

MARK SCHEME for the October 2008 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)	Tour operator = Voyages Jules Reykjavik Accommodation provider = Centerhotel Skjaldbreið/Hotel Loftleider Transport provider = Icelandair	3 x 1 [3]	AO1
(ii)	In each example 1 mark for a simple statement, 2 marks if developed: Twin room A room for two people = 1 A room for two people with single beds (dev) = 2 Optional excursion A trip = 1 A trip which you can choose to go on/which you pay extra for (dev) = 2 Complimentary shuttle A bus from the hotel to the city centre = 1 A bus from the hotel to the city centre which is free of charge = 2	3 x 2 [6]	AO1
(iii)	Ideas such as: Person appointed to the tour company to be on hand if required; To sort out any problems with accommodation; To arrange trips; To provide guests with information about the local area; To meet guests at airport on arrival/arrange transfer; To coordinate departure arrangements etc.	4 x 1 [4]	AO1
1 (b) (i)	By telephone/1667069 Online/www.vr.com	2 x 1 [2]	AO3
(ii)	3 nights depart April 29 th = 2 x \$765 (\$1530) 4 extra nights = 2 x \$220 (\$440) 2 x Super jeep trip = 2 x \$270 (\$540) Total = \$2470	4 x 1 [4]	AO6
(iii)	Levels of response Level 1 Simple statements identifying basic reasons why it is important for tourists to take out travel insurance. <i>E.g. Tourists are advised to take out holiday insurance in case they have things stolen/become ill on holiday etc</i>	 [1–2]	AO5

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	<p>Level 2 Developed statements showing sound knowledge of the importance of travel insurance to tourists.</p> <p><i>E.g. Tourists are advised to take out holiday insurance in case they have things stolen whilst on holiday as they will then be able to make a claim to replace the item.</i> <i>Tourists are advised to take out holiday insurance in case they become ill on holiday so they will be entitled to claim the cost of their treatment etc.</i></p> <p>Level 3 Comprehensive account of the importance of travel insurance to tourists. (NB Candidates must address at least 3 different reasons and develop their ideas)</p> <p><i>E.g. Tourists are advised to take out holiday insurance in case they have things stolen whilst on holiday as they will then be able to make a claim to replace the item.</i> <i>Tourists are advised to take out holiday insurance in case they become ill on holiday so they will be entitled to claim the cost of their treatment.</i> <i>Tourists are advised to take out holiday insurance in case flights are delayed so they can seek compensation.</i> <i>Tourists are advised to take out holiday insurance in case repatriation is necessary following death/serious injury etc.</i></p>	[3–4]	
		[5–6]	[6]
2 (a)	<p>Information on 8 rows correctly identified as follows:</p> <p>Salt Lake City to San Francisco Flight number DL3959 ...09.15</p> <p>San Francisco to Beijing Flight number CA 8889 ...13.38</p> <p>Beijing to Chongqing 11.45...14.05</p> <p>Leave Chongqing on Ferry Boat 20.00</p> <p>Arrive Yichang to disembark ferry boat 21.30</p> <p>Yichang to Shanghai Flight number SZ 4529...09.20</p> <p>Shanghai to San Francisco 13.10...11.22</p> <p>San Francisco to Salt Lake City Flight Number DL 3785 15.00</p>	8 x 1	AO6
(b) (i)	<p>Scheduled flights = run to a timetable Domestic flight = within a country International flight = between two or more countries/flies overseas.</p>	3 x 1	AO2
			[3]

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(ii)	Open jaw tickets (one mark reserved); They are going into one airport and out of a different one; This will be more economical etc.	1 + 2 [3]	AO2
(iii)	Ideas such as travellers can: Book from the comfort of home; Get cheaper prices/discounts online; Easily shop around; Book instantly/without having to make phone calls/personal visits; Pay instantly with a credit card; Put together their own 'package'/get the best deal to suit individual needs.	4 x 1 or development [4]	AO4
(c)	<p>Levels of response</p> <p>Level 1 Simple statements that identify likely differences between the ferry boat and ocean-going cruise ships. <i>E.g. Ocean going cruise ships will be larger, more luxurious, have more on board facilities, more expensive etc.</i></p> <p>Level 2 Developed statements relating to the differences likely to exist between the ferry boat and ocean-going cruise ships with sound understanding demonstrated. <i>E.g. Ocean going cruise ships will be larger vessels and cater for far more passengers, they will be more luxurious with a greater range of on board facilities. They will be far more expensive with luxury accommodation compared with the ferry boat which offers budget accommodation etc.</i></p> <p>Level 3 Comprehensive account of the differences likely to exist between the ferry boat and ocean-going cruise ships. (NB Candidates must address at least 3 differences and develop their ideas/provide exemplification.) <i>E.g. Ocean going cruise ships will be larger vessels and cater for far more passengers, they will be more luxurious with a greater range of on board facilities such as casinos, cinemas and swimming pools. They will be far more expensive with cabins which offer a variety of levels of accommodation including 5* compared with the ferry boat which offers budget accommodation etc.</i></p>	 [1–3] [4–5] [6–7] [7]	AO2

