CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge Career Awards

MARK SCHEME FOR the October 2002 question paper

CAREER AWARD IN TRAVEL AND TOURISM
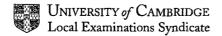
STANDARD LEVEL

5251 Core Module

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which Examiners were initially instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began.

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.

The mark scheme must be read in conjunction with the question paper.

- CIE will not enter into discussions or correspondence in connection with this mark scheme.

UNIVERSITY of CAMBRIDGE
Local Examinations Syndicate

MARK SCHEME

Q. No.	EXPECTED ANSWER / MARKS AVAILABLE	A.O.
1 (ai)	Charleston Visitor Center (1 mark)	B4 (a)
1 (aii)	North Charleston Visitor Center (1 mark)	B4 (a)
1 (b)	Accept any four products & services relevant to an important Center e.g. maps, guides, bookings, souvenirs etc 1 x 4 = 4 marks	A1 (b)
1 (c)	Credit any 5 valid explanatory statements based on Fig. 1 information: • Charles Towne Landing • Charleston Museum • Patriots Point • The *Yorktown* • Fort Moultrie • Boat Tour to Fort Sumter • Plantations & Gardens 5 x 1 = 5 marks	B4 (a) B3 (a)
1 (d)	Business: Airport access, downtown location, near commercial hub Leisure: in centre of historic Charleston, near attractions, near visitor center etc 2 + 2 = 4 marks	B4 (a) A1 (a)
1 (ei & ii)	Both jobs explained for 2 marks each: Front Desk: check reservations, special requirements, check-out date etc any 2 Restaurant: key in orders, drinks, prepare itemised bill etc any 2 2+2 marks	C2 (c) C3 (b)
1 (f)	Use level of response criteria This is a more general question and we may accept all types of city destination Level 1 – will make more general comments and possibly rely on one impact type e.g. traffic congestion, pollution etc Level 2 – will consider more varied examples of at least 2 types of impact e.g. increased traffic flows around a new development and sprawl of infrastructure to meet increased demand etc Level 3 – will provide good examples of at least three negative impacts and will offer appropriate exemplification (6 marks)	A2 (a) A2 (b) A2 (c) A2 (d)
2 (ai)	Accept any three of the following: • Placenames e.g. Willemstad • Spoken Dutch • Building age & style e.g. The Penha House • Floating market (link to Amsterdam & colonial Dutch) • Fort Amsterdam 3 x 1 = 3 marks	B4 (a)

2 (aii)	Accept : International Surfing Championship /June
	            Salsa Festival/August
	            Latin Festival/August
	            N.B. allow May examples 3 x 1 = 3 marks
		A1 (b)
		B2 (c)

2 (b)	We may credit any three valid statements based around ideas of unique appeal, history, cultural mix/variations, different to other Caribbean islands etc 3x1 mark	B4 (a)
2 (c)	Look for 5 distinct qualities relevant to international luxury travel including: • Foreign languages • Customer care training • Team working • Courtesy, tact diplomacy etc • Personal presentation & appearance • Communication • Job expertise etc 5 x 1 = 5 marks	C1 (a) C1 (c) C2 (a) C2 (b)
2 (d)	Look for 5 reasoned statements that seek to explain the idea of high and low season in the Caribbean context. Credit all valid aspects covering winter sun, Xmas and New Year, Summer rainy season, late summer hurricanes, supply & demand, discounting pricing policies etc 5 x 1 = 5 marks	D2 (a) B2 (b)
2 (e)	Use level of response criteria This is about economic impact and tourism's role in creating a mulitplier while raising GDP and per capita incomes Level 1 – will talk simply about jobs and visitor spend	

	Level 2 – will widen the scope to include foreign exchange, balance of payments and relate such ideas to examples	A2 (b)
	Level 3 – will provide both good examples and details of economic benefits including infrastructure etc (6 marks)	D3 (a)
3 (ai)	Any three from those mentioned on Fig. 5 – sea, sand, Sahara, oases, salt lakes, palm groves 3 x 1 = 3 marks	B3 (a) B4 (c)
3 (aii)	3 of dune buggies, microlight, balloon, 4x4, hovercraft 3 x 1 = 3 marks	B3 (b)
3 (bi)	Essentially we are looking for three appropriate statements about each type: • Customer choice • Hotel/duration/flight/transfers/dates 3 x 1 = 3 marks	D1 (a) D1 (b)
3 (bii)	• Less than 7 nights • Usually 2 or 3 (week-end) • Flight or transport/accommodation & meal plan/transfers 3 x 1 = 3 marks	D1 (a) D1 (b)
3 (biii)	• Price paid includes flight/transfers/accommodation & meals/drinks • Use of all facilities – recreation & sporting . • Entertainment & excursions 3 x 1 = 3 marks	D1 (a) D1 (b)
3 (c)	Any 4 valid differences including: • Cost • Frequency • Class • Cabin characteristics • Service & facilities etc 4 x 1 = 4 marks	D4 (a)
3 (d)	Use level of response criteria We are asking for an analysis of products & services offered at centres which may be a specific facility/location as well as a wider destination. Level 1 – will tend to be place/location/service descriptive with little attempt to analyse the range of provision spatially or over time Level 2 – will exemplify different sets of facilities including a range of direct and indirect products/services e.g. guides, vehicles, through to accommodation etc Level 3 – will see patterns within the location's provision and will thus identify a range of features including variations in supply and demand. (6 marks)	D1 (a)
4 (ai)	June (1 mark)	B2 (b)
4 (aii)	July (1 mark)	B2 (b)
4 (aiii)	Temperate (1 mark)	B2 (b)
4 (aiv)	Table Mountain (1 mark)	B4 (a)
4 (av)	Any 2 from cooler, sunnier, drier etc 2 x 1 = 2 marks	B4 (a)
4 (b)	We are to expect 5 reasoned statements about National Parks and their environmental positive impacts. Credit all valid ideas including: investment, conservation, rangers to maintain & patrol, manage visitors, minimise negative impacts, preserve habitats & species, reduce poaching, sustainable tourism and to encourage eco-tourism etc 5 x 1 = 5 marks	A2 (c)
4 (ci)	Both services do this and we require any 4 aspects that appeal including: Cape Winelands, the Karoo, Goldfields, "Big Hole", Kimberley, Matjesfontein etc 4 x 1 = 4 marks	D4 (c)
4 (cii)	We should look for 4 explanatory comments about facilities & accommodation to be found on both trains and these are clearly stated on Fig. 8 e.g. dress code, deluxe suites etc 4 x 1 = 4 marks	D1 (a) A1 (b) D3 (b)
4 (d)	Use level of response criteria This must be related to a known destination or it cannot proceed above Level 1, regardless of correct ideas. We are asking for an analysis about particular known attractions and we can accept any type or scale provided there is an emphasis on methods Level 1 – will provide generalisation or limited detail with no real emphasis to promotional methods e.g. use of special offers, promotional techniques etc Level 2 – will itemise types of ways – new additions are quite valid, as are details of funding Level 3 – will give further details of presentation and promotion relating to at least one specific attraction in a named tourism destination and will provide examples of increased visitor numbers resulting from the new developments. (6 marks)	C5 (a) C2 (c) B3 (b)