

CAMBRIDGE INTERNATIONAL EXAMINATIONS
GCE Advanced Subsidiary Level and GCE Advanced Level

MARK SCHEME for the October/November 2012 series

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 should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

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1 (a) Identify and explain three reasons why Malaysia is an attractive business tourism destination. [6]

Award one mark for each of three reasons identified and a second mark for further exemplification.

e.g.

- modern infrastructure (1) international airport makes the country easily accessible for international business travellers (1)
- world class meeting/conference venues and accommodation (1) appropriate facilities with technology required and levels of comfort expected by international visitors (1)
- value for money (1) favourable exchange rates for international tourists mean that they get more for their money than in comparable destinations (1)
- pre- and post-conference activities (1) wide range of attractions for visitors in their recreational time ranging from cultural attractions to natural landscape and sports tourism (1)
- socio-political stability (1) visitors can feel at ease in the country i.e. no threats (1).

(b) Identify and explain two ways in which MyCEB can assist international business tourism organisers planning an event in Malaysia. [4]

Award one mark for each of two ways and a second mark for further explanation of the role that MyCEB plays:

e.g.

- provides advice (1) using expertise which organisations may lack (1)
- helps promote events internationally (1) can provide promotional expertise which some organisations may lack/website or other promotional tools (1)
- help select best local products/services (1) have local knowledge which overseas organisers will not have so thus best positioned to know which suppliers are best for which product/service (1)
- promote education/training of business tourism staff (1) so own staff can develop to provide better planning for events etc. (1).

Accept any valid suggestions.

(c) Explain two likely reasons why Malaysia has introduced the 'Meet and Green' tree planting scheme. [6]

Award one mark for the identification of each of two reasons for the appeal and a further two marks for exemplification of these reasons.

e.g.

- issue of carbon footprint (1) government has target to reduce emissions by 2020 (1) need to attract funding to assist with cost of tree planting project (1)
- travellers often look for responsible tourism and sustainable tourism practices/ecotourism (1) many would therefore welcome such an initiative (1) raising awareness of pollution (1) minimising impacts (1).

Accept any reasonable suggestions.

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- (d) Using only Fig. 1, evaluate the importance of the Chinese market for the business tourism industry in Malaysia. [9]

Indicative content

- close proximity and similarities in market characteristics make it natural target market
- MICE tourists spend 50% more than average leisure tourists
- looking to attract 5% more MICE visitors from China
- faces strong competition from neighbouring countries such as Singapore.

Level 1 (1–3 marks)

will be awarded for responses that identify or describe one or more reason/s for the importance of China for business tourism in Malaysia.

Level 2 (4–6 marks)

Candidates will explain one or more reason/s for the importance of China for business tourism in Malaysia.

Level 3 (7–9 marks)

This level will be awarded to candidates who evaluate one or more reason/s for the importance of China for business tourism in Malaysia.

- 2 (a) Explain what is meant by the term *hop-on, hop-off sightseeing tour*. [2]

Award one mark for a basic description of a sightseeing tour and a second mark for exemplification of hop-on/hop-off aspect.

e.g.

- an excursion, often by bus or coach which takes tourists around the main landmarks and attractions of a destination (1)
- tourists can choose where and when to get on and off the bus/coach at designated stops (1).

- (b) (i) Identify the advertised distribution channel used by the Chicago Trolley and Double Decker Bus Company. [1]

Award one mark.

Internet/online/website (1).

- (ii) Explain two benefits to customers of using this distribution channel. [4]

Award one mark for each of two identified benefits and a second mark for further explanation of the benefits.

e.g.

- saves money (1) 10% discount often offered for online purchases (1)
- saves time (1) no need to displace to make a purchase (1)
- guaranteed purchase – booking made (1) real time ticket availability information – emailed receipts for tickets there and then (1)
- 24/7 (1) convenience (1).

Accept any reasonable benefits/explanations.

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- (c) (i) Identify **three** types of service provider participating in the tourism partner discount scheme. [3]

Award one mark for the identification of each of three travel service providers from Fig. 2.

- food and beverage outlets (1)
- visitor attractions (1)
- other transport operators (1).

- (ii) Explain **three** benefits to the partner organisations of participating in such a discount scheme. [6]

Award one mark for each of three identified benefits and a second mark for each analysis of these benefits.

e.g.

- enhances the image of the organisation (1) customers may feel they are getting a good deal because of the discount offered (1)
- increased customer base (1) participating organisations can gain new customers (1)
- joint marketing efforts (1) cost of discounts offered will be significantly lower than cost of extensive marketing campaign (1)
- increased sales (1) attractions become more popular (1).

Do not accept increased profits.

- (d) Assess the reasons why travel organisations, such as Coach USA, provide consumer protection. [9]

Indicative content

- for data protection purposes
- legal requirement
- to allow consumers to have trust in the organisation/improved image of the company
- advertising standards
- financial protection.

Level 1 (1–3 marks)

will be awarded for responses that identify/describe one or more benefits to customers/organisations of protecting personal information.

Level 2 (4–6 marks)

will be awarded to candidates who explain or analyse one or more benefits to customers/organisations of protecting personal information.

Level 3 (7–9 marks)

will be awarded for responses which make at least one reasoned evaluative comment about the benefits to customers/organisations of protecting personal information.

