

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Standard Level

MARK SCHEME for the October 2005 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN TRAVEL AND TOURISM

5253 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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Q.No	ANSWER	Mark	A.O.
1 (a)	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)	1 each max 2	5.2
(b)	Global Tourism	1	3.1
(c)	Hotel la Croix Du Sud	1	1.1
(d)	Calculations shown 1 mark Correct total £3056 1 mark	2	4.1
(e) (i)	Every individual will need their own passport (1) which must be valid for 6 months after return date (1)	2	5.1
(ii)	Cost (Cheaper/more economical than taking out individual policies) (1) Convenience – one document will cover the whole family (1) Accept reasonable suggestion	2	5.3
(f)	credit /debit card number (1) cardholder name (1) expiry date (1) issue date (1) bank details (1)	1 each max 2	5.1
(g)	leaflets (1) brochures (1) newspaper supplements (1) Internet (1) travel agent (1) videos (1) TV (1) travel channels (1).	1 each max 3	5.1
(h)	Must be BA flight to meet scenario (1). Check in 1300 at BA desk London (1) flight BA depart 1600 (1) 3 hours before departure (1) arrive 11.55+1 (1) or 12.55 (1) depending on local time adjustment Mauritius (1) Transfer to hotel (1) for 10 nights (1) transfer to Mauritius airport (1) check in 19.15 for BA flight to London (1). Flight departure Mauritius 22.15 (1) Arrive London 06.15 or 07.15 (local time adjustment) (1)	1 mark each max 10	

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Q.No	ANSWER	Mark	A.O.
2 (a)	Fully equipped accommodation (1), Stewards to service needs in cabins (1) and the various other surroundings (1) medical facilities on board (1) programme of entertainment available (1) visit beautiful islands (1) more convenient (1) optional excursions inland available (1) Credit relevant ideas - have to be appropriate to the scenario described in the question stem, aim must be to achieve total customer satisfaction.	1 each max 3	2.2
(b)	Lack of personal service (1) General inconvenience to passengers (1) particularly at port of call (1) may have to land by launch rather than dockside (1), food choices may be more limited (1) service may be slower (1) more expensive (1) Answers need to relate to cruises.	1 each max 3	2.4
(c)	Medical cover (1), injury (1), loss of luggage / money / passports (1), cancellation / delay (1)	2	4.1
(d)	Ferries are means of transport between a larger land mass and outlying islands (1) or from one island country to other nearby countries (1) ferries are used for short sea (1) or lake (1) crossings They run to a scheduled time (1) They may be purely passenger services (1) or they may also accommodate coaches, cars and lorries (1) Space must be booked in advance for a particular crossing time (1) services available - catering entertainment currency exchange (1) Cruises are all inclusive holidays (1) of three days or more (1) fully equipped accommodation (1) stewards to service accommodation (1) recreation facilities (1) entertainment provided (1) Medical facilities on board (1) optional excursions available to be booked whilst on board (1) Scheduled time of departure (1) Differences must be evident e.g. cruise is usually a long journey, a ferry might be a short journey. Ferry is a transport method rather than all inclusive holiday	3x2	2.2

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Q.No	ANSWER	Mark	A.O.
(e) (i)	Passengers have the choice (1) to disembark at a port of call (1) or stay on board (1)	2	5.2
(ii)	Examiner's discretion e.g. a chance to visit the country /island with all arrangements done for you. Accept reasonable suggestions	1	1.1
(f)	<p><u>Use level of response criteria</u></p> <p>Level 1 (1-3 marks) simple list identifying one or two things the travel agent might do. The travel agent will tell the couple to take some travelers cheques and a credit card.</p> <p>Level 2 (4-6 marks) candidates will give a wider range of tips the travel agent might give. The travel agent will explain the currency rates of exchange and give suggestions on the best ways to manage money abroad. These include some currency, credit / debit cards and travellers cheques. Passports must be valid for a minimum of six months after return.</p> <p>Level 3 (7-8 marks) candidates provide a detailed discussion that includes currency, insurance and vaccination requirements. The travel agent will help the customers prepare by giving them information on their currency needs. This would include the couple taking some local currency for use on arrival plus a credit/debit card would be very useful for booking excursions Travellers cheques are useful and can be in sterling or dollars. Passports are a legal requirement and each person must have their own. The couple will need to check that their passports are valid for at least six months after they return. Check that their vaccinations are up to date particularly for malaria, tetanus and hepatitis B.</p>	8	1.1 4.1