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3 (a) (i)	Ideas such as: Guide books; Brochures; Promotional materials/leaflets; Gazetteers; Maps etc.	3 x 1 [3]	AO3
(ii)	Ideas such as: Door to door transport; no need for taxis at either end (dev); Will allow flexibility; e.g. can stop for picnics (dev); Can visit whichever places they want during the week; at whatever times they want/no constraints of timetables (dev); Will be easier with children than keeping an eye on them on trains/buses; They can take whatever they like with them in the car; Overall it could be cheaper with 4 people etc.	4 x 1 or development [4]	AO2
(iii)	Ideas such as: Offers much greater flexibility; Families can be independent; go out for the day and return whenever they want (dev); Not restricted by mealtimes; Can eat what/where they want; and try a variety of different restaurants/foods (dev); With young children they can cook food they like/they may not like hotel food; The whole family could be in one apartment but may be split between two rooms in a hotel; Apartment may be more spacious than hotel rooms; For a whole family cost of apartment may be cheaper than a hotel etc.	4 x 1 or development [4]	AO1
(b)	Levels of response Level 1 A simple list of reasons to visit TIC with little amplification. <i>E.g. They could get maps and brochures. They could get timetables.</i> Level 2 A developed list of reasons to visit TIC with amplification to show understanding. <i>E.g.</i> Maps would help the family plan their routes/days out. Brochures would help with information about the areas they wish to visit. <i>They could pick up a local 'what's on' guide book for more information about local events they might like to visit or take part in.</i> Timetables for local events may be useful. <i>They may be able to exchange currency there etc.</i>	[1–2] [3–4]	AO3

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	<p>Level 3 A developed list of reasons to visit TIC, linked with references to the area being visited and with amplification to show understanding.</p> <p><i>E.g. If they want to visit other places in Arizona (or examples) maps would help the family plan their days out/find their way; Brochures about the red rock formations would help with information about which ones they could visit/leaflets about local hikes around Oak Creek Canyon would help them plan their routes.</i></p> <p><i>They could pick up a local 'what's on' guide book for more information about specially organized events at the Indian ruins they might like to visit or take part in.</i></p> <p><i>Timetables for the Jeep Tours/flights to the Grand Canyon would be useful.</i></p>	[5–6]	[6]	
(c)	<p>Levels of response</p> <p>Level 1 Simple statements that identify/describe methods of payment.</p> <p><i>E.g. Take travellers cheques to exchange; local currency; credit cards could be used.</i></p> <p>Level 2 Developed statements describing the methods of payment and commenting on their advantages and/or disadvantages.</p> <p><i>E.g. Take travellers cheques to exchange as if they are lost they can get the money back; Take a small amount of local currency so they have money to buy small things on arrival; Credit cards could be used which means they will not be limited to a certain amount as would be the case if they had travellers cheques.</i></p> <p>Level 3 Developed statements describing the methods of payment and evaluating fully their advantages and disadvantages.</p> <p><i>E.g. Take travellers cheques to exchange as if they are lost they can get the money back, however they will have to pay a commission to buy these/have to buy them in advance; Take a small amount of local currency so they have money to buy small things on arrival, however if they need any during their stay they will have to find somewhere to change it/rates of exchange may be poorer for cash; Credit cards could be used which means they will not be limited to a certain amount as would be the case if they had travellers cheques, however they may not wish to do so as they may be afraid of fraud if they use them abroad.</i></p>	[1–3]	[4–6]	AO5
		[7–8]	[8]	

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4 (a) (i)	1 mark for a simple statement, 2 marks if developed: A holiday where everything is arranged = 1 A holiday arranged by a travel agent where transportation and food and accommodation are all provided at an inclusive price = 2	2 [2]	AO1
(ii)	Use of faces	[1]	AO1
(iii)	Methods such as: Star ratings; Crown ratings; Key ratings; Diamond ratings; Companies own ratings e.g. `T` ratings etc.	2 x 1 mark [2]	AO3
(iv)	Ideas such as: They take place outside normal schedules; They are hired by a particular customer/group/or example; Tickets are not sold directly by the charter airline to the passengers, but by holiday companies who have chartered the flight; Frequently operate on routes, or to airports, where there is no scheduled service/small/regional airports.	2 x 1 [2]	AO2
(b) (i)	LO1C	[1]	AO6
(ii)	As appropriate to flight chosen in (i)	[1]	AO6
(iii)	July	[1]	AO6
(iv)	Adonis apartments	[1]	AO6
(c) (i)	Sabre/Apollo/Galileo/Worldspan/Amadues	[1]	AO3
(ii)	Methods such as: Touch screens; Global distribution systems; Internet; Electronic display panels; Teletext; Automated telephone switchboards etc.	2 x 1 [2]	AO3
(iii)	Three advantages such as: It is much faster/more efficient to make a booking; It gives the opportunity to check availability instantly/up to date/real time information; It offers a greater capacity of response to customers; Ability to search greater quantities of information etc.	3 x 1 [3]	AO3

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(d)	<p>Levels of response</p> <p>Level 1 Simple statements with little development describing the roles of the different providers.</p> <p><i>E.g. The travel agent sells the packages to customers and the tour operators produce them. Tour operators buy products from travel providers like airlines and accommodation providers. Travel agent gives customers information about the holidays and the travel providers sell them the flights etc.</i></p> <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. When local businesses get involved, like accommodation providers, 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>[1–3]</p> <p>[4–6]</p> <p>[7–8]</p>	<p>AO1</p> <p>[8]</p>
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