

# UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

## MARK SCHEME for the May 2004 question papers

### **5251, 5252, 5253 TRAVEL AND TOURISM**

<b>5251</b>	<b>Core Module</b>
<b>5252</b>	<b>Marketing and Promotion</b>
<b>5253</b>	<b>Travel Organisation</b>

These mark schemes are published as an aid to teachers and students, to indicate the requirements of the examination. They show the basis on which Examiners were initially instructed to award marks. They do not indicate the details of the discussions that took place at an Examiners' meeting before marking began. Any substantial changes to the mark scheme that arose from these discussions will be recorded in the published *Report on the Examination*.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the *Report on the Examination*.

- CIE will not enter into discussion or correspondence in connection with these mark schemes.

CIE is publishing the mark schemes for the May/June 2004 question papers for most IGCSE and GCE Advanced Level syllabuses.

**May 2004**

**CAMBRIDGE INTERNATIONAL DIPLOMA STANDARD LEVEL**

**MARKING SCHEME**

**MAXIMUM MARK: 100**

**SYLLABUS: 5251**  
**TRAVEL AND TOURISM**  
**Core Module**

Page 1	Mark Scheme	Syllabus	Paper
	TRAVEL AND TOURISM – MAY 2004	5251	5251

Q. No.	Expected Answer / Marks available	Mark	A.O.
1 (a)	All of the five rivers mentioned, one mark for each: <ul style="list-style-type: none"> <li>• Rhine</li> <li>• Danube</li> <li>• Moselle</li> <li>• Rhone</li> <li>• Seine</li> </ul> <p style="text-align: right;">(5x1)</p>	5	B1(a) D4(b)
1 (b)	Look for at least two reasons with some amplification about both aspects for 2 marks each or 4 briefer explanatory statements, one mark for each. Correct ideas include: <ul style="list-style-type: none"> <li>• Main tourism generators — most demand</li> <li>• Euro and Dollar — main world currencies</li> <li>• Likely markets — cultural &amp; heritage tours</li> <li>• Media channels — effective promotion (2x2 or 4x1)</li> </ul>	4	A3(b) D4(b)
1 (c)	Any 3 aspects mentioned, one mark for each and a second mark to be awarded for some development including: <ul style="list-style-type: none"> <li>• World Travel Market — access to potential customers</li> <li>• New global marketing strategy — to increase sales</li> <li>• Re-branding — new promotional opportunities</li> <li>• New brochures for 2003 season</li> <li>• Target markets</li> </ul> <p style="text-align: right;">(3x2)</p>	6	C5(a)
1 (d)	We can accept any 2 appropriate aspects for one mark each with the second mark being awarded for an explanatory comment for each. Valid aspects include: <ul style="list-style-type: none"> <li>• All-inclusive — excellent cuisine</li> <li>• Leisure options — entertainment, sport etc.</li> <li>• High crew-passenger ratio — attentive service</li> <li>• Various ancillary services — tours arranged</li> </ul> <p style="text-align: right;">(2x2)</p>	4	D1(a) D1(c)
1 (e)	<u>Use level of response criteria</u> We are inviting the candidates to consider the visiting of remote destinations and thus to explain the appeal of such destinations. Level 1 (1-2 marks) — will be descriptive of some locations but will offer little reasoning. Credit can be given for product characteristics. Credit the smaller Caribbean Islands but Jamaica is not really that remote! Level 2 (3-4 marks) — will have some better examples and the idea of wilderness will be mentioned in the context of either special interest/eco-tourism etc. e.g. Alaska, Norwegian Fjords, Chile, Antarctica. Level 3 (5-6 marks) — will appreciate that high spending customers wish to escape 'mass tourism' locations and will be quite willing to visit exotic, unaltered destinations in comparative cruise ship luxury.	6	B4(a) B4(c)
2 (ai)	25 hours (1)	1	C4(a)
2 (aii)	16 hours (1)	1	C4(a)
2 (aiii)	2.15 hours (allows + 10 mins) (1)	1	C4(a)
2 (b)	Reus, Barcelona and Girona – one mark for each (3x1)	3	B1(b)

