

MARK SCHEME for the May 2007 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 candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began.

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 discussions or correspondence in connection with these mark schemes.

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Q. No	Responses	Marks	ASS OBJ
1 (a) (i)	Sold as part of a package (1) or for a special event (1) pre-booked by tour operator (1) doesn't run to a timetable/schedule (1)	1 mark for simple statement. 2 marks if developed [2]	AO2
(ii)	Advantages such as: ticket prices tend to be cheaper; may operate from a wider variety of airports; often use smaller airports; can be booked for a specific event, etc. Disadvantages such as: tickets are non-transferable; times may be inconvenient/night flights; may only operate out of smaller/inconveniently placed airports; often use smaller airlines; smaller baggage allowances; does not serve free food/drink, etc.	2x1 for each of an advantage and a disadvantage [2]	AO2
(b) (i)	Global Tourism/Tour Operator/Travel Agent/Airline	1 [1]	AO3
(ii)	Ideas such as: information relating to accommodation; transport availability/timetables; information on local attractions; such as prices; or opening times; and maps of locations; details of excursions; and special events; availability of bars/restaurants; weather forecasts, etc.	2x1 [2]	AO3
(iii)	Ideas such as: it can be used when the TIC is closed; it may provide information in a variety of languages; which is up to date; visual element aids choice; specific information accessed quickly, etc.	2x1 [2]	AO3

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(iv)	<p>Levels of response</p> <p>Level 1 A simple list with little amplification.</p> <p><i>E.g. Maps and brochures. They could get timetables. Travel agents or tour operators.</i></p> <p>Level 2 Candidates identify and describe at least two sources.</p> <p><i>E.g. any two of:</i> Maps would help the students plan a route. Brochures would help with information about the areas they wish to visit. They could use a local ‘what’s on’ guide book for more information about local events they might like to visit or take part in. Travel agents/tour operators might be able to offer help and advice. The national tourist office of Bermuda would be able to make suggestions. Timetables from train and coach operators would be very useful as the students would be able to schedule each day accordingly.</p> <p>Level 3 Candidates provide a comprehensive answer and discuss a variety of sources</p> <p><i>E.g.</i> Maps would help the students plan a route. Brochures would help with information about the areas they wish to visit. They could use a local ‘what’s on’ guide book for more information about local events they might like to visit or take part in. Travel agents/tour operators might be able to offer help and advice. The national tourist office of Bermuda would be able to make suggestions. Timetables from train and coach operators would be very useful as the students would be able to schedule each day accordingly.</p>	<p>1-3 marks</p> <p>4-6 marks</p> <p>7-8 marks</p>	AO3
		[8]	

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(c) (i)	Types of transport such as: taxi; boat; car hire; bus/coach; rail; motorbike/moped/scooter/cycle, etc.	2x1 [2]	AO2
(ii)	<p>Level of response.</p> <p>Level 1 1 or 2 simple statements with limited exemplification. Possibly only dealing with advantages or disadvantages.</p> <p><i>E.g. Public transport would take away the hassle of driving. They can choose the method that is most convenient and cheapest. Being students they might be able to have discounts.</i></p> <p>Level 2 Candidates show better knowledge and understanding by developing their response with more detail.</p> <p><i>E.g. The students would be able to relax more by using public transport. They would see and enjoy more as they would not have to worry about driving and navigating on unknown routes. They would not waste time as they would need to stick to the printed times of public transport timetables.</i></p> <p><i>They would have less flexibility. They might not get to remote places as public transport would be more likely to stick to popular areas. Public transport could be crowded and uncomfortable at certain times of the day.</i></p>	1-3 4-6 [6]	AO2

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2 (a)	Ideas such as: doing exercises in your seat; stretch and relax the muscles in your toes and feet; tense and relax your calves and thighs; take a short walk around the cabin every couple of hours; do not drink (much) alcohol, tea and coffee; drink lots of clear fluids; do not eat large amounts of food before/during journey, etc.	3x1 [3]	AO6
(b)	Ideas such as: it allows passengers to fly back from a different airport; within the same country.	2 [2]	AO2
(c)	Advantages such as: no fixed date of return; therefore do not have to plan ahead (dev); does not restrict passengers to specific airports; allowing more flexibility (dev), etc. Disadvantages such as: return must be within 1 year of departure date; or would need to buy new ticket (dev); restricts passengers to specific airlines; which may only operate out of certain airports (dev); it is dependent on availability of space; tickets are expensive, etc.	1 mark for simple statement +1 for development 2 + 2 [4]	AO2
(d)	Levels of response. Level 1 Simple statements with limited exemplification. Possibly only dealing with advantages or disadvantages of one form of transport. <i>The advantage of using a taxi is that they will not have to find their way to places.</i> <i>A disadvantage is the expense.</i> Level 2 Candidates show better knowledge and understanding by developing their response with more detail. <i>The business travellers would take a taxi because it is convenient, they can all travel together to reduce the cost.</i> <i>Taxis are easily accessible in all parts of the city.</i> <i>Bus travel might prove inconvenient because the business travellers might have to queue.</i>	1-3 4-6	AO2 AO2

