

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Standard Level

MARK SCHEME for the May 2005 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA

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*.

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MAY 2005

CAMBRIDGE INTERNATIONAL DIPLOMA

Standard Level

MARK SCHEME

MAXIMUM MARK: 100

PAPER: 5253

TRAVEL AND TOURISM
Travel Organisation

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Questions	Response	Marks	Ass Obj
1 (a)	(i) Flight reserved for outward journey, no fixed date for return journey but time limit on period of validity	2	2.1
	(ii) Internet, Travel Agent, direct booking with airline by phone	2	3.1
(b)	<p>Level 1: Basic level response will make simple statements or simply describe the criteria with no advice offered.</p> <p>Level 2: All criteria addressed with some advisory comments on up to 3 of the criteria.</p> <p>Level 3: A full and detailed response with sound advice given on all 4 criteria.</p> <p>Check validity of passport to meet criteria. Explain procedure for new or renewal of passport. Explain medical requirements. Ensure all medical requirements met. Explain need for preventative measures. Check visa requirements. Obtain these well in advance of visit from Embassy/consulate in home country.</p>	<p>1-3</p> <p>4-6</p> <p>7-8</p> <p>Max 8</p>	4.1/5.3
(c)	(i) Internet (1) brochures (1) travel agents (1) teletext (1)	Max 2	3.1
	(ii) Information on places to visit (1) obtain brochures (1) leaflets (1) unbiased information (1) timetables for public transport (1) details of accommodation providers (1)	Max 4	3.1
(d)	<p>Control quality, costs, and service.</p> <p>(Discussion of transport being provided, accommodation, waterfront hotel, specialist insurance, hiring of equipment, tuition, specialist boats, transfers to special excursions).</p> <p>Level of response:</p> <p>Level 1: Simple statement about package components/ providers.</p> <p>Level 2: More detail including reference to providers co-operating together to produce product.</p> <p>Level 3: Clear evidence of integration of tour company/airline/hotel to produce economies of scale and exert control over final product.</p>	<p>1-3</p> <p>4-5</p> <p>6-7</p>	1.1

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2 (a)	Need some currency (1) for arrival at destination in cash. Travellers cheques (1) could be Euro/sterling (1). Credit (1) debit cards (1) could be used to pay for expenditure whilst travelling around the various European countries (1).	Max 4	4.1
(b)	(i) Convenience (1) journey time (1) cost (standby tickets, low cost airlines) (1) frequency of flights (1).	Max 3	2.4
	(ii) Coach, Rail, Ferry (Dublin only). Accept bus, car hire.	Max 2	2.2/2.3
(c)	(i) Freedom of choice of type of transport (1) fewer restrictions (1) can work out cheaper (1).	Max 2	1.1
	(ii) Can be one or more nights (1) usually requires accommodation (1) can break up long journeys to overcome jetlag (1).	Max 2	2.1
	(iii) Break up the long-haul flight back to Australia (1) avoids jet lag (1) get to see an extra major international city (1).	Max 2	2.1
(d)	Sightseeing (1) shopping (1) swimming (1) sauna (1). Experiencing the culture. Accept any reasonable answer.	Max 2	1.1
(e)	Levels of response: Level 1: Basic statements with reference to the different types of accommodation – a list-type answer. Level 2: Some recognition of the difference between serviced and non-serviced accommodation. Level 3: A clear evaluation of the different types of accommodation.	1-3 4-6 7-8 Max 8	1.1

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3 (a)	(i) Scheduled: <ul style="list-style-type: none"> ▪ Run to regular timetable ▪ Operated by major airlines ▪ Seats booked by individuals or organisations Chartered: <ul style="list-style-type: none"> ▪ May be booked by tour operators or individuals ▪ Booked for specific flights or blocks of time ▪ May operate from a wider variety of airports. Usually timed for take off and landing when airport is not at full capacity from scheduled flight demand ▪ Tickets non transferable, no flexibility 	Max 4 marks for clear explanation of <u>differences</u>	2.1
	(ii) Travel between airport and accommodation (1) is included in price of holiday (1) so do not need to find own transport at arrival airport (1).	Max 2	2.1
	(iii) Accommodation (1) entertainment, (1) recreation (1) stewards to service their needs (1) medical facilities. (1)	Max 4	2.2
(b)	1078 Euro	1	3.1
(c)	Relaxing, stress free, more services available.	Max 2	2.4
(d)	1 mark for each correct piece of information.	Max 12	5.1
4 (a)	Less tiring (1) children will be able to cope better (1) children's daily routine/sleep pattern is not disturbed. (1)	Max 2	5.3
(b)	(i) 1 mark for each correct piece of information.	Max 10	5.1
	(ii) Level of response: It should be expected that candidates select the self-catering option of <i>Bena Vista</i> as the preferred option and support their answer with appropriate supporting evidence. Level 1: Simple list of merits identified. Level 2: A clear understanding of why the self-catering option would be of more benefit to the family.	1-3 4-5	5.2

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	(iii) Flying time (1) suitability for family with young children (1) accommodation (1) safety (1) suitable beaches (1) swimming pools (1) not too hot (1) crèche/baby care facilities in hotel (1) any vaccination requirements should be up-to-date (1) sun-creams/sunscreens needed to protect young skin (1) hats should be worn (1) children should be supervised at all times (1) particularly around water (1) or high rise apartments (1) any special dietary needs should be forwarded to the aircraft well in advance of travel (1).	Max 5	5.2
(c)	Convenience, flexibility, cost. Answers with reference to the three factors may be accepted.	3	5.2