

# UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Standard Level

## MARK SCHEME for the October 2004 question paper

### CAMBRIDGE INTERNATIONAL DIPLOMA IN TRAVEL AND TOURISM

5251      Travel and Tourism (Core Module), maximum mark 100

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. 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 discussion or correspondence in connection with these mark schemes.

October 2004

**CAMBRIDGE INTERNATIONAL DIPLOMA**

**Standard Level**

MARK SCHEME

MAXIMUM MARK: 100

PAPER: 5251

TRAVEL AND TOURISM  
Core Module

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Question		Expected Answer/Marks Available	Mark	A.O.
1	(a)	<p>One mark for any three of the following ways:</p> <ul style="list-style-type: none"> <li>• By post direct to Gettysburg Visitor Bureau</li> <li>• By fax</li> <li>• By telephone</li> <li>• By internet access</li> </ul> <p>(3x1)</p>	3	C2(c)
	(b)	<p>Award one mark for each of four valid suggestions such as:</p> <ul style="list-style-type: none"> <li>• Emergency services</li> <li>• Climate data</li> <li>• Airport details</li> <li>• Railroad details</li> <li>• Attractions</li> <li>• Recreation</li> </ul> <p>or any other acceptable response, except for specific attractions identified in contents page</p> <p>(4x1)</p>	4	A1(b)
	(c) (i)	<p>Award one mark for each of four appropriate differences such as:</p> <ul style="list-style-type: none"> <li>• Size and number of rooms</li> <li>• Meal options</li> <li>• Accessibility</li> <li>• In-room facilities</li> <li>• In-house facilities</li> <li>• Ambience and personal attention</li> </ul> <p>(4x1)</p>	4	D3(b)
	(ii)	<p>Award one mark for each service and one for description, including any from:</p> <ul style="list-style-type: none"> <li>• Meeting rooms</li> <li>• Equipment for presentations and displays</li> <li>• Secretarial and office support</li> <li>• Leisure facilities</li> <li>• Restaurants</li> <li>• Car hire, desk, etc.</li> </ul> <p>(1+1x2)</p>	4	D3(b)
	(d)	<p>Credit all appropriate explanatory statements and allow one development mark per reason. Valid ideas include:</p> <ul style="list-style-type: none"> <li>• To diversify the destination</li> <li>• To extend the season</li> <li>• To attract niche markets</li> <li>• To widen appeal and encourage repeat visits</li> </ul> <p>(4x1/2x2)</p>	4	D1(a)

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	(e)	<p><u>Use level of response criteria</u> This is aimed at two types of impact so disregard environmental and economic points.</p> <p><b>Level 1</b> (1-2 marks) will be descriptive and there may be some confusion about what constitutes an historic attraction. However, do reward a positive attempt to answer the question with use of marginal examples</p> <p><b>Level 2</b> (3-4 marks) will have some suitable comment about preserving tradition, past events, national identity and educational value of at least one valid example</p> <p><b>Level 3</b> (5-6 marks) will look at the above and make comments about relative importance and the balance of negative versus positive outcomes.</p>	6	A2(d)
2	(a)	<p>Award up to three marks for interpretation of Fig. 2's images as follows:</p> <ul style="list-style-type: none"> <li>• Dry bare earth</li> <li>• Clear skies</li> <li>• Little vegetation cover</li> <li>• Low river flow</li> <li>• Accept drought animal bones</li> </ul> <p style="text-align: right;">(3x1)</p>	3	B2(b)
	(b)	<p>Look for two reasoned statements with amplification of each or four briefer comments for one mark each. Valid ideas include:</p> <ul style="list-style-type: none"> <li>• Lack of roads – suitable transport</li> <li>• Rough terrain – horse better suited</li> <li>• Back to nature experience – suit enthusiasts</li> <li>• Relive history – special interest</li> <li>• No machinery to break down</li> </ul> <p style="text-align: right;">(4x1 or 2x2)</p>	4	B4(c)
	(c)	<p>One mark per valid reason to a maximum of three with a second mark awarded for suitable development of each. Correct ideas likely to cover:</p> <ul style="list-style-type: none"> <li>• Small numbers at a time – limited impact</li> <li>• Eco-principles – high yielding but engaged visitors</li> <li>• Minimal pollution – no vehicles</li> <li>• Wildlife not disturbed as much</li> </ul> <p style="text-align: right;">(3x2)</p>	6	A2(c)
	(d) (i)	<p>Credit any three standard operator points, for one mark each, such as:</p> <ul style="list-style-type: none"> <li>• Respond to enquiry</li> <li>• Open file and follow procedures</li> <li>• Record payment and issue documents</li> <li>• Confirmation</li> </ul> <p style="text-align: right;">(3x1)</p>	3	C3(a) C3(b)

