

CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge Career Awards

MARK SCHEME FOR the October 2002 question paper

**CAREER AWARD IN TRAVEL AND TOURISM
STANDARD LEVEL**

5253 Travel Organisation

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.

MARK SCHEME

Q NO	RESPONSES	MARKS	COMP NO
1a)	Sabander Beach Resort or Nexus Resort	1	A1a
1b)	Global Tourism	1	A1a
1c)	Lufthansa Airlines/road transfers	1	A1a
1d)	$1947 (1) \times 2 = 3894 (1) + 165 \times 2 (1) = 330 = 4224 (1)$	4	B4
1e)	<p>17 June Check in Frankfurt Airport 0800 before departure (1)</p> <p>Lufthansa flight to Sabah, Borneo dep 1000 (1)</p> <p>Arrive Sabah Airport 18 June 0400 local time (1)</p> <p>- 1000 am + 12 hr flight + 6 hr time diff</p> <p>Transfer to Sabander Beach Resort for 10 nts without breakfast (1)</p> <p>Excursions included:</p> <p>1 full day to Sepilok Orang Utan sanctuary lunch included (1)</p> <p>1 full day to Kinabalu National Park with flights and lunch included (1)</p> <p>Half day excursion Kampong Tour (1)</p> <p>Depart hotel 27 June approx noon (1) for Sabah Airport</p> <p>Dep Sabah Airport 2000 local time (1) 27 June</p> <p>Arr Frankfurt Airport 2200 27 June (1) – 2000 + 12 hrs flight – 6 hrs time diff</p>	Max 10	E1
1f)	<p>Level of response</p> <p>Level 1 (1-3) simple statements about the three package components</p> <p>Level 2 (4-6) identification of providers linking together to produce a product</p> <p>Level 3 (7-8) clear evidence of integration tour company/airline to produce economies of scale (bulk purchase of seats and hotel accom) and exert control over final product. Quality control ideas, customer service and functional linkages are welcomed.</p>	Max 8	A1
2a)	Access for wheelchair, pick own route, stop when they wish, be more independent, familiarity with vehicle	1 each, max 4	B3
2b)i)	On board dining, more like a mini-cruise, entertainment on board, four departures daily, can book on line	3	B2
2b)ii)	Fast service, all year round, at seat service on onboard café, entertainment area, shop for convenience foods	3	B2
2c)	Guides, promotional materials (leaflets, brochures), timetables, tourist offices, word of mouth, television	Max 6	C1b)
2d)	Insurance for vehicle, road tax, driving licence, warning triangles, first aid or emergency kit, disabled sticker	1 each max 3	D1a)

2e)	Level of response Level 1 (1-2) – basic recognition of mobility needs and facilities on min 1 service Level 2 (3-4) – reference to access and facilities on all two/three services Level 3 (5-6) reasoned analysis of features of all three facilities needed for disabled passengers (car parking, accommodation, access to attractions or special arrangements)	Max 6	B4
3a)	Break in journey of some period of time (ie overnight), flight ticket allows break, used on long or intercontinental journeys	2	B1
3b)	Scheduled – regular timetable, fixed routes, booking individually, major airlines, wider facilities/choice or services provided Charter – book by tour operator or group, may be limited seating space, facilities reduced and services may be charged	(max 4)	B1
3c)	Adv Quinta – quiet location, half board gives more flexibility, could be more relaxing Disadv Quinta – out of town so need to use hourly bus, on slope/steps for mobility problems, 3 excursions only included, half board Adv Turq Playa – close to town center/sea front, more level access, full board, 4 included excursions, reserved bar, free sun lounge/towels, entertainment Disadv: full board may restrict flexibility, residential area could be distant from night life, Could be noisier from entertainment, local residents	1 each adv/disadv (max 4)	C1c
3d)	Names (1), address (1), tel no (1) today's date (1) destination (1), hotel choice (1), duration (1), room type/meals (1), nationality of party members (1), specific needs of customer (1), special requests re flight details(1)	Max 10	E2
3e)	Need for some Spanish currency/Euros for small payments, travelers cheques, credit/debit card, safety/security of money (replacement if stolen etc) advice	Max 5	D1b)
4a)i)	For charge (1) can book seats in higher grade accommodation on plane (1) instead of cheapest seats usually booked by tour operator (1)	2	B1
4a)ii)	More leg room (1) and comfort (1), wider choice of services provided (1), choice of menu (1), able to sleep on overnight flight more comfortably (1) free gifts (1)	2	B1
4b)	Transfers mean not needing to use own car, pay for car parking at airport, taxi waits for flight arrival, convenience, therefore no cost to customer	3	B3
4c)(i)	Adv: can use free transfer and flight, reduce costs of holiday, more relaxing than driving, less subject to delays on congested roads Disadv: flight time may not be convenient, may prefer to drive and extend holiday, want the independence	1 Adv 1 Disadv max 2	B4
4c)ii)	As above	Max 2	B4

4d)	Name (1), address (1), Destination (1), departure date (1), duration/return date (1), Total party size (1), No of adults (1), Accommodation (1), Room type/meals (1), Special requests – flight details from Edinburgh (1), nationality of party members (1), insurance cover (1) value (1)	10	E3
4e)	Health/vaccination advice, visa advice, insurance, currency,	Max 4	E4