

MARK SCHEME for the May/June 2008 question paper

9395 TRAVEL AND TOURISM

9395/03

Paper 3 (International Business & Leisure Travel Services),
maximum raw 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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Page 2	Mark Scheme	Syllabus	Paper
	GCE A/AS LEVEL – May/June 2008	9395	03

Question	Expected Response	Mark	Focus	AO
1 (a) (i)	Identify <u>two</u> airport facilities targeted at business travellers. Internet cafes, VIP lounges, large number of check-in counters (Accept any two valid suggestions)	2	3.1 3.2	AO1
(ii)	Identify <u>two</u> airport facilities that would benefit leisure travellers. Food outlets, Duty Free Shops, children's play areas, roomy waiting lounges. (Accept any two valid suggestions)	2	3.1 3.2	AO1
(b)	Explain <u>three</u> reasons why airports such as Suvarnabhumi provide e-check-in services. Award one mark for the identification of each of the three reasons and one further mark for an appropriate explanation or amplification of each. The three reasons are: 1 Enhanced customer experience: speeds up check-in process and requires limited documentation compared with traditional check-in. (Removes risk of lost tickets) Self-service options. Simplified procedure – use any counter. 2 Increased safety and security: reduces paper ticket fraud; can incorporate biometric technology with iris and facial profile recognition. 3 Improved operational efficiency: cheaper due to reduced staffing and training requirements and cross-carrier counters.	6	3.2 3.4	AO2 AO3
(c)	Explain the advantages of scheduled flights compared with chartered flights for customers. This requires a consideration of the advantages of scheduled flights using a direct comparison with chartered flights. <u>Use level of response criteria</u> Level 1 (1–3 marks) At bottom end, candidates are able to identify or describe the characteristics of either a scheduled or a chartered flight. At the upper end, candidates begin to explain the advantages of scheduled flights to the customer. Level 2 (4–6 marks) Candidates at this level are able to discern that scheduled flights offer advantages over chartered flights. At the lower end, responses may be restricted to one or two advantages, whereas at the upper end, candidates will cover a fuller range of the advantages from the list below. Advantages <ul style="list-style-type: none"> • Tickets can be booked well in advance • Travel is usually valid for at least three months • Fewer restrictions on travel than on chartered flights • Discounts are readily available • Good availability of flights with leading airlines • Regular timetable, with fewer disruptions • Seats are not block-booked by Tour Operators • Tend to be more comfortable 	6	3.1	AO3 AO4

Page 3	Mark Scheme	Syllabus	Paper
	GCE A/AS LEVEL – May/June 2008	9395	03

(d)	<p>Assess the consequences of an airport such as Suvarnabhumi operating close to its passenger capacity. <u>Use level of response criteria</u> Bangkok airport is a major international hub, attracting huge passenger numbers. Candidates should be aware of the importance of passenger capacities and economic viability. Their knowledge of the travel industry should allow them to assess the likely impact of future travel patterns on the demand for services at major hub airports such as this.</p> <p>Indicative content includes:</p> <ul style="list-style-type: none"> • overcrowding, • delays to flights, • staff work overload, • loss of control <p>Level 1 (1–3 marks) Candidates at this level identify information about the carrying capacity of the new Bangkok airport or consequences of reaching its capacity soon after opening. Limited statements about future needs of tourists.</p> <p>Level 2 (4–6 marks) This level will be awarded to those candidates who are able to explain the need to increase passenger capacities to meet future customer demands. At the upper end, candidates will analyse likely consequences or provide alternative examples of hubs operating close to capacity from their own knowledge.</p> <p>Level 3 (7–9 marks) can be awarded to those candidates who make evaluative comments about the significance of a new airport already reaching passenger capacity or judgements about the original intention about retaining or closing existing airport provision.</p>	9	3.4	AO1 AO3 AO4
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Page 4	Mark Scheme	Syllabus	Paper
	GCE A/AS LEVEL – May/June 2008	9395	03

