

CAMBRIDGE INTERNATIONAL EXAMINATIONS

MARK SCHEME for the October 2003 question papers

**5251/5252/5253 TRAVEL AND TOURISM**

<b>5251/01</b>	<b>Core Module</b>
<b>5252/01</b>	<b>Marketing and Promotion</b>
<b>5253/01</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 discussions or correspondence in connection with these mark schemes.



**CAMBRIDGE**  
INTERNATIONAL EXAMINATIONS

October 2003

**CAMBRIDGE INTERNATIONAL DIPLOMA**

MARK SCHEME

MAXIMUM MARK: 100

SYLLABUS/COMPONENT: 5251/01

TRAVEL AND TOURISM  
Core Module



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Question	Markscheme	Marks	Assessment Objective Coverage
1(a)(i)	JFK (1), La Guardia (1) & Newark (1) (3x1)	3	B1b D4a
1(a)(ii)	Fig. 1 supplies a variety of options from all 3 airports. Look for 4 comments based on any of the following: <ul style="list-style-type: none"> <li>• Taxi</li> <li>• Private car</li> <li>• Public bus</li> <li>• Subway</li> <li>• Private bus</li> <li>• Shuttle service (4x1)</li> </ul>	4	C4a C4b D3c
1(b)	Look for generating reasons rather than a list of attractions, we are after <b>both leisure &amp; business</b> reasons for full marks. Credit:- <ul style="list-style-type: none"> <li>• Wall Street meetings</li> <li>• Conferences/Conventions</li> <li>• Gateway for fly/drive &amp; tours</li> <li>• Short break destination e.g. shopping trips etc.</li> <li>• Amalgam ideas (4x1)</li> </ul>	4	A4b D1a
1(c)	Look for four types/categories rather than a list. Expect to see: <ul style="list-style-type: none"> <li>• Information (boards/display)</li> <li>• Shopping (duty free)</li> <li>• Lounges</li> <li>• Food &amp; drink</li> <li>• Transfers (carts &amp; people movers)</li> <li>• Special needs e.g. baby change, prayer rooms etc.</li> </ul> N.B. only credit facilities <b>within</b> air-side departure. (4x1)	4	A1b D1a
1(d)	There are similarities but question specifies differences. Credit any 4: <ul style="list-style-type: none"> <li>• Scale – local/regional vs international</li> <li>• Frequency of service</li> <li>• Type &amp; size of vessel</li> <li>• Number of crew</li> <li>• Range of facilities (4x1)</li> </ul>	4	D4b
1(e)	Use level of response criteria The question implies evaluation to <b>both</b> agent and customer. Expect comment about insurance, car hire, foreign exchange, rail/air pass, accommodation bookings, attraction tickets etc. Level 1: will list rather than provide evaluative comment Level 2: will have appropriate comments on at least three products/services – probably concentrating on customer need Level 3: should be rightly awarded to those who review at least 3 products from agent <b>and</b> customer perspective	(max 6)  0 - 2 3 - 4  5 - 6	D2b
2(a)	Standard question - Transport/transfer/accommodation/ food and drink/ ancillary e.g. entertainment - 4 components	4	D1b D2a
2(b)(i)	Looking after children in this context is quite specialised. Expect the following to be mentioned: <ul style="list-style-type: none"> <li>• Recognised nursery or similar qualification</li> <li>• Experience</li> <li>• Imagination, enthusiasm &amp; stamina</li> <li>• Team-working skills</li> <li>• Literate &amp; numerate</li> <li>• Basic foreign language</li> <li>• Commitment (4x1 allow amplification)</li> </ul>	4	C1a C1b C1c C2a C2b

