

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

5253

Travel Organisation, 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	RESPONSE	MARKS	ASSESSMENT OBJECTIVE
1 (a)	<p>Candidates attain 1 mark for each correct piece of information filled in, max 13.</p> <p>Name – Mr S Warren (1) Mrs S Warren (1) Master M Warren (1) Master B Warren (1) ages 12 and 9 (1) 3 x nights Golden Palace (1) Lop Puri (1) Full address (1) Telephone number (+61) 08 9427 1532 (1) Require insurance (1) 4@35 (1) 140 euros (1) MasterCard (1) 5649920312215672 (1) Exp 06/07 (1)</p>	13 x 1 max 13	5.1
(b)	<p>1 mark per correct feature identified e.g. Runs to a scheduled time table (1) Own vehicle transported (1) Relatively cheap (1) Food available on board (1) Drinks available on board (1) Sleeping catered for (1) Entertainment (1)</p>	4 marks max	2.2.1
(c)	<p>Full board – all meals provided (1)</p> <p>Half board – breakfast and evening meal provided (1)</p> <p>Self catering – kitchen facilities within the accommodation (1) The family provides its own meals (1)</p> <p>Room only – no kitchen facilities (1)</p>	1 mark each term correctly interpreted 4 marks	1.1.1
(d)	<p>Full Board – Families have no worries over meal provision (1) Might be more cost effective(1)</p> <p>Half board families are not restricted to return to the accommodation at lunch time (1) Gives the opportunity to sample local cuisine (1)</p> <p>Self catering – Families can be flexible (1) Can be independent (1)</p> <p>Room only – Families not restricted by mealtimes (1) Totally independent (1)</p> <p>No credit for choice of accommodation. Credit valid reasons.</p>	2 x 2 max 4	1.1.1

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2 (a)	Flights taking more than (1) 5 hours (1)	1 mark each point 2 marks max	2.1
(b)	Open Jaw – Flight ticket with different sectors (1) where one sector might be a different form of transport (1) Charter – Special rates can be negotiated for a large group (1) flexible (1) more selection of airlines (1) Accept other reasonable answers. Scheduled – Timetabled (1) regular (1) major airlines (1) Accept other reasonable answers.	3 x 2 marks max 6 marks	2.1.1
(c)	Speed (1) ability to search greater quantities of information (1) greater capacity for the level of response to customers (1) instant information (1)	1 mark for each point made or 2 + 2 for a developed answer	3.1.3
(d) (i)	Touch screens (1) Internet (1) GDS (1) Electronic display panels (1)	1 mark each source correctly identified. Max 2	
(ii)	Candidate explains any one source from (i) correctly.	2 marks	
(e)	Ensure all medical requirements met (1) Vaccinations (1) Explain needs for preventative measures (1) Advice on drinking water particularly in Asia (1) Passports must have at least 6 months left before expiry (1) All customers must have their own passport (1) Check if visas required (1) Obtain these well in advance from Embassy/ Consulate in home country (1) Need some currency (1) for arrival destination in cash (1) Credit/debit cards (1) could be used at the visiting countries (1) and for any excursions booked while there (1)	3 x 1 x 3 max 9	4.1.1

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3 (a)	E-mail address (1) website (1)	2 marks	3.1.3
(b)	Accept paper based sources or other computer/electronic sources of information. 1 mark per each correct identification.	2 marks	3.3
(c)	Hotel – short stay (1 night). Allows tourist the facilities of bed and breakfast with possible en-suite facilities Tent – might want to camp out near the regatta for a few nights allowing for easy pack up/departure. Accept other reasonable answers	1 mark for identification. 1 mark for justification.	1.1.1
(d)	Levels of response Level 1 basic One basic advantage/one basic disadvantage identified. The accommodation providers are busy when an event is on. They are quiet at other times. Level 2 clear Candidates demonstrate clear understanding of the disadvantages/advantages by giving some justification to their suggestions. Large events are good for business, as more people need somewhere to stay overnight. They can be very difficult to cope with as there is not always enough staff to cope. Level 3 detailed Candidates demonstrate sound understanding of the disadvantages/advantages by giving a variety of disadvantages/advantages and reasoned judgements to support their suggestions. Sarawak realise the importance of such events as they bring good business to the area. People are employed by accommodation providers to help meet the extra demand. This helps overcome the difficult times of when things are much quieter and there is little employment available. Locals sometimes object to the intrusion of their area and the noise and litter caused by large numbers of visitors to the Regatta.	1-2 marks 3-4 marks 5-6 marks	1.1.1
(e)	Maps (1) Transportation timetables (1) Visitor attraction brochures (1) Touch screens (1)	1 mark each max 3	3.1.1

