

# UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Standard Level

## MARK SCHEME for the October 2004 question papers

### CAMBRIDGE INTERNATIONAL DIPLOMA IN BUSINESS

**5253**      **Travel and Tourism (Travel Organisation), 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: 5253

TRAVEL AND TOURISM  
Travel Organisation

Page 1	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCT 2004	5253

Question			Responses	Max Mark	Ass Obj
1	(a)	(i)	El Pueblo Resort	1	A1
		(ii)	Train, Global Airways, coach	1	A1
		(iii)	Global Tourism UK	1	A1
	(b)		1049 (1)+ 100 (1)first class hotels +40 Ins (1) = 1189(1) x 2 people 2378 (1) (5x1)	5	E2
	(c)		2 <sup>nd</sup> passenger name Mrs J Jones(1) insurance required Yes (1) tour name (1) Andes room type (1) Twin or double deposit 100x2 (1) = 200 (1) insurance 40 x 2 (1) = 80 (1) Total paid 280 (1) Signature and date of exam (1) Visa identified (1) Card number/holder (1) Signature/date of exam (1) (10x1)	Max 10	E2
	(d)		Guaranteed occupancy, raise customer awareness, quality control, increase sales and profitability, how their contribution is necessary to package <b>Level of Response</b> <b>Level 1</b> (0-3 marks) – one/two basic points given but not explained as to benefit to accommodation provider <b>Level 2</b> (4-5 marks) – increased understanding of benefit to accommodation provider <b>Level 3</b> (6-7 marks) – well explained and reasoned statement of benefit to accommodation provider of contributing to this package	Max 7	A1
2	(a)		Speed of journey, convenience, scheduled airline, mobility assistance at airport (2x1)	Max 2	B4
	(b)		Convenience of driving own vehicle Overnight minicruise = relaxing Door-to-door convenience Can transport wheelchair easily (2x1)	Max 2	B4
	(c)		Run to timetable – scheduled Usually shorter journeys – not long sea crossings Entertainment and catering on board Tend to run year round Regular crossings Cabins on longer crossings Take cars/lorries on larger ferries (4x1)	Max 4	B2

Page 2	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCT 2004	5253

2	(d)	Warning triangle International driving licence Insurance for vehicle (3x1)	Max 3	D1a)
	(e)	Maps – to plan routes Guide books – to select attractions etc. Brochures/leaflets – giving specific information on attractions/locations National Tourist Board information lists – to obtain official guides listing accommodation, attractions etc Travel agency/tour operator not allowed as not printed sources (1+1x4)	Max 8	C1a)+b)
	(f)	Ramps to wheelchair access, parking near entrance to attractions, disabled facilities in accommodation, notices/information at suitable height, room to manoeuvre wheelchair on ferry, in accommodation <b>Level of response:</b> <b>Level 1</b> (0-2 marks) basic information for one provider or similar information repeated for two providers, in list form <b>Level 2</b> (3-4 marks) – more reasoned explanation of disabled needs, for all three providers <b>Level 3</b> (5-6 marks) – well explained justification of access needs for all three providers	Max 6	B4/E4
3	(a)	Transfers on local transport provided by tour operator (1) to and from airport/accommodation (1)	Max 2	B3
	(b)	Excursion provided by tour operator (1) to be paid for and booked at choice (1)	Max 2	A1
	(c)	Name (1), address (1), date of enquiry/date of exam (1), St Petersburg (1), Moscow extension (1), departure date March 22 (1), alternative April 12 (1), total party size (1) no of adults (1), enquiry box at bottom ticked (1) special requests – single room (1), Moscow extension (1) name of candidate as consultant (1), booked with GT before (1) (10x1)	Max 10	E2
	(d)	Local guide employed by tour operator (1) to conduct tour of facility/area (1), because of specific local knowledge (1), may have qualification as a guide (1), knows facility/location well (1) (5x1)	Max 5	A1

Page 3	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCT 2004	5253

3	(e)	<p>Currency – cash in local currency for small purchases, travellers cheques for security in international denomination, credit/debit card for security – pay when exchange rate calculated on return to home destination – easily portable. Need to have range of currency forms.</p> <p><b>Level of response:</b>  <b>Level 1</b> (0-2 marks) – simple list of minimum 2 forms of currency with little explanation  <b>Level 2</b> (3-4 marks) – reasoned account for use of minimum 2 currency forms  <b>Level 3</b> (5-6 marks) – all forms of currency explained and reasons for their use in this specific case – i.e. cannot obtain Russian currency in home destination</p>	Max 6	D1b)
4	(a)	<p>Run to specified timetable, run whether fully loaded or not, usually operated by national carriers on domestic or international routes</p> <p>(3x1)</p>	Max 3	B1
	(b) (i)	<p>International – cross country boundaries, may be over sea or land areas, usually major airlines, passengers usually need passports to travel</p> <p>(2x1)</p>	Max 2	B1
	(ii)	<p>Domestic – within a country, may be operated by scheduled or charter airlines, passengers do not need passports to fly</p> <p>(2x1)</p>	Max 2	B1
	(c)	<p>Must contain check in details (usually 2 hrs before flight departure), correct dates, correct flight numbers, correct airlines, destinations</p> <p>See table at end of mark scheme</p>	Max 10	E1
	(d)	<p>Taxi, train, airport shuttle, limo, car hire</p> <p>(2x1)</p>	Max 2	B3
	(e)	<p>Features of accommodation: room service possibly 24 hour, express checkout, restaurant, often city centre location, business facilities such as fax/modem points and telephone in room, parking for hire car</p> <p><b>Level of response:</b>  <b>Level 1</b> (0-2 marks) – one or two features with little attempt at explanation  <b>Level 2</b> (3-4 marks) – more features included with some reasoned explanation  <b>Level 3</b> (5-6 marks) all features included and well reasoned explanation of use by business traveller</p>	Max 6	E4

Page 4	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCT 2004	5253

4	(c)	table		
Date		Details	Departure	Arrival
6 January		Check in 2 hours before departure (0635) for Singapore Airways Flt No SQ223 to Perth at Singapore Airport	0835	1430
8 January		Check in 1 hour (0950) before departure at Perth Airport for Qantas Flt No QA6704 for Cairns	1050	1750 (plus 2 hours on 5 hr flight)
11 January		Check in 1 hour (1530) before departure at Cairns Airport for flight QA497 to Sydney	1630	1930
13 January		Check in 2 hours before departure at Sydney Airport for Singapore Airlines flight No SQ232	1145	1750

**Marks:**

correct dates (max 1),  
 check in details given (max 2),  
 correct flight nos (1 each, max 4),  
 correct departure times (max 2),  
 correct arrival times (max 2).

**Max 10 marks for question**

Page 5	Mark Scheme	Paper
	CAMBRIDGE INTERNATIONAL DIPLOMA – OCT 2004	5253

	Q1	Q2	Q3	Q4
A1	1+1+1+7		2+5	
B1				3+2+2
B2		4		
B3			2	2
B4		2+2+3		
C1		8		
D1		3	6	
E1(inc old E3)				10
E2	5+10		10	
E3 (old E4)		3		6