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		(ii)	This requires the candidate to offer three statements, one mark for each, that describe seasonal variations like: <ul style="list-style-type: none"> <li>• High season – most expensive</li> <li>• Low season – reductions</li> <li>• Group discounts throughout</li> <li>• Special requests command a premium, etc.</li> </ul> (3x1)	3	D2(a)
2	(e)		<u>Use level of response criteria</u> This should present few difficulties and the level is likely to reflect the variety of services illustrated. However, Level 3 should mention provision from <b>both</b> customer and agent perspectives.  <b>Level 1</b> (1-2 marks) will be descriptive and there will be very little explanation offered. Insurance, car hire and foreign exchange will dominate  <b>Level 2</b> (3-4 marks) will rightly state customer needs and convenience for the above and perhaps include passport, visas, health/medical requirements, airport hotels as additions  <b>Level 3</b> (5-6 marks) will have most of the above and include details of extra revenue and higher profits for the agent as well as customer service needs for the client.	6	D1(c) D2(b)
3	(a)	(i)	4 (1 mark)	1	B1(a)
		(ii)	Dubai (1 mark)	1	B1(b)
		(iii)	Nairobi (1 mark) and Singapore (accept KL) (1 mark)	2	B2(b)
		(iv)	In advance (1 mark)	1	B2(a)
	(b)	(i)	Credit all valid differences for one mark each to maximum of four. Correct points include: <ul style="list-style-type: none"> <li>• Bigger seats in business (width and pitch)</li> <li>• Legroom and lumbar support provide comfort</li> <li>• More storage in business</li> <li>• Better meals and drink in business</li> <li>• Higher crew/passenger ratio means better service</li> <li>• In-flight entertainment better, etc.</li> </ul> (4x1)	4	D4(a)
		(ii)	Award one mark for each of three valid procedures and an additional mark for the development of each. Correct ideas would include: <ul style="list-style-type: none"> <li>• Disabled – pre-boarding and remain in chair up to gate</li> <li>• Young children – board first, own meals and toys</li> <li>• Minors – meet, greet and supervise service</li> <li>• Special Diets – own meal options</li> </ul> (3x2)	6	C4(a) C4(b)

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3	c		Credit four valid points, one mark for each, including: <ul style="list-style-type: none"> <li>• Passport at check-in</li> <li>• Questioning at check-in</li> <li>• Bag scan</li> <li>• Person search</li> <li>• Passport control</li> <li>• CCTV image with boarding card/passport</li> </ul> (4x1)	4	C4(c)
	d		<p><u>Use level of response criteria</u></p> <p>This is a variation on previous questions and should be very familiar to candidates. It is valid to talk about rail termini, ports, airports and border crossings although most will probably go for airports. The key is linking to visitor needs and “most” has the clear implication of <b>convenience</b>. Level 3 students should emphasise this basic service provision to all travellers.</p> <p><b>Level 1</b> (1-2 marks) will be descriptive of everything and will neglect the inbound context and visitor types</p> <p><b>Level 2</b> (3-4 marks) will be more thoughtful and will give emphasis to the more obvious needs – toilets, TIC, taxi, station and café, hotel booking service, foreign exchange, car hire, limo transfer etc.</p> <p><b>Level 3</b> (5-6 marks) will provide extra detail but will give clear illustration of visitor needs in the arrival hall</p>	6	D1(a)
4	(a)	(i)	Credit three of the following, one mark each: <ul style="list-style-type: none"> <li>• Tropical/Desert</li> <li>• Temperate/Mediterranean</li> <li>• Arctic</li> <li>• Polar</li> </ul> (3x1)	3	B2(b)
		(ii)	Easter (1), Robinson Crusoe (1) and Chiloe (1) (3x1)	3	B4(a)
	(b)		Most will follow the Alpine model and we should expect four of the following for one mark each: <ul style="list-style-type: none"> <li>• Ski runs/pistes</li> <li>• Cable cars/chair lifts</li> <li>• Restaurants/cafes</li> <li>• View points/platforms</li> <li>• Allow development, if valid</li> </ul> (4x1)	4	B4(c)

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(c)	<p>This is set <b>within</b> the resort so no overlap with <b>(b)(i)</b> above, credit five descriptive statements covering such aspects as:</p> <ul style="list-style-type: none"> <li>• Accommodation</li> <li>• Entertainment (apres-ski)</li> <li>• Ski school</li> <li>• Ski shops/hire</li> <li>• Food shops (self catering)</li> </ul> <p>Allow one development mark per category (5x1)</p>	5	D1(a) D1(c)
(d)	<p>Credit two appropriate reasons for one mark each with second mark being awarded for valid amplification of each covering points such as:</p> <ul style="list-style-type: none"> <li>• Wilderness - eco-tourist destination</li> <li>• Wildlife habitats - whales, penguins and sea lions etc.</li> <li>• Scenery - ice cliffs</li> <li>• Special interest cruises - luxury explorers, etc.</li> </ul> <p>(2x2)</p>	4	B4(b)
(e)	<p><u>Use level of response criteria</u></p> <p>This is quite testing and we should not be over-demanding. Methods of promotion and Government policy/support are quite enough for Level 3.</p> <p><b>Level 1</b> (1-2 marks) will be superficial and there will be quite vague generalisation about methods of promotion and government action</p> <p><b>Level 2</b> (3-4 marks) can be awarded to those who mention overseas promotions, educationals, target markets and advertising campaigns.</p> <p><b>Level 3</b> (5-6 marks) will mention public/private co-operation, tourism offices in key markets and working with operators to increase numbers.</p>	6	A3(a) C5(a) A4(a)