Page 2	Mark Scheme	Syllabus	Paper
	TRAVEL AND TOURISM – MAY 2004	5251	5251

2 (c)	<p>Look for 2 reasons, one mark for each, and award the second mark for an appropriate explanatory comment for each. Correct ideas will include:</p> <ul style="list-style-type: none"> <li>• In the middle of established holiday area – Costas</li> <li>• Near Barcelona – important short break destination</li> <li>• Market potential – access to 150 million+</li> <li>• Climate – year round season (2x2)</li> </ul>	4	B3(c) A4(b)
2 (d)	<p>Credit any five appropriate aspects, one mark for each, such as:</p> <ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Attractions</li> <li>• Facilities e.g. restaurants</li> <li>• Leisure opportunities e.g. watersports</li> <li>• Map or plan</li> <li>• Booking procedures (5x1)</li> </ul>	5	D1(a)
2 (e)	<p>Award one mark for each reason and a second mark for an explanatory comment about each. Examples include:</p> <ul style="list-style-type: none"> <li>• So park can monitor sales – fluid pricing</li> <li>• Crowd control – monitor numbers</li> <li>• Sales through agents – wider distribution</li> <li>• Customer service – saves having to queue (2x2)</li> </ul>	4	D2(b)
2 (f)	<p>We are asking for any negative impacts – most will go for environmental but economic, social and cultural are valid and will be mentioned by better candidates.</p> <p><u>Use level of response criteria</u></p> <p>Level 1 (1-2 marks) – will be descriptive and for a list of impacts award only 2 max.</p> <p>Level 2 (3-4 marks) – will have at least two valid impacts treated in some depth e.g. congestion, urban sprawl, water issues, garbage and waste disposal.</p> <p>Level 3 (5-6 marks) – will see that large resort complexes generate a variety of impacts. Look for 3 examples, one of which should be non-environmental such as profits going overseas, mainly casual employment for locals etc.</p>	6	A2(a) A2(b) A2(c) A2(d)
3 (a)	<p>Award one mark for each of 3 correct examples from:</p> <ul style="list-style-type: none"> <li>• Underwater World</li> <li>• Singapore Zoo</li> <li>• Jurong Birdpark</li> <li>• Night Safari (3x1)</li> <li>• Botanical Gardens can be credited (not in 3(b) also)</li> </ul>	3	C4(a)
3 (b)	<p>Award one mark for each of 3 correct examples from:</p> <ul style="list-style-type: none"> <li>• Laguna Golf &amp; Country Club</li> <li>• Singapore Indoor Stadium</li> <li>• Equinox</li> <li>• Zouk</li> <li>• Turf Club</li> <li>• Cable Car</li> <li>• Seafood Centre</li> <li>• Raffles Hotel (3x1)</li> </ul>	3	C4(a) D1(a)

Page 3	Mark Scheme	Syllabus	Paper
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3 (c)	Credit two explanatory statements, with up to one development mark for each, based on ideas such as: <ul style="list-style-type: none"> <li>• Singapore's newest, stylish hotel (Fullerton)</li> <li>• Strategic locations, convenience and accessibility</li> <li>• Singapore's first riverside designer 'hip' hotel</li> <li>• International celebrity spotting etc. (2x2)</li> </ul>	4	D3(b)
3 (di)	Look for 2 statements or one idea in luxury hotel context with development. Valid aspects include: <ul style="list-style-type: none"> <li>• Visitor service/tour desk</li> <li>• Concierge makes arrangements</li> <li>• Phone tour operator direct</li> <li>• Credit idea of personal service (2x1)</li> </ul>	2	C3(a) D1(a)
3 (dii)	Look for 3 aspects of the tour, one mark for each, such as: <ul style="list-style-type: none"> <li>• Collect from hotel</li> <li>• Transport to site and join group for safari</li> <li>• Overnight stay (but no accommodation as such)</li> <li>• Viewing wildlife with guide</li> <li>• Return hotel (3x1)</li> </ul>	3	D2(a)
3 (diii)	Credit any valid characteristics if clearly stated but only 1 mark per point if given as a list: <ul style="list-style-type: none"> <li>• Foreign language - overseas visitors</li> <li>• Product knowledge - to answer questions</li> <li>• Trained - to Blue Badge equivalent</li> <li>• First Aid - health and safety</li> <li>• Good interpersonal skills etc. (4x1 or 2x2)</li> </ul>	4	C2(a)
3 (e)	<u>Use level of response criteria</u> The key is large international airport and <b>variety</b> . Large numbers of passengers fall into leisure, business and VFR and mention should be made of their differing requirements for Level 3. Level 1 (1-2 marks) will tend to list products and services with little attempt at explanation. A named case study may be awarded 3 if accurate. Level 2 (3-4 marks) will link particular products and services with traveller needs e.g. transport, hotels, shops, TIC etc. Level 3 (5-6 marks) will point out that certain products and services are targeted at key visitors and will offer appropriate illustration of leisure versus business needs.	6	D3(b) D3(c)

