

**MARK SCHEME for the October/November 2009 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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Q No	Expected Response	Mark	Focus	AO
1 (a)	<p>Identify <b>four</b> components included in the price of the Great Rift Valley Safari package.</p> <p>Award one mark each to a maximum of four for any from:</p> <ul style="list-style-type: none"> <li>• Lodge accommodation</li> <li>• Charter flights</li> <li>• Transfers</li> <li>• Full board meals</li> <li>• Day/night game drives</li> <li>• Services of guides during guided walks</li> <li>• Conservation fees</li> </ul>	4	3.2	AO2
(b) (i)	<p>Describe the distribution channel chosen by the tour operator for this package.</p> <p>Award one mark for basic identification of the internet as a distribution channel and a second mark for further exemplification that this uses email to secure direct sales, with no agent involved.</p>	2	3.4	AO1
(ii)	<p>Explain <b>two</b> benefits to the customer of using this distribution channel.</p> <p>Award one mark for the identification of each of two valid benefits to the customer and a second mark for an appropriate explanation of each benefit. Correct ideas include:</p> <ul style="list-style-type: none"> <li>• Convenience – option of 24 hour booking from comfort of own home.</li> <li>• Direct sales – cuts out middleman thus reducing cost of package.</li> <li>• Use of modern technology – allows customer to sample product through virtual tours etc.</li> </ul>	4	3.4	AO1 AO2

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<p><b>(c)</b></p>	<p><i>Using only evidence from Fig. 1, assess the appeal to customers of using the 'Porini Camps and Gamewatchers Safaris' organisation.</i></p> <p><u>Use Level of Response criteria</u>  Level 1 (1–3): can be awarded to those candidates who identify and describe one or more aspects of the appeal of this package from those listed above.  Level 2 (4–6): candidates who explain at least two aspects of the appeal of this package should achieve at the lower end of this level, whilst responses which make an attempt to analyse at least two aspects of the appeal of the package, should achieve the highest marks in this range.</p> <p>Candidates should make reference to the National Geographic Top Ten African Safari company Award, World Travel Market, London Responsible Tourism Award 2008, Ecotourism Kenya – Silver rated, supports community projects in Kenya which give this package enhanced status for responsible tourism. The use of the word 'private' in the package highlights also will attract those customers seeking an 'elite' experience.</p>	6	3.2	AO2 AO3 AO4
<p><b>(d)</b></p>	<p><i>Evaluate reasons for the provision of guiding services as part of the safari experience for leisure travellers.</i></p> <p><u>Use Level of Response criteria</u>  Level 1 (1–3): 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 safari may take.  Level 2 (4–6): candidates who attempt to identify the reasons why guiding services are included in a safari 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.  Level 3 (7–9): 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> <p>Candidates are expected to have studied a range of ancillary services provided by tour operators and should therefore be familiar with the concept of guiding services. This question requires them to evaluate why tour operators offer guiding services as part of the safari experience.</p> <p>Valid reasons will include:</p> <ul style="list-style-type: none"> <li>• Meet customer needs</li> <li>• Create enhanced customer experience</li> <li>• Boost reputation of organisation</li> <li>• Competitive advantage over other types of holiday</li> <li>• Compliance with Health and Safety regulations</li> </ul> <p>Accept any other justified reasons.</p>	9	3.2 3.4	AO1 AO3 AO4

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<p><b>2 (a)</b></p>	<p><i>Explain <b>two</b> reasons why European countries are often chosen to host international conventions.</i></p> <p>Award one mark for each of two valid reasons and a further two marks for an appropriate explanation of each point. Correct ideas include:</p> <p>80 leading convention cities – large choice; large number of convention centres available – good probability of getting preferred dates; central access from all over the world – easy for all delegates to reach; large number of hubs and gateways – linked to accessibility issue; large number of hotel bedrooms available – good infrastructure to support demand. Credit all valid reasons.</p>	<p>6</p>	<p>3.2 3.4</p>	<p>AO1 AO2</p>
<p><b>(b)</b></p>	<p><i>Explain <b>three</b> ways in which conference organisers might use the information provided by ICCA when planning a major international event.</i></p> <p>Award one mark for the correct identification of each of three pieces of information provided by ICCA researchers and a second mark for an appropriate suggestion of how this information might be used.</p> <p>Correct ideas will include:</p> <ul style="list-style-type: none"> <li>• Country rankings – used to determine most popular convention destinations</li> <li>• Number of participants at corporate meetings and events – to help determine number of delegates to invite</li> <li>• Average duration of events and frequency of meetings – helps decide how long an event should last</li> <li>• Congress venues used – identifies a range of possible options</li> <li>• Suppliers used per destination – will provide useful contact details for potential accommodation, catering, equipment hire etc.</li> </ul>	<p>6</p>	<p>3.2 3.3 3.4</p>	<p>AO1 AO3</p>