<b>Page 2</b>	<b>Mark Scheme</b>	<b>Syllabus</b>	<b>Paper</b>
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<b>Question</b>	<b>Markscheme</b>	<b>Marks</b>	<b>Assessment Objective Coverage</b>
2(b)(ii)	This requires an understanding of the variety of all-inclusive provision in such resorts and Fig. 2 offers clear guidance. Expect to see the following aspects indicated but not a list of different jobs: <ul style="list-style-type: none"> <li>• Restaurant staff</li> <li>• Bar staff</li> <li>• Front office</li> <li>• Entertainment</li> <li>• Activity instruction</li> <li>• Wedding co-ordinator</li> <li>• Housekeeping</li> </ul> Any 4 distinct areas (4x1)	4	D3b
2(c)(i)	3 from brochure (1), Internet (1), fax (1), mail (1), e-mail(1)	3	C5
2(c)(ii)	The idea here is promotional incentives. Award 1 mark for identification and 1 mark for explanatory comment. Correct ideas include familiarisation visits, increased commission, incentive packages etc. (1+1 x 2)	4	D2b
2(d)	Use level of response criteria This is a standard question clearly highlighted in the syllabus and we should expect both positive and negative <b>economic</b> impacts to progress to level 3. Level 1: will tend to list impacts with little or no attempt to explain how they work Level 2: will provide treatment of main aspects and will include the multiplier effect explained Level 3: can be awarded for the clear explanation of good and bad points associated with such developments	(max 6)  0 - 2  3 - 4  5 - 6	A2b
3(a)	Cathay Pacific International Chinese New Year Parade (1), Mega Hong Kong Sale (1), City of Life Street Carnival (1) (3x1 mark)	3	C4a B4a
3(b)(i)	e.g. Opera at La Scala, Milan (1) + world's best performers (1)	2	B4a
3(b)(ii)	e.g. Easter at St. Peter's Rome (1) + Papal public address (1)	2	B4a
3(b)(iii)	e.g. Cairo Museum (1) + King Tut display (1)	2	B4a
3(b)(iv)	e.g. Notre Dame Paris (1) + Gothic Cathedral (1)	2	B4a
3(c)	This requires an awareness of the board, rather than individual TICs, although there is some overlap. Credit up to 4 ideas (4x1) or 2 treated in some detail (2x2). The following are worthy of credit: <ul style="list-style-type: none"> <li>• Listing in destination manual &amp; guides</li> <li>• Overseas distribution &amp; promotion</li> <li>• Advertising campaigns - newspapers, posters etc.</li> <li>• Promotional material in hotels, buses, airports</li> <li>• Leaflet distribution via TICs in Hong Kong (4x1 or 2x2)</li> </ul>	4	A3a
3(d)	Give 1 mark for identification and 1 mark for supporting detail. Ideas include the following: <ul style="list-style-type: none"> <li>• Guide:visitor ratio – keeps numbers under control</li> <li>• Tours – their timing and number allowed at one time</li> <li>• Route – visitor management to reduce congestion (2+2)</li> </ul>	4	C1c D1c
3(e)	Use level of response criteria This requires an example to be top level 1. The features include how the tour is organised, marketed, sold, staffed and maintained. Level 1: will state the components but will probably focus on the itinerary with little discussion Level 2: will discuss 2 or 3 features of a tour in some detail Level 3: will display clarity and understanding of the effective organisation of a tour	(max 6)  0 - 2  3 - 4  5 - 6	D1c D2a

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<b>Question</b>	<b>Markscheme</b>	<b>Marks</b>	<b>Assessment Objective Coverage</b>
4(a)(i)	November	1	B2d
4(a)(ii)	March	1	B2d
4(a)(iii)	June to August	1	B2d
4(a)(iv)	Drought/heat wave/bush fire	1	B2c
4(a)(v)	In advance	1	B2a
4(b)(i)	Main entry point (1), route focus (1), main access (1) (any 2)	2	B1b D4a
4(b)(ii)	Look for 3 explanatory statements about - lack of international route access elsewhere (1), reduced connectivity (1), focus on Sydney (1) etc. allowing development of any valid point made. (3x1)	3	D4a
4(c)(i)	Little disposable income/backpacker/student or similar	1	A1a
4(c)(ii)	2 from self catering, non-serviced, guest house, motel, YMCA, hostel etc. (2x1)	2	D3b
4(c)(iii)	2 from economy flight, rail pass, air pass, vehicle hire (2x1)	2	D4c
4(d)	This is clearly indicated on Fig. 4. Award one mark for each set of information and one mark for justification of <b>each</b> . (1+1 x 2)	4	C3a C4a
4(e)	Use level of response criteria Even for top level 1, this must be set in the context of a named city. We are asking how any physical feature (river, mountain, lake, coastline etc.) can be utilised and the pictures on Fig. 4 provide very obvious clues. Level 1: limited description and vague statements about use and appeal Level 2: will provide accurate detail of at least 3 examples – different features and/or uses Level 3: will comment accurately about use and appeal of at least three appropriate illustrations in a clearly named city location	(max 6)  0 - 2 3 - 4  5 - 6	B3b B4c