Page 1	Mark Scheme	Syllabus	Paper
	TRAVEL AND TOURISM – MAY 2004	5251	5251

4 (ai)	Burial place of Moses (1)	1	B4(b)
4 (aii)	Cave that Lot and daughters escaped to (1)	1	B4(b)
4 (aiii)	Place where John baptized Jesus (1)	1	B4(b)
4 (aiv)	Place where Herod beheaded John the Baptist (1)	1	B4(b)
4 (bi)	This can be set in any place of worship context and one mark is to be awarded for the correct identification of each of three conflicts and a second mark awarded for some appropriate amplification of each. Credit all valid ideas such as: <ul style="list-style-type: none"> <li>• Taking pictures during services - distraction etc.</li> <li>• Improper dress – offends locals</li> <li>• Visitor arrivals – congestion at service times</li> <li>• Tourist mentality – contrasts with devotions</li> <li>• Talking – disturbs prayer etc. (3x2)</li> </ul>	6	A2(d)
4 (bii)	Award one mark for each of 2 correct methods and up to a further 2 marks for a developed explanation of each. Valid ideas will include: <ul style="list-style-type: none"> <li>• Coach parties booked in advance – manages numbers and avoids congestion and service disruption</li> <li>• Use of guides – keeps party under control and prevents noise and damage etc.</li> <li>• Signage – provides information and instruction</li> <li>• Cordon off area e.g. altar to prevent damage and distraction to worshippers (3+3)</li> </ul>	6	C1(c) B3(a)
4 (c)	Credit all valid suggestions for one mark each, such as: Rome/St Peters, Bethlehem/Church of Nativity, Kairouan in Tunisia/Great Mosque, Turin Cathedral/Shroud etc.	3	B4(a)
4 (d)	<u>Use level of response criteria</u> This is quite specific and simply requires candidates to explain how a multi-centre package will be put together. Level 1 (1-2 marks) will correctly itemise the components of the package i.e. transport, transfer, accommodation and meal plan, transfer, transport, other destination(s), transfer, accommodation and transport home. Level 2 (3-4 marks) will take this above the simple and mention the operator negotiating rates and creating a profit margin as well as dealing with different providers to create a specific product. Level 3 (5-6 marks) will talk about the nature of the product in more detail and may well mention variations such as choice of flights, car hire, flexible stays etc. and use industry terminology accurately and appropriately.	6	D2(a)