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Q.No	ANSWER	Mark	A.O.
3 (a) (i)	A major airport serving a range of international and domestic destinations - Heathrow Accept reasonable definition.	1	2.1
(ii)	Accept reasonable suggestion with supporting reasons e.g. taxi (1) This is an easily accessible method of transport (1) taxis are often widely available (1) they should arrive at the hotel stress free (1)	1 mark - identification of transport method 2 marks supporting reasons max 3	2.3
(b)	Examiner to reward reasonable suggestions Taxi – Advantage: Private (1), convenient (1) able to sightsee en route (1) can be collected from Hotel (1) flexible (1) Disadvantage: Expensive (1) , slow if caught in rush hour (1) availability (1) Rail – Advantage: Relatively cheap (1), regular (1), Disadvantage: Crowded at peak times (1) some distance from hotel (1) navigation (1)	2 x adv. each 2 x disadv. each 8 Max	2.4
(c) (i)	Customers provided with bed, breakfast and evening meal	1	1.1
(ii)	Will not require lunch as attending WTM (1) dinner arrangements made (1) less hassle (1) for participants more time to enjoy the city's nightlife (1)	1 each max 2	1.1
(d) (i)	Internet (1) travel agent (1)	Max1	3.1
(ii)	Time, cost ,convenience e.g. It will save them having to find the time to book after a busy day at the World Travel Market. It is often cheaper to pre-book tickets. The participants will not have to think what to do in the evening, it will all have been planned.	3	3.1
(e) (i)	Provides information in a variety of languages (1) details about accommodation (1) transport (1) local attractions (1) can be used when TIC is closed (1) or off-duty (1)	1 each max 2	3.1
(ii)	Examiner's discretion. Credit response in relation to method of travel chosen. Taking into account cost, time and accessibility.	4 x 1	2.4

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Q.No	ANSWER	Mark	A.O.
4 (a) (i)	Air and land travel booked and paid for as part of a package	2 x 1	2.4
(ii)	International driving license (1) international insurance (1) age limits of the country for driving (1) speed restriction (1) warning signal (1) local legislation (1) first aid kits (1).	1 each max 4	4.1
(iii)	Convenience, cost, accessibility e.g. transportation of the wheelchair will be easier with their own vehicle (1) door to door (1) flexibility (1) not having to operate to a specific timetable (1) no queuing (1)	3 x 1	2.4
(b)	Two x advice re: disabled son e.g. need to book a car with a large enough boot to accommodate it (1). Travel rep will inform airport to request assistance (1) Two x advice re :vegetarian e.g. travel agent should inform air carrier (1) of vegetarian passenger requesting vegetarian food outbound and inbound (1) Examiner to use discretion and reward reasonable suggestions.	2x1 2x1 Max 4	4.1
(c) (i)	GDS (1) e.g. Galileo, Sabre and Worldspan Viewdata systems e.g. Fastrak, Istel New Prestel	Any two taken from the list Max 2	C1
(ii)	Speed of access (1) therefore prospective customers not kept waiting too long (1) up-to-date (1) accurate booking information (1) regarding availability (1) Examiner to credit reasonable suggestions.	1 mark each max 2	C1
(d)	<u>Use level of response criteria</u> Level 1 (1-3 marks) Simple list identifying one or two travel services Level 2 (4-6 marks) Wider choice of services explained with examples. Level 3 (7-8 marks) includes explanation of benefit to customer and organisation. Foreign currency and exchange facilities, travellers cheques, visa applications, coach/ferry/airport/ taxi services and bookings; advice to independent travellers, special offers or discounts; supply of brochures and advice; local excursion bookings; insurance packages and advice.	Max 8	D1