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Marketing and Promotion



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<b>Question</b>	<b>Mark Scheme</b>	<b>Marks</b>	<b>Assessment Objective Coverage</b>
1(a)	Strengths: Statement iii) and v) Weaknesses: Statement ii) and viii) Opportunities: Statement iv) and vii) Threats: Statement i) and vi) (8x1)	8	A2b
1(b)	A = Negative Social B = Negative Economic C = Positive/Negative Political D = Negative Technological (4x1)	4	A2b
1(c)	Use level of response criteria Level 1: limited understanding demonstrated of the importance of marketing in terms of increasing sales and usage, gaining competitive advantage over other states, improving the image of the industry and its products and services, achieving customer satisfaction etc. Level 2: some understanding demonstrated but explanation is general in nature rather than applied to the State of Arizona Level 3: good understanding demonstrated of the benefits of effective marketing specifically linked to the State of Arizona	(max 8) 0 - 3  4 - 6  7 - 8	A1a
1(d)(i)	Primary tends to be in person, face to face, first hand; secondary makes use of other people's research - could be through the Internet or using journals etc.	2	A2a
1(d)(ii)	Main disadvantage of primary research: Cost or time-consuming. (either accepted)	1	A2a
1(d)(iii)	Main disadvantage of secondary research: reliability of information; validity or bias; (accept any)	1	A2a
1(d)(iv)	Any relevant example of secondary data sources: journal articles, Inbound tourist statistics, hotel reservation figures, etc.	1	A2a
2(a)	1 = D 2 = A 3 = C 4 = B (4 x 1)	4	B1a B2a
2(b)	Gender, Age, Work status, Residential status, Education level, Income level, Ethnicity, Geographical location (Any 7) (7x1)	7	B1a

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Question	Markscheme	Marks	Assessment Objective Coverage
2(c)	<p>Main issues: costs, quality of accommodation, loneliness, embarrassment/stigma of being a single traveller, safety and security issues.</p> <p>Use level of response criteria</p> <p>Level 1: general list of the basic concerns, lacking insight or depth</p> <p>Level 2: greater depth and extended range of issues considered but still lacking insight into the wider issues</p> <p>Level 3: whole range of issues explored in detail, showing full understanding for reluctance to participate</p>	<p>(max 6)</p> <p>0 - 2</p> <p>3 - 4</p> <p>5 - 6</p>	B2a
2(d)	<p>Encourage greater use by singles: develop effective marketing mix - fix fair price and promote USP of singles packages, develop unique product portfolios and use appealing promotional techniques.</p> <p>Use level of response criteria</p> <p>Level 1: identifies in list form the features of singles packages but limited range of services considered</p> <p>Level 2: explores a greater range of products and considers methods of promoting services to the target group, but lacking depth or extended focus</p> <p>Level 3: full understanding of creating an effective product portfolio and using innovative promotional techniques to lure singles market</p>	<p>(max 8)</p> <p>0 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	A1c B2a C2c
3(a)	Main products of a National Art Gallery: artwork itself; organised exhibitions; guided tours; (3x1)	3	C1a
3(b)	Services of a National Art Gallery: Gift Shop; Café; Toilets; Car parking; (Any reasonable three) (3x1)	3	C1b
3(c)	<p>Products and Services difficult to distinguish - four main characteristics of each identified, but tourism products tend to be intangible:</p> <p>Use level of response criteria</p> <p>Level 1: lists four main characteristics of a product and a service, but does not really answer question</p> <p>Level 2: characteristics are described and some recognition of the cross-over for tourism related products is made, but answer is not fully justified</p> <p>Level 3: fully justified account of the intangible nature of tourism products demonstrates high level of understanding of this concept</p>	<p>(max 8)</p> <p>0 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	C1a C1b
3(d)	National Art Gallery - Distribution methods: Internet - bookings; telephone bookings; tickets available through TIC's acting as an agent; direct point of sale. (Any three) (3x1)	3	E2a
3(e)	Promotional methods for National Art Gallery: Publicity; Public Relations; Direct Marketing; advantages of these over other methods: publicity materials relatively cheap to produce; PR to inform of latest exhibitions; Direct Marketing to previous clients to encourage repeat business (3x2)	6	F1a