**May 2004**

**CAMBRIDGE INTERNATIONAL DIPLOMA STANDARD LEVEL**

**MARKING SCHEME**

**MAXIMUM MARK: 100**

**SYLLABUS: 5252**

**TRAVEL AND TOURISM  
Marketing and Promotion**



UNIVERSITY of CAMBRIDGE  
International Examinations

Page 1	Mark Scheme	Syllabus	Paper
	TRAVEL AND TOURISM – MAY 2004	5252	5252

Q. No.	Expected Answer / Marks available	Mark	A.O.
1 (a)	Any 2 from: to increase customer awareness; to create a positive image of the city; to stimulate greater demand; to increase usage and therefore profitability; to improve competitive advantage over other tourist areas. (2x1)	max 2	A1(a)
1 (bi)	Quantitative; (accept external secondary sources) (1)	1	A2(a)
1 (bii)	Any 2 from: Primary Research methods; Customer questionnaires; Exit interviews; telephone surveys (2x1)	max 2	A2(a)
1 (c)	Strengths: C, G; Weaknesses D, E (Could accept A here too, rather than as a threat)' Opportunities: B, F; Threats: A, H (8x1)	max 8	A2(b)
1 (di)	D - image of crime and poverty (1)	1	A2(b)
1 (dii)	A - updating information systems (1)	1	A2(b)
1 (diii)	C - Federal support for strategy (1)	1	A2(b)
1 (div)	B - Group tours spend 2 hours in city (1)	1	A2(b)
1 (e)	<i>Use level of response criteria</i> Level 1(0-3 marks) – response identifies basic differences between two models (product-led – development of tourist facilities and infrastructure rather than market-focused – tourism development linked closely to type of visitor and their needs) Little or no attempt to refer to Pushkin. Level 2 (4-6 marks) – response describes the significant differences between the two models (as above) and begins to examine Pushkin — tourism providers likely to work in isolation with their product rather than join initiatives providing wider benefit. Level 3 (7-8 marks) – a fuller response, examining all aspects of maximising economic benefits of tourism, looking at competition and aiming for total customer satisfaction. Market focus allows closer monitoring/evaluation therefore more likely to lead to long-term success than pure product focus.	0 - 3  4 - 6  7 - 8	A1(a) B2(a) C2(c)
2 (ai)	Any 2 from: Gender; age; household composition; occupation; educational background; ethnicity; work status (2x1)	max 2	B1(a)
2 (aii)	e.g. Use information about income levels to develop differentiated travel products targeted at specific price brackets – budget fares; economy fares; business class fares and first class fares (1x2)	max 2	B1(a)
2 (aiii)	Using lifestyle characteristics to identify target markets (1)	1	B1(a)
2 (bi)	Any 2 from: reduced cost seats on smaller planes; short haul flights; limited range of destinations; limited on board catering; limited baggage allowance; airports often away from city centre locations (2x1)	max 2	C1(a)
2 (bii)	Growth – still gaining popularity. (1x2)	max 2	C2(a)



Page 2	Mark Scheme	Syllabus	Paper
	TRAVEL AND TOURISM – MAY 2004	5252	5252

2 (c)	Identification of any type of customer or any four characteristics from; Independent travellers; families; frequent flyers; VFR tourists; lower levels of disposable income; regular short haul business trips; people who do not mind making own transfer arrangements; (4 x 1 for each identification, or 2x2 for identification with explanation)	max 4	B2(a)
2 (d)	<u>Use level of response criteria</u> Level 1(0-2 marks) – basic list of distribution channels to include some from direct selling, telephone sales, Internet, but does not consider the wider implications of using new technologies; Level 2 (3-4 marks) - more extended answer, examining the benefits of 24-hour technologies from either a customer's point of view or an organisation's, therefore reaching wider international audience. Level 3 (5-6 marks) – fuller response looking at wide range of distribution channels and their advantages to both the customer and the airlines - disadvantage of having to promote company to raise awareness if direct selling methods are employed; advantage of having no middleman to pay commission to.	0 - 2  3 - 4  5 - 6	E2(a)
2 (e)	<u>Use level of response criteria</u> Level 1(0-2 marks) – only a basic understanding of branding demonstrated- and not necessarily linked to specific low cost budget airlines. Level 2 (3-4 marks) – more extended answer, examining the association of low cost name and image with product features and targeting specific market segment. Level 3 (5-6 marks) – fuller response looking at wide range of issues associated with brand and demonstrating good understanding that brand association can increase market share through customer loyalty, repeat business etc.	0 - 2  3 - 4  5 - 6	E2(a)
3 (a)	Correct sequence is: Research; planning; preparation; implementation; evaluation (5x1)	max 5	F1(a) F2(a)
3 (bi)	Research (1)	1	F1(a)
3 (bii)	Planning (1)	1	F1(a)
3 (biii)	Any 2 from: to ascertain whether the campaign raised awareness; to check whether sales increased as a result of the campaign; to monitor number of new customers or repeat customers; to check that budgets were adhered to; to assess whether the company/product image has improved as a result of the campaign; to identify future improvements; to check how successful the campaign has been (2x1)	max 2	F1(a) F2(a)



