

MARK SCHEME for the October 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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Question Number	Responses	Marks	Ass. Obj.
1 (a) (i)	High Seas Cruises	1 mark (1)	AO1
(ii)	1 mark for a simple statement, 2 marks if developed. <i>E.g. a trip ashore = 1</i> <i>a trip ashore which you can choose to go on (dev) = 2</i>	2 marks (2)	AO1
(iii)	Ideas such as: Will enable customers to look around the ports of call/see more places/explore; and experience local cultures; will be a break from being on board ship etc.	2 x 1 (2)	AO2
(iv)	Ideas such as: Long sea journey from Canada to Caribbean/Mediterranean; Takes long time by sea/less time by air; Avoids rough seas across Atlantic; avoids cold/wet/windy weather/get straight to sunny/hot climate; Gives more time at destination etc.	3 x 1 (3)	AO2
(v)	Ideas such as: Increasing affluence; Decrease in relative price; Luxurious holiday; Relaxing; All inclusive/everything provided/activities/entertainment; Enables customers to see many different destinations; Social atmosphere/meet new people etc.	5 x 1 or development of points (5)	AO1
(vi)	Ideas such as: Expensive; Cabins are often small; Winds/rough seas could cause problems; Insufficient time to see ports of call; Lack of flexibility/pre-defined itinerary etc.	3 x 1 (3)	AO2
(b)	1 mark for the correct response 3 marks for exemplification Expected response = Caribbean and Mexico Reasons such as: Well within their budget; Wider range of departure dates; lots of different foods to taste; A Mexican cookery course is available; Enjoyment of visiting new places/they have been to Europe before etc. Examiner can use professional judgement	1 + 3x1 (4)	AO2
(c)	Two advantages such as: It is much faster/more efficient to make a booking; It gives the opportunity to check availability instantly/easier to check; It offers a greater capacity of response to customers etc.	2 x 1 (2)	AO3
(d)	Sources such as: Touch screens; Internet; GDS; Electronic display panels; teletext etc.	3 x 1 (3)	AO3

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2 (a)	Telephone; Email; Mail/PO Box; Fax	3 x 1 (3)	AO3
(b)	Ideas such as: Health Precautions: Advice about the vaccinations required; How to get access to emergency aid; and the relevant medical insurance required; Check the situation with the foreign office for current advice regarding 'Bird Flu'/another epidemic/warn about contagious diseases; Advice on the risks from different diseases; Bottle water would be safer to drink than tap water; Take and use sunscreen etc. Passport and visa: Ensure passport is up to date; With 6 months at least before expiry date; Check visa requirements; Obtain visa in good time etc.	6 x 1 or development MAX 4 on each of health and visa/passport (6)	AO6
(c) (i)	Types such as: Ferries; Hovercraft; Barges; Cruise ships; Yacht etc.	2 x 1 (2)	AO2
(ii)	1 mark for simple statement second mark for explanation Travels through much of the countryside; which allows visitors to enjoy the scenery (exp). Rail is often cheaper than sea or air; and so customers would find it a more economical method of transport (exp). It could prove more comfortable mode of transport; as, if there are high winds and rain the sea and/or air can be very difficult to deal with and passengers suffer badly with seasickness and/or the fear of flying (exp).	3 x 2 Max 6 marks (6)	AO2