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Question	Markscheme	Marks	Assessment Objective Coverage
3(f)	Two main constraints in producing effective promotional materials: cost; Advertising Standards; Brand Image; Target Audience; (Any two) (2x1)	2	F2a
4(a)(i)	Package Holidays: Maturity or Saturation (Accept Either)	1	C2a
4(a)(ii)	Launch - e.g. Space Tourism - only 2 clients to date; Growth - e.g. Arctic expeditions, Summitting Mount Everest - increasing number of participants; Maturity - e.g. Florida Orlando experience - most who want to, have done it. Saturation - Costa's - majority looking for alternative experience (accept any reasoned examples) (4x1)	4	C2a
4(b)	Product features of package holiday - concept of mass tourism emerging; accommodation, and transport in early days; then inclusion of excursions and other entertainment at extra cost; then the concept of all-inclusive but with exclusivity of resort. Use level of response criteria Level 1: general list of the basic evolution lacking insight or depth Level 2: greater depth and extended range of issues considered but still lacking insight into its evolution Level 3: whole range of issues explored in detail, showing full understanding of how the concept has evolved	(max 6)  0 - 2 3 - 4 5 - 6	C2b
4(c)	Place - important as each package experience becomes very similar as tourists tend to encounter them at least once a year - location is the main ingredient which changes - natural landscape, coastal area; cultural diversity become significant to the experience. Use level of response criteria Level 1: general list of the basic locations of previous package holiday resorts but limited understanding of why place is important Level 2: greater depth and extended range of locational factors considered but still lacking insight into its real significance Level 3: whole range of issues explored in detail, showing full understanding of the growing significance of location to thrill seekers	(max 6)  0 - 2 3 - 4 5 - 6	E1a
4(d)	Different Pricing strategies: New concepts start with market penetration or market skimming - initially high prices due to lack of competition or prestige pricing/ variable pricing due to seasonality; Discount pricing and special offers - BOGOF to attract buyers into a mature market etc: Use level of response criteria Level 1: basic listing of pricing strategies but little understanding of the significance of each or its impact on package holiday market demonstrated Level 2: one or two pricing strategies covered with some justification of their impact Level 3: good coverage of three or more strategies with good understanding of their importance within the package holiday market across many of the historical progressions	(max 6)  0 - 2 3 - 4 5 - 6	D1a
4(e)	Two main reasons for change in pricing policies: Impact of competition; loss of exclusivity (any reasoned example) (2x1)	2	D2a

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Question	Markscheme	Marks	Assessment Objective Coverage
1(a)(i)	Fastest, relatively cheap, soon at destination (2 x 1)	max 2	B4
(ii)	Airports out of city centre, need to get to/from airport, adds to cost, handling luggage (2 x 1)	max 2	B4
(b)(i)	City centre to city centre, no additional luggage handling, cheapest to get to departure point, scenic journey (2 x 1)	max 2	B4
(ii)	Long journey, overcrowding, could get bored, cannot stop en route (2 x 1)	max 2	B4
(c)	Run to regular timetable, run whether full or not, ticket transferability, more frequent flights (3 x 1)	max 3	B1
(d)	Maps, guide books, internet search, brochures, leaflets, French Tourism department (4 x 1)	max 4	C1
(e)	International driving licence, headlight conversion, green card, insurance for foreign travel, warning triangles and safety equipment (4 x 1)	max 4	D1
(f)	Advantages: can do in own time, may find cheaper prices, no need to rely on biased advice Disadvantages: time to research all details, no specialist advice, difficult getting all parts of the trip to fit – risk  Use level of response criteria Level 1: one advantage and one disadvantage discussed Level 2: more than one advantage or disadvantage discussed with some reasoning shown Level 3: at least two advantage and disadvantage fully explained and reasoned	(max 6)  0 - 2 3 - 4 5 - 6	C1
2(a)(i)	Lufthansa	1	A1
(ii)	Global Tourism	1	
(iii)	Mediterranee or Aziza	1	
(b)	Accommodation (1) with breakfast and one other meal (1)	max 2	A1