Page 3	Mark Scheme	Syllabus	Paper
	TRAVEL AND TOURISM – MAY 2004	5252	5252

3 (c)	A= Attract attention - pictures, bold writing etc. I= Interest - something different, informative, relevant to target audience. D= Desire – emphasise the pleasure and enjoyment linked to product to make the customer want to buy. A= Action - make it easy for the customer to be able to respond - reply coupon, phone number, web address, freepost, - spontaneity is important - the impulse reaction! (4x1)	max 4	F2(a)
3 (d)	<u>Use level of response criteria</u> Level 1(0-2 marks) - response demonstrates limited understanding of the concept of public relations - makes brief reference to printed media, but not specific to question. Level 2 (3-4 marks) - good understanding of the concept of PR demonstrated and makes attempt to relate to question looking at the general advantages - might not be specific to tour operations. Level 3 (5-6 marks) - fuller response looking at whole range of benefits of PR to tour operator - i.e. free publicity through press releases, TV coverage in return for trade sampling of the product.	0 - 2  3 - 4  5 - 6	F1(a)
3 (e)	<u>Use level of response criteria</u> Level 1(0-2 marks) - response demonstrates limited understanding of the concept of direct marketing - reference to printed media, but not specific to question. Level 2 (3-4 marks) – good understanding of the concept of direct marketing demonstrated and makes attempt to relate to question looking at the general costs and benefits – might not be specific to hotel chain. Level 3 (5-6 marks) – fuller response looking at whole range of costs and benefits of direct marketing to hotel chain – i.e. wide target audience can be reached, but relatively expensive to send if no response is received; general response rate =<30%	0 - 2  3 - 4  5 - 6	F1(a)
4 (a)	Any 6 locational features or factors: island location; climate; beaches; resort complexes; exotic location; culture of area; other tourist facilities; landscape features; (6x1)	max 6	E1(a)
4 (bi)	Accept any from: Prestige pricing; All-inclusive pricing; Variable pricing (1)	1	D1(a)
4 (bii)	Depends on choice of policy in part i) – any 2 justified reasons linked specifically to the characteristics of chosen policy e.g. prestige pricing – to project luxury image; to reflect quality of product offered etc. (2x1)	max 2	D1(a)
4 (ci)	Any 2 from: Loss leader pricing; Discount pricing; Promotional pricing or special offers; going rate; (1x2)	max 2	D1(a)



Page 4	Mark Scheme	Syllabus	Paper
	TRAVEL AND TOURISM – MAY 2004	5252	5252

4 (cii)	<p>Likely to include: attracting customers back to area of perceived mistrust and danger; high level of reduction to entice different target market from original customer base to try to overcome plummet in sales, huge numbers of cancellations and companies making huge losses.</p> <p><u>Use level of response criteria</u></p> <p>Level (0-2 marks) – response demonstrates limited understanding of immediate impact of terrorist attack on sales and the need for tourism providers to react with price amendments.</p> <p>Level 2 (3-4 marks) – more understanding of issues demonstrated and some consideration of how reduced prices may stimulate renewed demand.</p> <p>Level 3 (5-6 marks) – good understanding of need for immediate action by tourism providers to prevent loss of business, including recognition of appealing to different market segments to attract business.</p>	<p>0 - 2</p> <p>3 - 4</p> <p>5 - 6</p>	D1(a)
4 (ciii)	<p>Likely to include:</p> <p>Need to redress the balance to re-establish stability within market; unrealistic to expect mistrust to last permanently – consumer confidence renewed means need to re-establish market and prices accordingly.</p> <p><u>Use level of response criteria</u></p> <p>Level (0-3 marks) – response demonstrates limited understanding of long term impact on sales and the need for tourism providers to react with gradual price increases back towards original levels.</p> <p>Level 2 (4-6 marks) – more understanding of issues demonstrated and some consideration of how renewed demand will impact on price increases and return to original pricing policies.</p> <p>Level 3 (7-8 marks) – good understanding of need for gradual changes over the long term by tourism providers to respond to changes in demand.</p>	<p>0 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	D1(a) D2(a)