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<p>(c)</p>	<p><i>Explain two ways in which India is becoming more competitive within the business tourism market.</i></p> <p>Award one mark for each of two examples of how India is developing business tourism provision and a second mark for an explanation or further amplification of each of these examples.</p> <p>Valid examples include:</p> <ul style="list-style-type: none"> <li>• Increasing number of airlines connecting India with other international gateways – can compete with other major city destinations</li> <li>• Increasing number of domestic airlines connecting cities within India – allows connecting flights to access range of city venues</li> <li>• Improved infrastructure and international standard conference facilities – brings India in line with what is offered elsewhere</li> <li>• Four world class convention centres being built in cities across India gives global status to convention provision.</li> </ul> <p>Accept any reasonable examples.</p>	4	3.4	AO1 AO3
<p>(d)</p>	<p><i>Evaluate the services provided by organisations such as ICPB in supporting the planning of an international convention.</i></p> <p><u>Use Level of Response criteria</u></p> <p>Level 1 (1–3): can be awarded to those candidates who identify and describe at least two services provided by organisations that support conference planning. Responses at this level will be largely reliant upon the text from the source material.</p> <p>Level 2 (4–6): will be awarded for responses that analyse at least two services provided.</p> <p>Level 3 (7–9): will be awarded for responses that make reasoned evaluative comments about service provision either specifically for ICPB or equivalent organisations. At the upper end of this level, candidates will make judgements about the growth in the convention market and the need for specialist planning services such as those offered.</p> <p>This requires candidates to use the source material to identify the types of services offered by ICPB and then to produce an evaluative comment about the range of services and the usefulness of them.</p>	9	3.3 3.4	AO1 AO3 AO4

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<b>3 (a) (i)</b>	<p><i>Define the term 'port of call'.</i></p> <p>A 'port of call' is a port into which a cruise ship will make a scheduled stop. Usually there is provision for the passengers to go ashore and enjoy an optionally priced tour or entertainment on land.</p>	2	3.1 3.2	AO1
<b>(ii)</b>	<p><i>Describe how a leisure traveller may use a ferry's Roll-on-Roll-off facilities.</i></p> <p>Award one mark for basic statement mentioning use of vehicle. The second mark should be awarded for simple description that passenger transport (car or coach) is loaded onto and off the ferry by this method.</p>	2	3.1	AO1
<b>(b)</b>	<p><i>Assess the provision of services for passengers that you would expect to find at a ferry port such as Aqaba.</i></p> <p><u>Use Level of Response criteria</u>  Level 1 (1–3): At this level, candidates will list or describe a basic range of services associated with ferry terminals.  Level 2 (4–6): Candidates at this level will be able to offer valid reasons for the importance to both the ferry providers and to the customer of offering a wide range of services – competitive advantage over other ferry providers, to generate increased revenue etc.</p> <p>Correct ideas will include the following:</p> <ul style="list-style-type: none"> <li>• Information desks – providing details about departure and arrival times etc.</li> <li>• Catering facilities – may be vending machines for hot/cold drinks, coffee bars, fast food outlets, restaurants depending on scale of terminal</li> <li>• Currency exchange and ATMs – allows passengers opportunity to exchange money or draw out funds</li> <li>• Pay Phones – booths taking cash, credit cards etc. Text and email facilities available too</li> <li>• Restrooms – toilet facilities, some may even have showers</li> <li>• Car parking – short term for picking up/dropping off passengers, long stay for those travelling as foot passengers</li> <li>• Public transport shuttle services – bus or train links to major cities or other destinations</li> <li>• Departure lounges – seated area to await embarkation</li> <li>• Car hire facilities – pick up and drop off points</li> </ul>	6	3.1 3.2	AO2 AO3