Page 2	Mark Scheme	Syllabus	Paper
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Question	Markscheme	Marks	Assessment Objective Coverage
(c)	Name, address, passenger names, ages of children (1 each to max 4)  Name of hotel Aziza, departure date 16 July 2004, number of nights 10, deposit €400, insurance (4 x €50 = €200), amount included €600, Mastercard, card number and expiry date (1 each to max 6)	max 10	E2
(d)	<ul style="list-style-type: none"> <li>• vaccinations against a variety of illnesses</li> <li>• malaria tablets</li> <li>• sunscreen for children</li> <li>• drinking bottled water</li> <li>• first aid kit</li> </ul> And any other sensible suggestion (4 x 1)	max 4	D1
(e)	Tour operator linked with airline, accommodation, transfer provider and ancillary service providers. Major benefits are: <ul style="list-style-type: none"> <li>• economies of scale – bulk purchase</li> <li>• increased business</li> <li>• competitive advantage</li> <li>• eases cash flows</li> <li>• wider market choice</li> </ul> Use level of response criteria Level 1: simple statements about these aspects Level 2: illustration of at least 2 of these in some depth of explanation Level 3: reasoned understanding of at least 3 of the above points	(max 6)  0 - 2 3 - 4 4 - 6	A1
3(a)(i)	Slots fit in between scheduled, can be booked by tour operators or groups or individuals, only fly if almost full capacity, catering facilities of lower quality (2 x 1)	max 2	B1
(ii)	Break in journey, usually involving overnight stay, used to reduce flight time/jet lag (2 x 1)	max 2	B1
(b)	Need cancellation cover (1), loss of luggage (1) or equipment (1), medical cover (1), loss or theft of money and valuables (1), flight delay cover (1) (4 x 1)	max 4	D1
(c)	US\$ for stopover in cash, some Euro in cash for immediate payments, travellers cheques for security, credit/debit cards for convenience and reduce amount of currency carried  Use level of response criteria Level 1: identifying currency types, no reasons; Level 2: all types of currency mentioned but not all justified; Level 3: all mentioned and justified	max 6  0 - 2 3 - 4 5 - 6	E4
(d)	Charter flight check-in (1), depart/airline (1), time (1), arrival time (1), transfer to hotel (1), Atlanta departure time (1) airline details (1), arrival Greece (1); departure Greece check in date/time (1), airline (1), arrive Atlanta time (1), flight time/date BWIA (1), arrival BVI (1) (11 x 1 mark)	max 11	E1

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4(a)	1598 + 532 (1) = 2130 x 2 = 4260 (1) (2 x 1)	max 2	E2
(b)	Name (1), address (1), dates (1), Coral Princess cruise (1), twin share stateroom (1), Qantas flights (1), Sydney to Brisbane (1), special requirements celebration (1), no telephone number (1), name of consultant (1) (10 x 1)	max 10	E
(c)	Taxi – convenience, driver will know direction, less handling of luggage Limo – special occasion Method 1, justification up to 2	max 3	B3
(d)	Weight of hold luggage (1) allowed per person (1) one piece of hand luggage (1) (2 x 1)	max 2	B3
(e)	Features to include luxury accommodation, including staterooms, 24-hour service, leisure facilities, health and beauty facilities, casino, live entertainment, wide choice of catering arrangements, organised excursions, captain's table  Use level of response criteria Level 1: simple list of features of cruise ships Level 2: description of features, some attempt to link to appeal to celebration Level 3: most features of ship fully described and suitably linked to celebration	(max 8)  0 - 3 4 - 5 6 - 8	B2

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Question Number	Question 1	Question 2	Question 3	Question 4
A1		11		
B1	7		4	
B2				8
B3	4			3
B4	6			2
C1	4			
D1	4	4	10	
E1			5	
E2		10		10
E3			6	
E4				2