

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Standard Level

MARK SCHEME for the May 2006 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN TRAVEL AND TOURISM

5251

Core, maximum mark 100

These mark schemes are published as an aid to teachers and students, to indicate the requirements of the examination. They show 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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QUESTION NUMBER	EXPECTED ANSWER	MARK	A.O.
1 (a)	(i) Behind	1	2.2.1
	(ii) Winter	1	2.2.3
	(iii) Award one mark for each of two valid reasons and then a further mark if appropriate explanatory comment is provided. Correct ideas will include: <ul style="list-style-type: none"> • Visit small islands – secluded beach access • Fishing trips – Caribbean has many species • Diving trips – many good reefs 	4	2.4.1 2.4.3
(b)	We require the candidate to identify three appropriate <i>negative</i> impacts for one mark each – these can be socio-economic or environmental. A second mark for each can be awarded for explanatory amplification of the issue. Accept all valid selections including: <ul style="list-style-type: none"> • Water shortages – dry climate and green maintenance cause locals to have reduced supply limiting domestic use and farming • Loss of land – local farmers/owners displaced • Loss of habitats – local wildlife depletion • Social divisions – locals not allowed to play • Leakage – profits go to foreign operators etc. 	6	1.2.1
(c)	(i) Award one mark each to a maximum of three from: <ul style="list-style-type: none"> • Convenience – access home and/or work • 24/7 availability • Automatic search • Vast array of information/data • Ability to book online etc. 	3	3.4.3
	(ii) Award one mark each for the correct identification of two valid services and a second mark for an appropriate explanatory comment about each, such as: <ul style="list-style-type: none"> • Information – brochure mailing etc. • Accommodation register – booking procedures • Travel advisory service – flight options/connections and arranging agent visits • Maintain overseas offices – promotions etc. • Monitor marketing effectiveness etc. 	4	1.3.2
(d)	<i>Use level of response criteria</i> This should present few problems as we require details of positive economic impacts – a topic that is generally well known and understood. Level 1 (1 -2 marks) listing simple statements about jobs, incomes and more foreign exchange. There will be little explanatory comment about benefits. Level 2 (3-4 marks) will look at a minimum of two benefits explaining their significance to an LEDC such as Puerto Rico. Level 3 (5-6 marks) will have clear explanation of 2 or more benefits and better answers many contain a worked illustration of the ‘multiplier effect’.	6	1.2.2

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2 (a)	Award one mark for each of four appropriate services, including: <ul style="list-style-type: none"> • Insurance • Car hire • Foreign currency/travellers cheques • Airport hotels/parking/private transfers • Theme park tickets etc. 	4	4.2.2
(b)	Award one mark for each of three correctly identified methods together with a second mark for each, if valid explanation offered. Correct ideas include: <ul style="list-style-type: none"> • Window display – sale of latest offers • Adverts – aimed at target market • Leaflets – stapled to each brochure • Brochures – prominent shelf display • Internet – website links etc. 	6	3.5
(c) (i)	Look for three descriptive statements relating to each product and award one mark for each valid point up to a maximum of three. <ul style="list-style-type: none"> • Return flights to Australian gateway • Car hire • Accommodation • Extras as specified e.g. car insurance 	3	4.1.2
(ii)	<ul style="list-style-type: none"> • Return flights to Tour start city • Transport (road/rail/air) to next stops on published itinerary • Accommodation • Sightseeing • Guide 	3	4.1.2
(iii)	<ul style="list-style-type: none"> • Return flight to joining port • Excursions • Cabin as per brochure • All services and facilities on board • Itinerary as described 	3	4.1.2
(d)	<p><i>Use level of response criteria</i></p> <p>This should be a familiar topic but this time it is set in the travel agency context. The basic points are well itemised in section 3.2 of the core module.</p> <p>Level 1 (1-2 marks) expect a listing with lots of generalisation and lacking the agency focus.</p> <p>Level 2 (3-4 marks) can be awarded to candidates who develop two appropriate skills and then go on to indicate why they are essential – mentioning agency efficiency and/or better customer service as a result.</p> <p>Level 3 (5-6 marks) can be awarded to a consideration of at least three skills that are fully appropriate to the successful operation of an agency and we should expect comments about communication skills and ICT being needed to allow good customer service and efficient agency operation to take place.</p>	3	3.2.1 3.3.3 3.2.3