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(f)	Levels of response		2.4.1
	Level 1 basic	1-3 marks	
	One or two advantages identified. A listy answer, candidates may concentrate only on the car hire, no comparison made with trains. The couple can come and go as they please. They can get to places quicker.		
Level 2 clear		4-6 marks	
Candidates attempt to make some comparisons and can describe the advantages clearly. The couple can make their own travel arrangements stopping and starting when they choose. If they went by train they would be restricted by timetables. Trains may not be so convenient because they may not run very often.			
Level 3 detailed		7-8 marks	
Candidates give a thorough comparison highlighting key features of advantage throughout their discussion. Sound knowledge and understanding is demonstrated. The couple would have greater independence by travelling by car. They could decide on times and exact destinations without having to be restricted by train timetables. They would not have to worry about having to change transport en route as the car would be their single transport source. If they came across somewhere they liked the look of they could stop and enjoy some lunch or a picnic.			

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4 (a)	Identify previous customer details (1) To enable them to look up previous details (1) Check any changes (1)	1 mark	5.1.1
(b)	To meet specific needs (1) To know if the child will need their own seat (1) To meet the legal requirements of air travel (1)	1 mark each correct point made 2 x marks max	
(c)	<p>Levels of response</p> <p>Level 1 basic Candidate makes one or two basic points. Global Tourism can meet the needs of their customers better. They can book the particular things they want.</p> <p>Level 2 clear Candidate describes how the information about the specific needs of customers helps Global Tourism (GT) provide a better service to its customers. GT can meet their customers' needs and make sure they have made the required arrangements before the customer leaves for their holiday. This will make sure the customers have an enjoyable, hassle free holiday.</p> <p>Level 3 developed Candidate explains using examples how information about the specific needs of customers help GT provide a better service. GT can ensure their customers' needs are met which will ensure an enjoyable, hassle free holiday. It might also bring about repeat business for GT. For example if a customer is vegetarian, GT will be able to pre book appropriate meals for outbound and inbound journeys. If GT know that a customer is disabled e.g. wheelchair dependent they can inform the airport and request assistance.</p>	<p>1-2 marks</p> <p>3-4 marks</p> <p>5-6 marks</p>	5.2.1

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(d)	<p>Levels of Response</p> <p>Level 1 basic Candidates identify one or two basic points as to the necessity of travel insurance. Tourists are advised to take out holiday insurance in case they lose things while they are away.</p> <p>Level 2 clear Candidates demonstrate some understanding of the importance of holiday insurance. Tourists are advised to take out holiday insurance as anything could happen while on holiday, such as baggage going missing, injury, and theft. Tourists need to be safe and covered to meet any undue expense</p> <p>Level 3 developed Candidates demonstrate sound understanding of the importance of holiday insurance and develop their response with relevant examples. Tourists are advised to take out holiday insurance in order to have a hassle free holiday. Accidents can happen and so they must ensure appropriate accident cover as it can be very expensive to obtain medical assistance whilst on holiday. Emergency health cover should also be considered e.g. heart attacks/strokes. They will need to ensure baggage insurance because if their bags go missing they will be met with a large bill for new clothes/toiletries etc. Appropriate insurance will help cover the cost. They will need insurance cover in case of delays and cancellations, a cancellation could be due to a sudden illness and so the tourist would want to claim back the cost of their holiday. Insurance would be the only way this could be done.</p>	<p>1-2 marks</p> <p>3-4 marks</p> <p>5-6 marks</p>	
(e)	<p>A tour operator puts together a package holiday (1) for a travel agent to sell (1). The travel agent helps you book your holiday (1). The tour operator has reps (1) in place at the resort to help you while you are there (1). Whereas the travel agent gives you information about the holiday resort when you book your holiday (1) and make your travel arrangements (1).</p>	4 marks	1.1.1

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(f)	Levels of response		1.1.1
	Level 1 basic Candidate identifies providers and tour operators and makes simple statements about them working together. The tour operator will buy products from travel providers and make a package to sell to the customer.	1-2 marks	
	Level 2 clear Candidate describes clearly how travel providers and tour operators work together. The tour operator buys products e.g. transport from travel providers such as airlines to market a package to the customer. The tour operator then advertises the package via its brochure.	3-4 marks	
	Level 3 Candidates demonstrate good knowledge and understanding of how travel providers and tour operators work together to produce T&T products. They describe in detail the products they work to produce. The tour operator buys products e.g. transport from travel providers such as airlines to market a package to the customer. The tour operator may also link with bus or ferry companies in the selected country or resort. The tour operator then advertises the package via its brochure or Internet. This way business is increased for the tour operator and the travel provider more so than if they worked independently.	5-6 marks	