 55 \text{ (ins)}=1543 \times 2 = 3086..$ (Total only = 2 marks, all working = 4 marks)	Max 4	B4
(b) (i)	Club Velidu	1	A1
(ii)	Singapore Airlines, sea plane, boat transfers (any one)	1	A1
(iii)	Global Tourism	1	A1
(c)	Everything included in the package (1), amplification, e.g. all accommodation, meals, drinks and entertainment, most activities included in price; transfers/transport (1)	2	A1
(d)	Names, address, passenger names, insurance req'd, name of tour, date, no. of nights, no. of rooms - double or twin; deposit 2 passengers @ S\$100 = S\$200; insurance 2 pass at S\$55 = S\$110, total amount S\$310, signature, date; credit card number and type/expiry date (10x1 mark)	Max 10	E2

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(e)	<p>Benefits to include control costs, quality, service, economies of scale, joint promotion, wider market <i>appeal</i>.</p> <p><i>Levels of response</i></p> <p>Level 1 (0-2 marks) simple statement about the cost of package components</p> <p>Level 2 (3-4 marks) benefit to providers co-operating together to produce packages (min 2 benefits)</p> <p>Level 3 (5-6 marks) clear evidence of integration of tour company, airline/hotel to produce economies of scale and exert control over final product</p>	Max 6	A1
3 (a)	<ul style="list-style-type: none"> <li>• Timetable route (1)</li> <li>• regular crossings (1)</li> <li>• facilities on board – food, drink, entertainment, seating, berths, for long journeys (max 3)</li> <li>• some carry vehicles (1)</li> <li>• port transfers available (1)</li> </ul> <p>(6x1 mark)</p>	Max 6	B2
(b) (i)	<ul style="list-style-type: none"> <li>• less driving in UK</li> <li>• cheaper fares for each type of ferry than Route B</li> <li>• more sailings daily</li> </ul> <p>(2x1 mark)</p>	Max 2	
(ii)	<p>Superferry:</p> <p>Adv: /cabins/berths to rest, wider choice of activities; child places free, open decks, cheaper than Lynx/HSS</p> <p>Disadv: longer crossing, more passengers, longer check-in time</p> <p>(2x1 mark)</p> <p>Lynx/HSS:</p> <p>Adv: shorter crossing, shorter check-in time, more sailings</p> <p>Disadv: payment for child; high cost for car and caravan, enclosed ship – cannot go on deck, subject to cancellation in bad weather, costlier alternative</p> <p>(2x1 mark)</p>	Max 4	
(c)	<p>Information on attractions, maps, guides, information on caravan sites, advice</p> <p>(4x1 mark)</p>	Max 4	
(d) (i)	<p>Can select from any type of waterborne transport, but features must be relevant to type and types of customer (by age, ability etc.)</p>	Max 5	

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(ii)	Responses must relate to type of water transport chosen and types of customer (by age, ability etc). For example cruise ships – mature couples, families, people with higher disposable income level, those who want convenience of seeing different places but have base on ship, disabled customers due to lifts etc and assistance on board, wide range of activities/entertainment on board Yachts – sailing enthusiasts, younger, fitter clients, prefer small ships freedom to choose own route etc.	Max 4	
4 (a)	Accommodation, flights, transfers (2x1 mark)	Max 3	
(b)	Fly to regular timetable, fly even if not full, tickets transferable to other flights (2x1 mark)	Max 2	
(c)	14 Aug Check in Rome, 04.55 Alitalia flight AZ824, dept 06.55, arrive Amman 14.40 Transfer to accommodation for 2 nights 16 Aug transfer to Petra for 3 nights 19 Aug transfer to Aqaba for 2 nights 21 Aug transfer to Amman for 1 night 22 Aug dep for checkin Amman before 06.27 Flight Alitalia AZ 827 dep 08.27, arrive Rome 15.30	Max 10	
(d)	Cancellation, delay, lost luggage, medical cover, missed departure, personal accident, lost/stolen money or passports (4x1 mark)	Max 4	
(e)	Types of currency - cash, travellers cheques, credit cards, debit cards <i>Levels of response:</i> Level 1 (0-2 marks) one or two forms of currency without explanation Level 2 (3-4 marks) reason for type of currency chosen/recommended, with at least two forms explained Level 3 (5-6 marks) - all types given, with justification for use	Max 6	

### GRID

Q. No	Q.1	Q.2	Q.3	Q.4
A1		15		3
B1		Delete		2
B2			6+5	
B3	4			
B4		Delete	2+4+4	
C1	6		4	
D1	3			4
E1			Delete	10
E2		10		
E3	12			
E4				6