

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Standard Level

MARK SCHEME for the May 2005 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA

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.

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MAY 2005

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)	(i) £587 for one mark	1	3.4
	(ii) Receive welcome refreshment (1) and daily fruit/flowers (1).	2	3.4
	(iii) We should expect comments about the following, one mark for each to a maximum of four, but allowing 2 marks for development: Any reasonable response accepted <ul style="list-style-type: none"> ▪ Small but exclusive retail outlets ▪ Emphasis on 'speciality', – high value, expensive ▪ Designer brands for international market ▪ Mix of clothes, jewellery and services ▪ Some convenience items – newspapers, film etc. <p style="text-align: right;">(4 x 1)</p>	4	4.1
(b)	Award one mark for each of two appropriate aspects and a further mark for an explanation of each, such as: <ul style="list-style-type: none"> ▪ Historical link to Kipling etc. – colonial past ▪ Unique accommodation/hotel features exemplified ▪ Famous guests have suites named after them – Chaplin ▪ Long Bar – Singapore Sling <p style="text-align: right;">(2 x 2)</p>	4	4.1
(c)	Award one mark each to maximum of four for appropriate aspects, such as: <ul style="list-style-type: none"> ▪ Customer service training/experience ▪ Good communication skills ▪ Foreign languages ▪ Personal presentation ▪ Honest and reliable etc. <p style="text-align: right;">(4 x 1)</p>	4	3.2
(d)	Award one mark for each of two appropriate reasons and a further mark for an explanation of each, such as: <ul style="list-style-type: none"> ▪ Vertical integration – increasing profitability. ▪ Economies of scale – cost savings. ▪ Maximising traffic on their existing route network – increasing market share etc. <p style="text-align: right;">(2 x 2)</p>	4	4.2

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(e)	<p>Use level of response criteria</p> <p>This is an open question inviting candidates to consider the characteristics of amalgam destinations and we should expect the following:</p> <p>Level 1: [1–2] Either an attempt to define the meaning of amalgam and/or the listing of the various components that combine to create such destinations.</p> <p>Level 2: [3–4] Will consider and exemplify the variety of features that amalgams contain, such as the range of business versus leisure facilities and attractions.</p> <p>Level 3: [5–6] Will be awarded to candidates that point out the range of infrastructure and support facilities that are present in these destinations and offer some discussion about their relative significance.</p>	6	2.3
2 (a)	<p>(i) Award one mark for each of three of the following which 3 2.4 are identifiable from Fig. 2's image and text:</p> <ul style="list-style-type: none"> ▪ Isolated atolls (allow coral islands) ▪ Shallow sea ▪ Sandy beach ▪ One type of vegetation described ▪ Lagoon (3 x 1) 	3	2.4
	<p>(ii) Award one mark for each of three of the following:</p> <ul style="list-style-type: none"> ▪ Diving ▪ Snorkelling ▪ Sailing ▪ Windsurfing ▪ Water skiing ▪ Lazing in hammock ▪ Gourmet dining (3 x 1) 	3	2.4
(b)	<p>Award one mark for each of three appropriate reasons and a further mark for an explanation of each, such as:</p> <ul style="list-style-type: none"> ▪ Foreign exchange – improves balance of payments ▪ Multiplier effects – benefit of secondary spend ▪ Boost local job market – reduce unemployment ▪ Encourage inward investment – new developments <p>Credit all valid reasoning (3 x 2)</p>	6	1.2

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(c)	<p>Award one mark for each of two appropriate methods and a further mark for an explanation of each, such as:</p> <ul style="list-style-type: none"> ▪ Promotional campaigns – attending road shows etc. ▪ Distribution of brochures – overseas offices. ▪ Agent training incentives – familiarisation visits (2 x 2) 	4	1.1
(d)	<p>Look for a definition for one mark and then up to two 3 1.2 i additional marks for development/ explanatory comments:</p> <ul style="list-style-type: none"> ▪ Copying or adoption of visitor lifestyle/attitudes ▪ This may be positive – encouraging social development ▪ May be negative – loss of local customs, standards of behaviour etc. (1 + 2) 	3	1.2
(e)	<p>Use level of response criteria</p> <p>This should be a familiar topic and it is important to only credit negative environmental impacts.</p> <p>Level 1: [1–2] Will be descriptive and will not have accurate exemplification and thus statements will be generalised.</p> <p>Level 2: [3–4] Will consider up to two impacts that result from major coastal development and there will be comment in some detail about the negative effects that have resulted, such as:</p> <ul style="list-style-type: none"> ▪ Construction of marinas ▪ Oil pollution ▪ Loss of sea life, etc. <p>Level 3: [5–6] Will firmly set two or more aspects in the context of a known development(s) and accurate details/comments will be offered to support the negative impact on both land and marine conditions.</p>	6	1.2
3 (a)	<p>Fig. 3 itemises the following: bigger bed (1), a la carte dining (1) and lounge access (1). (3 x 1)</p>	3	3.4 4.4
(b)	<p>Award one mark each to a maximum of four for a sequence of the following procedures:</p> <p>Identify customer requirements</p> <ul style="list-style-type: none"> ▪ Prepare reservation file ▪ Use reservation systems to check and book. ▪ Draw up itinerary ▪ Issue receipt, tickets etc. and record payment (4 x 1) 	4	3.3