**May 2004**

**CAMBRIDGE INTERNATIONAL DIPLOMA STANDARD LEVEL**

**MARKING SCHEME**

**MAXIMUM MARK: 100**

**SYLLABUS: 5253**  
**TRAVEL AND TOURISM**  
**Travel Organisation**

Page 1	Mark Scheme	Syllabus	Paper
	TRAVEL AND TOURISM – MAY 2004	5253	5253

1 (ai)	Eurostar or Intercity. No mark for 'train'.	1	B3
1 (aii)	Great Rail Journeys	1	A1
1 (b)	Organise transfers (1); take short excursion bookings (1); is contact with tour operator (1); keeps group together (1) (2x1 mark)	max 2	A1
1 (c)	All components are arranged by TO; connections are in place; accommodation, meals and transport included; no need to make own independent arrangements; control over quality. <u>Use level of response criteria</u> Level 1 (0-2 marks) – some components mentioned, no reference to benefits to consumer. Level 2 (3-4 marks) – attempt to link arrangements to benefit to consumer. Level 3 (5-6 marks) – clear understanding of consumer benefits shown in relation to components of package.	max 6	A1
1 (d)	Cash for immediate expenses, travellers cheques for security in standard denomination (e.g. US\$ or GBP£, or Euro€), credit and debit cards for ease of use payable in home currency later. <u>Use level of response criteria</u> Level 1 (0-2 marks) – one or two types of currency given but no reasons. Level 2 (3-4 marks) – more than two types of currency given with some attempt at justification. Level 3 (5-6 marks) clear understanding of need for variety of currency methods with good reasoning for each (all covered).	max 6	D1(b)
1 (e)	Small size of ship, usually 2 passenger decks, open deck space for viewing, limited facilities for leisure activities, smaller cabins. (2x1)	max 4	B2
1 (f)	Larger ocean going ships, more dining options, medical support, health and beauty facilities, more cabin choice, wider itineraries, pools, deck space, more time at sea. Responses muse relate to facilities on board ship. (5x1)	max 5	B2
2 (ai)	Crested Butte or Panorama (either acceptable)	1	B4
2 (aii)	Number of lifts, snow cover, activities broad for family, choice of eating/accommodation arrangements. (4x1)	max 4	B4
2 (b)	Cancellation – expensive holiday Medical – accident/injury special activities – dangerous sport/risk loss/damage to equipment – expensive to replace belongings – general protection	max 8	D1(c)

Page 2	Mark Scheme	Syllabus	Paper
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2 (c)	Internet – can use in own time and search specific sites National Tourist Boards to obtain regional guides and maps etc. Tourist Information Centres closer to location to obtain more specific information Guide books – can be purchased in home country and studied before departure – may cover wider geographical area than required Maps and Travel agencies not allowed as sources 1 mark for source and 1 for reason (1+1x4)	max 8	C1(a)(b)
2 (d)	Self-catering, full facilities provided for eating and sleeping, family can be more independent and eat when/where they wish, can prepare food to suit own requirements 1 for feature plus 1 for reason (1+1x2)	max 4	A1
3 (ai)	Hotel Ibis or Hotel Amine	1	A1
3 (aii)	Global Airways	1	A1
3 (b)	Coach/bus/taxi provided by tour operator to take passengers to/from airport to destination accommodation (1), included in price (1) (2x1)	max 2	B3
3 (c)	address (1), Destination (1), hotel (1), type of room (1), dates of travel (1), deposit (1), insurance (1), total paid that date (1), credit card type (1), credit card no (1), signature (1) date of completion – exam date (1) (11x1)	max 11	E2
3 (d)	295(1) + 70 (1)+ 30 (1) = 395 (1) (4x1)	max 4	B4
3 (e)	Benefits to include- control costs, quality, service, economies of scale, joint promotion, wider market appeal. <u>Use level of response criteria</u> Level 1 (0-2 marks) – simple statement about package components, not linked to benefits to providers. Level 2(3-4 marks) minimum 2 benefits to providers co-operating together to produce packages, but lacks clarity in explanation of benefit to tour operator. Level 3 (5-6 marks) – clear evidence of aims of tour operator to provide package to appeal and benefits to principals involved of occupancy/bookings guaranteed, linked to controlling costs, quality and service provided.	max 6	A1