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(c)	<p>Analyse <b>three</b> reasons why the advertised cruise circuit in Fig. 3 (b) may meet the needs of a first-time cruise passenger.</p> <p><u>Use Level of response criteria</u></p> <p>Level 1 (1–3): Candidates at this level may provide a description of the route taken, including a list of the ports of call but may not comment on its suitability for a cruise 'novice'.</p> <p>Level 2 (4–6): At this level, candidates will offer more analysis of the advantages and disadvantages of this particular cruise, linking specifically to the cruise 'novice' – some commentary may be made concerning the relative high price but the overall value for money of an all-inclusive type package.</p> <p>Candidates need to consider that first time cruise passengers will want to experience as much as possible during their time on the cruise. This circuit provides a relatively cheap option, is short in duration but gives the opportunity to explore culturally diverse areas such as Alexandria, Aqaba and Sharm el-Sheikh. The cruise combines European and Middle Eastern ports of call as well as offering the chance to spend some time in Rhodes prior to departure. 8 days may not provide sufficient time to explore or to spend much time ashore.</p>	6	3.1 3.2 3.4	AO1 AO3
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(d)	<p><i>Evaluate the range of security measures that seaports such as Aqaba might adopt to protect passengers.</i></p> <p><u>Use Level of Response criteria</u></p> <p>Level 1 (1–3): At this level, candidates may produce a list of the type of security that may be found at sea and airports. At the top end, candidates may offer some description of at least one security measure.</p> <p>Level 2 (4–6): Candidates will use analytical language to explain one or more aspect of seaport security at this level. Measures may be fairly obvious.</p> <p>Level 3 (7–9): At this level, candidates will make evaluative comments about the requirements for seaports to protect against threats and respond to specific threats. At least two security measures will be evaluated. At the top end, candidates may make recommendations about specific security measures needed at cruise terminals.</p> <p>Candidates will have made a detailed study of one seaport and will have examined security measures as part of this study. This question requires candidates to transfer their knowledge within this applied context and demands the use of evaluative language, perhaps making recommendations for the port of Aqaba. Security measures may include:</p> <ul style="list-style-type: none"> <li>• Security of vessels</li> <li>• Security of the port and its facilities</li> <li>• Security of passengers and crew</li> </ul> <p>Candidates should be able to differentiate between preventive measures and reactive measures.</p> <p>Measures may include:</p> <ul style="list-style-type: none"> <li>• Intelligence gathering/analysis</li> <li>• Security risk assessment</li> <li>• Security planning (physical, human, financial resources)</li> <li>• Physical security measures (CCTV, passenger screening, baggage screening etc.)</li> <li>• Crisis management – removal of threats to security</li> <li>• Training for staff and passengers</li> <li>• Interim security inspections</li> </ul>	9	3.1 3.4	AO1 AO3 AO4
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4	(a) (i)	<p>List the <b>two</b> main functions of a travel agency.</p> <p>Award one mark for each of the following:</p> <ul style="list-style-type: none"> <li>To provide access for a principal to the market</li> <li>To provide a location for the customer to buy travel services.</li> </ul> <p>Accept statements relating to selling, retailing, etc.</p>	2	3.2	AO1
	(ii)	<p>Suggest <b>four</b> different customer types targeted by the online travel agency in Fig.4.</p> <p>Accept any from:</p> <ul style="list-style-type: none"> <li>Corporate travellers/business travellers</li> <li>Leisure travellers/holiday makers</li> <li>Cruise passengers</li> <li>Independent travellers</li> <li>People looking for an all-inclusive holiday</li> </ul> <p>Accept any reasonable suggestion from the adverts.</p>	4	3.2 3.4	AO2
	(b)	<p>Identify <b>two</b> ancillary services that this online travel agency offers for independent travellers and describe how each of these services might be used.</p> <p>Award one mark for each of two ancillary services mentioned in the section headed 'booking and planning tools'. Award a second mark for an amplified description of how each of these services may be used by the independent traveller.</p> <p>Correct ideas include:</p> <ul style="list-style-type: none"> <li>Self service reservations – using the Amadeus CRS to book hotel rooms, flights etc.</li> <li>Auto-europe – car rental reservations</li> <li>Currency converter – to help plan financial aspects of the trip</li> <li>Passport express – for guidance regarding passport and visa requirements during the trip</li> <li>Check my trip – to see an overview of the itinerary for a self-made trip</li> </ul>	4	3.2	AO2

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(c)	<p><i>Explain why some customers prefer to visit a travel agency to book their holiday rather than use the Internet.</i></p> <p><u>Use Level of Response criteria</u>  Level 1 (1–3): Candidates will list reasons – or offer a simple description of at least one reason.  Level 2 (4–6): At this level, candidates will attempt to analyse at least two reasons why customers prefer to use high street travel agents. Some comparisons will be made between the merits of travel agents and online bookings.</p> <p>Candidates should use comparative and analytical language to offer a discussion of the reasons why some customers prefer to book their holiday through a high street travel agency rather than using the internet.</p> <p>Reasons include:</p> <ul style="list-style-type: none"> <li>• Personal approach – some people prefer the personal touch – like to deal face to face</li> <li>• Benefit of agent's product knowledge – can obtain advice and guidance, even recommendations from agent</li> <li>• Benefit of agent's technical ability and lack of confidence in own ability using technology – fear they may make a mistake and the booking might not be accurate</li> <li>• No equipment – not everyone owns a computer or has access to the internet</li> <li>• More security with payment concerns over giving out credit card or debit card details over the internet – identity theft and fraud</li> </ul> <p>Accept any reasonable suggestions.</p>	6	3.4	AO1 AO3
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(d)	<p><i>Evaluate the role played by organisations such as ABTA in protecting the interests of consumers.</i></p> <p><u>Use Level of Response criteria</u></p> <p>Level 1 (1–3): candidates at this level are likely to describe the need for consumer protection and may identify at least one method used.</p> <p>Level 2 (4–6): at this level, responses will be analytical of reasons why consumer protection is important and will offer some analysis of the way this is offered by associations such as ABTA.</p> <p>Level 3 (7–9): candidates will provide clear evaluation of the importance of such organisations in protecting customers. Specific reference will be made to legal compliance and consumer protection law, with candidates making recommendations of measures needed to protect different aspects of a customer's business with a travel agent.</p> <p>Candidates are required to study organisations, which influence international travel and especially those organisations, which regulate the way in which travel businesses operate. Therefore, candidates should be well equipped to answer this question. It requires clear evaluative comment, in order to achieve the highest marks.</p>	9	3.3	AO1 AO3 AO4
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