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(c)	<p>Award one mark for each of three appropriate reasons and a further mark for an explanation of each, such as:</p> <ul style="list-style-type: none"> ▪ London/Hong Kong busy route – two important generating regions ▪ Volume of traffic – Hong Kong an important gateway ▪ Demand for flights –business, leisure and VFR ▪ Hong Kong acts as regional hub – e.g. to Thailand <p>Credit all valid reasoning. (3 x 2)</p>	6	1.4 4.4
(d)	<p>Award one mark for each of three appropriate checks and a further 6 marks for an explanation of each, such as:</p> <ul style="list-style-type: none"> ▪ Passport at check in – confirm identity of passengers ▪ Hand baggage X-ray – check for contraband items ▪ Personal scan/search – check for weapons etc. ▪ CCTV at boarding card presentation – match photo to each passenger travelling (3 x 2) 	6	4.4
(e)	<p>Use level of response criteria</p> <p>A new slant on the topic and candidates must keep to the incoming context for levels 2 and 3.</p> <p>Level 1: [1–2] Will tend to list and describe the range of services available without attempting to evaluate or link one with different types of passenger.</p> <p>Level 2: [3–4] Will concentrate on at least two of car hire, hotel booking, TIC, Bureau de Change and show how the different types of traveller can make use of them.</p> <p>Level 3: [5–6] Will then go on to point out which service is of greatest significance to different types of incoming passenger.</p>	6	1.1 4.1 4.3
4 (a)	<p>Award one mark each for up to four of the following:</p> <ul style="list-style-type: none"> ▪ Heritage Village ▪ Pompey Museum ▪ Straw Market ▪ Junkanoo Expo Museum ▪ Bahamas Historical Society Museum ▪ Nassau Yacht Haven/Nassau Yacht Club ▪ Fort Montagu including Potter’s Cay market <p>(4 x 1)</p>	4	2.4
(b)	(i) Miami (allow New York) for one mark.	1	2.1
	(ii) Caribbean for one mark	1	4.4

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	<p>(iii) Award one mark for each of two appropriate reasons and a further mark for an explanation of each, such as:</p> <ul style="list-style-type: none"> ▪ Best weather – dry season, no hurricane threat ▪ Christmas and New Year – most people are off work ▪ Periods of worst weather in NE USA and Europe – main tourist generating regions <p style="text-align: right;">(2 x 2)</p>	4	2.2
(c)	<p>Look for three descriptive comments that emphasise:</p> <ul style="list-style-type: none"> ▪ The ideas of visitor convenience and accessibility ▪ Prince George Wharf – cruise arrivals ▪ Straw Market – central location etc. (3 x 1) 	3	1.3
(d)	<p>Award one mark for each of three appropriate ways and a further mark for an explanation of each, such as:</p> <ul style="list-style-type: none"> ▪ Window display operator’s premises – raises awareness ▪ Leaflets in TIC – both in main tourist areas ▪ Internet – visitors book in advance ▪ Sell to cruise operators – include in their packages 	6	3.5
(e)	<p>Use level of response criteria</p> <p>This theme has been asked before and candidates should have a general understanding of the principles involved.</p> <p>Level 1: [1–2] Will have generalised and superficial comment about cost saving but no clear identification about the ways in which this will be achieved.</p> <p>Level 2: [3–4] May quote the trend for larger vessels like Voyager of the Seas with its 3000 passenger capacity and/or point out that operating characteristics (berth and docking fees etc.) make these vessels more economical. Larger vessels have a greater range of guest facilities offering comparative advantages.</p> <p>Level 3: [5–6] Will extend the argument to include cost savings on purchases bought in bulk and develop the idea of mass market all year sailings.</p>	6	4.2