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4 (a)	6 Feb check in 23.20 7 Feb departure Singapore Airways 0120 and flight no SQ046 7 Feb arrive Cape Town (0915 local time) 7-11 Feb Hotel Capetown 12 Feb dep Cape Town. Transfer to Union Limited Train Feb 12-15 - nights on Garden Route -Union Limited Train Feb 16 arr and board Blue Train Feb 16 – 17 Blue Train Feb 17 arrive Pretoria Feb 17/18 hotel in Pretoria Feb 19 dep Pretoria to Pinalesberg Game Park Feb 19/20 in Pinalesberg Game Park Feb 20 dep Game Park for Johannesburg Feb 21/23 Hotel in Johannesburg Feb 24 check in 1215 for flight to Singapore, Singapore Airlines SQ0615 dep 1415 Feb 25 arrive Singapore 0615 (local time) See alternative layout on page 4.  (12x1)	max 12	E1
4 (bi)	Open Jaw ticket	1	B1
4 (bii)	Single; Return with fixed dates/times; Open return with fixed departure date, open return date (2x1)	max 2	B1
4 (c)	International Driving Licence, Green Card/ID such as passport, Insurance (2x1)	max 2	D1(a)
4 (cii)	Independence, can travel when/where they want, visit own choice of attractions, convenience, door to door (1+1x2)	max 4	B2(c)
4 (d)	Disabled Access to attractions, assistance at airport, assistance on to transport, lift to hotel rooms or rooms on ground floor, disabled facilities in hotels (4x1)	max 4	B4

18-Day 17-Night Tour to South Africa

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<b>Page 4</b>	<b>Mark Scheme</b>	<b>Syllabus</b>	<b>Paper</b>
	<b>TRAVEL AND TOURISM – MAY 2004</b>	<b>5253</b>	<b>5253</b>

No of Day	Date	Itinerary	Depart	Arrival	Remark
0.	6 Feb	Check in at Singapore Airport at 2320	2320		
1.	7 Feb	Singapore to Cape Town on Singapore Airlines SQ406. Arrive & overnight at Cape Town	0120	0915	Total no of night in Cape Town: 5
2.	8 Feb	Cape Town			
3.	9 Feb	Cape Town			
4.	10 Feb	Cape Town			
5.	11 Feb	Cape Town			
6.	12 Feb	Depart Cape Town, transfer to Union Ltd Train, night on Garden Route			Total no of night on Union Ltd Train: 4
7.	13 Feb	Union Ltd Train, night on Garden Route			
8.	14 Feb	Union Ltd Train, night on Garden Route			
9.	15 Feb	Union Ltd Train, night on Garden Route			
10.	16 Feb	Leave Union Ltd Train and board Blue Train – overnight			Total no of night on Blue Train: 1
11.	17 Feb	Leave Blue Train and arrive Pretoria – overnight			Total no of night in Pretoria: 2
12.	18 Feb	Hotel in Pretoria – overnight			
13.	19 Feb	Depart Pretoria & arrive Pinalesberg Game Park – overnight in lodge			Total no of night in Pinalesberg Game Park: 2
14.	20 Feb	Pinalesberg Game Park – overnight in lodge			
15.	21 Feb	Depart Pinalesberg Game Park & arrive Johannesburg – overnight			Total no of night in Johannesburg: 3
16.	22 Feb	Johannesburg – overnight			
17.	23 Feb	Johannesburg – overnight			
18.	24 Feb	Depart Johannesburg to Singapore on Singapore Airlines SQ 405	1415		Total no of night: 17
19.	25 Feb	Arrive Singapore		0615	



<b>Page 5</b>	<b>Mark Scheme</b>	<b>Syllabus</b>	<b>Paper</b>
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	Q1	Q2	Q3	Q4
A1	1+2+6	4	1+1+6	
B1				1+2
B2	4+5			4
B3	1		2	
B4		1	4	4
C1		8		
D1	6	8		2
E1				12
E2			11	
E3				
E4		4		
	25	25	25	25