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3 (a) (i) What is meant by the term *Code of Conduct*? [2]

Award one mark for a simple description and a second mark for further exemplification.

e.g.

- a code of conduct is a set of industry standards (1) that determine the way in which employees should treat internal and external customers and which set the protocols for the way in which organisations work (1)
- rules/regulations (1) to follow (1).

(ii) Explain two reasons why travel service providers operate a code of conduct. [4]

Award one mark for each of two identified reasons and a second mark for an explanation of each reason.

e.g.

- to ensure quality of customer service (1) all staff follow the same guidelines (1)
- safety of customers/staff (1) following guidelines (1)
- enhances the image of the organisation (1) customers know that the organisation cares about them (1).

Accept any reasonable suggestions.

(b) Identify and explain two objectives of RailCorp in providing passenger rail services in Australia. [6]

Award one mark for each of two identified objectives and a further two marks for each explanation of these objectives.

e.g.

- increase passenger rail capacity (1) to have an increased number of trains to accommodate the number of travellers wishing to use rail services at any one time (1) to reduce overcrowding (1)
- to provide more frequent rail services (1) in order to better meet passenger requirements (1) and to cope better with the demand during peak hours (1)
- to provide safe and clean rail services (1) finding more ways to ensure passenger safety on trains (1) and at railway stations throughout the organisation's network (1) employ more cleaning staff (1) to ensure each carriage is cleaned at regular intervals each day (1).

Accept any reasonable suggestions.

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- (c) Explain two reasons why travel service providers, such as CountryLink, offer ancillary products and services to customers. [4]

Award one mark for each of two identifications of the reason and a second mark for each explanation.

e.g.

- to generate more income (1) by selling additional products and services, organisations can gain greater financial benefit (1)
- to gain competitive advantage (1) offering services and products that competitors might not offer (1)
- to enhance image of organisation (1) customers will gain a good impression and this may cause customer loyalty (1).

- (d) Using only information from Fig. 3, evaluate the reasons why independent travellers might choose rail travel during their visit to Australia. [9]

Indicative content

- affordable – cheaper alternative
- wide choice of destinations covered – scale of country
- environmentally friendly transport option
- safety factor
- no need to drive – relaxing/room to move/no worry about getting lost

Level 1 (1–3 marks)

will be awarded for responses that identify/describe one or more reasons for independent travellers choosing rail travel.

Level 2 (4–6 marks)

will be awarded to candidates who explain or analyse one or more reasons for independent travellers choosing rail travel.

Level 3 (7–9 marks)

will be awarded for responses which make at least one reasoned evaluative comment about the reasons for independent travellers choosing rail travel.

- 4 (a) (i) Identify and explain three ways in which the Gritti Palace Hotel meets the needs of families. [6]

Award one mark for basic identification and second mark for further development of each of three products/services that meet family visitor needs.

e.g.

- satellite/cable TV (1) provides in-room family-friendly entertainment (1)
- babysitting service (1) allows parents chance to go out whilst children are being safely cared for (1)
- children's menus offered in restaurant (1) to ensure appropriate choice of food and portion sizes offered (1)
- personalised 24 hour service (1) in case parents require any additional assistance with small children e.g. bottle warming etc. (1)
- room options (1) families can stay in one room together (1).

Accept any reasonable suggestions.

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- (ii) Identify and explain two aspects of the appeal of the Gritti Palace Hotel to business customers. [4]

Award one mark for each of two identifications and second mark for each of two explanations.

Correct answers include:

- 3 meeting rooms (1) would allow businessmen to book venue for small meetings (1)
- high speed Internet (1) to enable business to use technology to keep in touch with office, send emails (1)
- business centre (1) secretarial services, faxes, printing services etc. (1)
- event co-ordinator (1) help plan and promote business events and other functions (1).

Accept any reasonable suggestions.

- (b) Explain three ways in which the concierge in a 5* hotel, such as the Gritti Palace Hotel, is likely to meet the needs of leisure guests. [6]

Award one mark for the identification of each of three ways and a second mark for an explanation of each of these ways.

e.g.

- make recommendations (1) places of interest, restaurants, shopping, best place to play golf in the area etc. in order to advise guests of best options etc. (1)
- make reservations (1) book a table at a restaurant or book tickets for a theatre performance for the convenience of guests (1)
- organise travel arrangements (1) book transfer to airport or taxi for a business meeting to meet guests' needs (1).

Do not accept portage services.

Accept any reasonable suggestions.

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- (c) Evaluate the benefits to customers of hotel chains offering loyalty programmes such as the Starwood Preferred Guest scheme. [9]

Indicative content

Points can be earned for each visit

- chain operates internationally so points can be earned in more than one destination
- points can be used for free stays or additional services
- members often receive information about other promotions and products/services that may be of interest.

Level 1 (1–3 marks)

will be awarded for responses that describe one or more benefits to customers of a hotel chain loyalty programme.

Level 2 (4–6 marks)

Candidates at this level will begin to explain/analyse one or more benefits to customers of a hotel chain loyalty programme.

Level 3 (7–9 marks)

This level will be awarded to candidates who make at least one reasoned evaluative comment about the benefits to customers of a hotel chain loyalty programme.