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3	(a)	(i)	Newark	1	3.4.1
		(ii)	18 hours	1	3.4.1
		(iii)	Airbus A340-500	1	3.4.1
		(iv)	Award one mark for each of two valid explanatory statements based on or developing the following: <ul style="list-style-type: none"> 18 hr flight with a 23:00 departure Crossing international dateline from east to west will lose a day 	2	2.2.1
		(v)	Award one mark for each of three correct identifications from Fig. 3 and a second mark for each may be awarded for appropriate explanation. Credit only ideas such as: <ul style="list-style-type: none"> Only 181 seats – reduces overcrowding SpaceBed seats in business class – only 64 – allows passengers to sleep All 117 executive economy seats have 37-inch pitch – to give maximum leg room Extra wide seats – additional comfort 2-3-2 configuration in economy – less crowded Bar area in both cabins – move about, socialise and reduce DVT risk 	6	4.4.1
(b)	(i)		Award one mark for each of four valid needs itemised such as: <ul style="list-style-type: none"> Speed Flexibility Need to keep to a schedule Access to communication facilities Need to do work en route (more space) Need (and pay for) privacy/comfort etc. 	4	1.1.1
		(ii)	Award one mark for each of two valid needs identified and award second mark for explaining link between need and service provided. Correct illustrations include: <ul style="list-style-type: none"> Convenience – private airport transfer Speed – e-ticketing at check-in Work – access via lounge facilities credit all valid suggestions	4	4.1.1
(c)		<i>Use level of response criteria</i> This is an open question and the candidate can use any example without restriction. What matters is the degree of explanation offered in terms of cities being amalgams and having attractions for different types of visitor. Level 1 (1-2 marks) will itemise a range of attractions but their appeal will not be made clear or explained and there will be little if any attempt at segmentation. Level 2 (3-4 marks) will consider at least two types of attraction present in an identifiable city and the appeal of each to different leisure groups will be attempted. Level 3 (5-6 marks) will look at three or more aspects of a particular city and these will be accurately matched with the requirements of at least two types of leisure visitor. There will be some valid conclusion attempted.	6	1.4.2 2.3.2 2.4.2	

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4	(a)	(i) £475 (ii) £445 (iii) Award one mark each to four from: <ul style="list-style-type: none"> • reindeer sleigh rides • snowmobile treks • ice-fishing • tandem skiing • tobogganing • husky sleigh rides 	1 1 4	3.4.1 3.4.1 2.4.1
	(b)	Award one mark for the identification of each of two valid reasons and award a second mark if some appropriate explanatory comment is provided, such as: <ul style="list-style-type: none"> • Meet Father Xmas – ends 25th December • Xmas period – very seasonal • Outdoor activities are winter-based etc. 	4	2.2.3
	(c)	(i) Award one mark each to a maximum of three valid activities such as: <ul style="list-style-type: none"> • Skiing (allow both downhill and X-country) • Snowboarding • Skating • Curling • Ice hockey Allow only sports not rides as in 4(a)(iii). (ii) Award one mark for each of three correct identifications and a further mark for each if they are appropriately described. Valid ideas will include: <ul style="list-style-type: none"> • Chair lifts – move skiers up the slopes • Marked areas piste – different runs • Frozen lakes – curling and skating • Valley routes – cross-country runs 	3 6	2.4.2 2.4.3
(d)	<i>Use level of response criteria</i> This requires candidates to think about what is available in upland areas – usually in a National Park context and we should look for a <i>range</i> of provision. Level 1 (1-2 marks) will tend to list some types but may not cover everything from camp sites, caravan parks, farmhouse B&B, lodges, field study centre/youth hostels, lakeside hotels, motels on routes and major resort hotels. Level 2 (3-4 marks) will consider at least two of the above and match them with different visitor types, reflecting different user groups in the resort area. Level 3 (5-6 marks) can be rightly awarded to those candidates who attempt an explained segmentation in a valid upland/mountain resort context. They will have pointed out that providers are helping to meet an identifiable need.			