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(d)	<p>Levels of response</p> <p>Level 1 Simple statements about advantages and/or disadvantages.</p> <p>E.g. You can book from the comfort of home. You can get cheaper prices. You can be competitive and shop around. You cannot ask for help face to face. Some people may not trust paying over the internet etc.</p> <p>Level 2 Developed statements demonstrating sound understanding of the advantages or disadvantages.</p> <p>E.g. Advantages such as: You can easily access a vast amount of detail giving you the opportunity to shop around and get the best deal, all from the comfort of home. It means you get instant results with no waiting around or holding over the telephone while a travel agent deals with your request. Discounts are offered by many organisations for booking online, this is an incentive to travellers as it would mean extra spending money. Using the Internet takes away all the hassle – you can get instant results and responses from the touch of a button. You can put together your own ‘package’ and get the best deal to suit your individual needs. You cannot discuss requirements face to face with an expert and ask their direct advice. Or disadvantages such as: Some people, particularly the old may not be able to use the technology required/access the internet and may not be able/willing to pay using a credit card over the internet etc.</p> <p>Level 3 Comprehensive account demonstrating sound understanding of the advantages and disadvantages.</p> <p>E.g. Advantages such as: You can easily access a vast amount of detail giving you the opportunity to shop around and get the best deal, all from the comfort of home. It means you get instant results with no waiting around or holding over the telephone while a travel agent deals with your request. Discounts are offered by many organisations for booking online, this is an incentive to travellers as it would mean extra spending money. Using the Internet takes away all the hassle – you can get instant results and responses from the touch of a button. You can put together your own ‘package’ and get the best deal to suit your individual needs. You cannot discuss requirements face to face with an expert and ask their direct advice. And disadvantages such as: Some people, particularly the old may not be able to use the technology required/access the internet and may not be able/willing to pay using a credit card over the internet etc.</p>	<p>1–3</p> <p>4–6</p> <p>7–8</p> <p>(8)</p>	AO4
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	<p>Level 3</p> <p>Comprehensive account relating to the specific needs of the aunt and the daughter with sound explanations.</p> <p><i>E.g. In relation to the aunt:</i> <i>The family will need to inform the coach company of the aunt's disability and dependence on a wheelchair so that the company can ensure enough room is left in the hold for the wheelchair. The company will also ensure there is assistance for the Aunt.</i> <i>They could consider the hire of mobility aids.</i> <i>They will need to ensure the hotel is disabled friendly with a lift and wide doors for access.</i></p> <p>and <i>in relation to the daughter:</i> <i>The family must inform the hotel that she is a vegetarian in order that the chef can order appropriate ingredients to prepare a varied menu for her.</i></p>	7–8	
(d)	<p>Ideas such as: Will allow flexibility; can visit whichever places they want (dev); at whatever times they want/no constraints of timetables (dev); Will be easier for aunt to get into; once she is in the car there is no need to keep getting in and out (dev); Overall it could be cheaper with 5 people etc.</p>	4 x 1 or development	AO2
		(8)	(4)

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(c)	<p>Levels of response</p> <p>Level 1</p> <p>Simple statements that identify advantages and/or disadvantages.</p> <p><i>It would give the men a chance to rest between their long flights; see somewhere they may not have been before; it would cost more etc.</i></p>	1–3	AO2
	<p>Level 2</p> <p>Developed statements relating to the advantages or disadvantages with sound understanding demonstrated.</p> <p><i>E.g. Advantages such as:</i> <i>The men would have the opportunity of visiting an extra country before they return home and being active and very energetic they would probably enjoy the extra adventure. It helps reduce the likelihood of jet lag.</i></p> <p><i>Or disadvantages such as:</i> <i>They will probably be very tired so unable to sightsee/will only be able to rest in their hotel rooms. It makes the journey back longer and extends the time away.</i> <i>It would cost more as rooms would need to be booked.</i></p>	4–6	
	<p>Level 3</p> <p>Developed statements relating to the advantages and disadvantages with an evaluation attempted.</p> <p><i>The men would have the opportunity of visiting an extra country before they return home. However they will probably be very tired so they may have to rest in their hotel rooms rather than being able to sightsee. On the other hand being active and very energetic they would probably enjoy the extra adventure.</i> <i>Having a stopover at the end of the holiday is advantageous because it helps do away with jet lag, but for those keen to get home it extends the time away.</i> <i>It would cost more as rooms would need to be booked.</i></p>	7–8	
		(8)	