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	<p>Level 3 Candidates give a detailed response referring to both the advantages and disadvantages of at least two different forms of transport.</p> <p><i>The business travellers would take a taxi because it is convenient, they can all travel together to reduce the cost. Taxis are easily accessible in all parts of the city and the men might be tired after a long days meeting. The company might pay for their transfer therefore cost would not be a problem.</i></p> <p><i>Bus travel might prove inconvenient because the business travellers might have to queue. The bus would take longer as there would be scheduled stops along the way. They would want to avoid this after a long day's work.</i></p>	7-8	
(e)	<p>Levels of Response</p> <p>Level 1 Basic response with simple list of facilities offered suitable for business travellers with limited or no development.</p> <p><i>Good facilities, swimming pool, bar, restaurant, Internet, large rooms, fax, business centres.</i></p> <p>Level 2 Candidates show better knowledge and understanding by developing their response with more detail.</p> <p><i>E.g. Internet for access to online information which may be required, business centres which provide photocopying/typing, bar for relaxation after work, etc.</i></p> <p>Level 3 Candidates give a detailed response relating to both personal and business related facilities</p> <p><i>E.g. Internet for access to online information which may be required, large rooms providing comfort/acceptable level of service/facilities, fax to maintain contact with company/colleagues, business centres which provide photocopying/typing, bar for relaxation after work, restaurant so can entertain business colleagues/no need to leave premises, etc.</i></p>	1-3 4-6 7-8	AO1
			[8]
			[8]

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3 (a)	<p>Levels of response</p> <p>Level 1 Simple undeveloped statements.</p> <p><i>A new country, they may not have been there before. It will all be organised for them. The visitors could go to the best places without researching them. Accompanied by guides</i></p>	1-3	AO1
	<p>Level 2 Developed statements.</p> <p><i>A package tour offers convenience to visitors in that the visitors do not need to worry about booking visits to the various places such as attractions, restaurants, etc. A package would offer increased safety as everything would be organised A package tour can sometimes work out cheaper particularly if meals and visits are included in the price.</i></p> <p><i>The package tour would enable visitors to enjoy and experience the best places on offer. Their travel arrangements to such places might be pre-booked and organised offering the visitor peace of mind.</i></p>	4-6	
			[6]
(b) (i)	<p>Levels of response</p> <p>Level 1 Simple statements that focus possibly on the one or two advantages only with no comparison.</p> <p><i>They can go when they want and stay as long as they want. They have much more flexibility with arrangements.</i></p>	1-3	AO2
	<p>Level 2 Deeper understanding of the benefits and advantages with reference to at least two advantages candidates begin to draw reasoned comparisons.</p> <p><i>It might be cheaper because they can shop around. They might prefer this way as they would not have to stick to a rigid schedule of excursions and visits whereas if they joined a tour they would have to stick with the plan</i></p>	4-6	

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	<p>Level 3 Three plus advantages and benefits discussed with clear comparisons drawn demonstrating sound understanding.</p> <p><i>Travelling independently can often be cheaper as the principals can be booked separately. They would have a greater level of freedom of choice travelling independently because they would not have to stick to a rigid timetable of visits and excursions. They can please themselves making their own way at the times they choose. Travelling with a tour party would mean following the timetable set down by the company. Travelling independently would give a sense of freedom and satisfaction in doing it yourself and enjoying the process whereas a tour party would mean everything is done for you.</i></p>	7-8	
(ii)	<p>Ideas such as: Take travellers cheques to exchange; Take some local currency; Or a universally acceptable currency/\$US or £ sterling; Credit/debit cards could be used</p>	3 x 1	AO5
(c)	<p>Source: Internet Benefits such as; comfort of home; can shop around at leisure, etc.</p> <p>Source: Brochures Benefits such as; give an idea of what is available; allows customer to compare costs, etc.</p> <p>Source: Guide books Benefits such as; offers detailed/balanced information; helps prepare for the holiday, etc.</p> <p>Source: New Zealand National Tourist Office Benefits such as; direct information; up to date information; advise on travel, etc.</p>	4x1 =source 4x1= benefit Max 8	AO3 AO4
			[8]

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4 (a) (i)	Luxor/Seabird (1)	1 mark [1]	AO1
(ii)	Global Airways	1 mark [1]	AO1
(b)	Ideas such as: to cover the costs of medical treatment; to cover the costs of personal accident; to cover the costs of loss of personal possessions/luggage; to cover the costs of repatriation; to cover the costs of delays cancellation, etc.	4 x 1 mark [4]	AO5
(c)	1 mark per correct piece of information recorded correctly on the booking form as follows: title, initial and surname, address and telephone number; date of Travel, hotel choice and number of rooms; insurance `yes` indicated; all payment details correct; single room supplement; insurance supplement; optional extra/sailing package indicated; correct total cost; method of payment – MasterCard; cardholder, card number and expiry date; signatures and dates.	11 x1 [11]	AO6
(d)	Levels of response Candidates should identify and link the travel service providers e.g. airline/accommodation/local transport providers and discuss the benefits of working together. Better candidates will discuss economies of scale (bulk purchase of seats), increased business for providers and local providers like scuba clubs. Sailing schools benefiting increased sales and reputation. Level 1 Simple statements with little development. Some identification of providers linking together to produce the end product but limited if any discussion of the economies of scale and smaller businesses benefiting. <i>When travel providers like airlines and accommodation and local transport work together they can offer special prices and offer a package deal. This benefits them because they are able to attract more customers and therefore get regular guaranteed business.</i>	1-3	AO1

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	<p>Level 2 Developed statements with understanding of how some providers link together and benefit as a result.</p> <p><i>Travel providers such as airlines, and accommodation providers benefit from linking together because they are able to bulk purchase seats/ rooms. This allows them to generate a package.</i></p> <p>Level 3 Candidates give a developed and comprehensive response, referring to all providers.</p> <p><i>Travel providers such as airlines, accommodation and local transport benefit from linking together because they are able to bulk purchase seats/ rooms. This allows them to generate a package deal that attracts customers and guarantees the travel providers business.</i></p> <p><i>When local businesses get involved like the sailing or scuba businesses they are able to offer special deals as part of the package, this increases business for them as they are able to take advantage of the regular influx of customers. This is particularly beneficial during low or off peak season when custom is needed.</i></p>	<p>4-6</p> <p>7-8</p> <p>[8]</p>	
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