2 (a) (i)	<p>Identify two members of the Global Passenger Network. Any from: Busclick, International Motor Coach Group, Inc., Guild of British Coach Operators and Irish Coaches.</p>	2	3.1	AO2
(ii)	<p>State the two main functions of GPN.</p> <ul style="list-style-type: none"> • To promote the use of motor coach • To promote passenger transportation services in major markets throughout the world. • To act as the leading international organisation in the area of surface transportation. <p>Award one mark for each of any two functions.</p>	2	3.3	AO2
(b)	<p>Explain, using examples, why organisations such as GPN set industry standards for members. Consideration should be given to the following;</p> <ul style="list-style-type: none"> • Industry standards comply with legislation • Protect customers and organisations through public liability indemnities • Benchmark standard for members to follow <p><u>Use Level of Response criteria.</u> Level 1 (1–3 marks) Candidates make generalised reference to compliance with legislation</p> <p>Level 2 (4–6 marks) At this level, candidates analyse information from Fig. 2 or their own research and prior knowledge to explain the importance of industry standards or use specific examples of codes of practice issued by other travel providers for consumer protection purposes and for organisational liability issues.</p>	6	3.3	AO1 AO3
(c) (i)	<p>State three components usually included in a coach holiday.</p> <ul style="list-style-type: none"> • Coach travel/transport • Hotel or guest house accommodation, including bed and breakfast • Excursions • Tour guide • Planned itinerary <p>Do not accept: Meals, travel insurance, transfers, entertainment</p>	3	3.2	AO1

Page 5	Mark Scheme	Syllabus	Paper
	GCE A/AS LEVEL – May/June 2008	9395	03

(ii)	<p>Name one ancillary service that an international coach operator offers. Give two reasons why this ancillary service is provided.</p> <p>Ancillary services could include any of the following:</p> <ul style="list-style-type: none"> • Travel insurance • Foreign Exchange • Passport and visa information • Tickets to specific tourist attractions • Special events <p>Award one mark for the named ancillary service and up to two marks for the reason.</p> <p>Reasons include:</p> <ul style="list-style-type: none"> • Boost income – provide organisations with additional sources of generating income and profit • Gain competitive advantage – keep in line with the range of products and services other coach operators may offer and try to offer a unique selling point to win over customers • Achieve customer satisfaction – identify and meet the specific needs of customers to gain loyalty for repeat business. 	3	3.2	AO1 AO3
(d)	<p>Assess factors which have led to the creation of products which meet the needs of the grey market</p> <p><u>Level of Response</u></p> <p>Factors such as increased leisure time, increased levels of disposable income and improved mortality rates means a growth in the so-called grey market. For example: coach travel is appealing to this market segment – door-to-door service, all inclusive, guided visits, short breaks in off peak seasons etc.</p> <p>Level 1 (1–3 marks) Candidates at this level demonstrate little understanding of the concept of the grey market or have difficulty in relating the market segment to tourism products. Award credit for identification of valid factors.</p> <p>Level 2 (4–6 marks). At this level, responses show greater understanding of the reasons for the existence of the grey market and its requirements as a leisure market segment. There will be some attempt to link the needs of customers to the type of products and services offered.</p> <p>Level 3 (7–9 marks) Candidates at this level are able to analyse factors which have led to the creation of the grey market and can draw relevant and appropriate conclusions about why this market segment has come into existence and the range of associated products that support the needs of this market segment. Candidates at this level are likely to exemplify their answers with specific industry examples.</p>	9	3.2 3.4	AO1 AO3 AO4

Page 6	Mark Scheme	Syllabus	Paper
	GCE A/AS LEVEL – May/June 2008	9395	03

3 (a) (i)	<p>Identify two features of the business incentive package offered by this hotel.</p> <p>Any two from: Welcome drink, buffet breakfast, lunch with a selection of sandwiches and soft drinks, three course dinner, mineral water in meeting rooms, morning coffee break, afternoon coffee break, meeting room hire for full or half days (including flip chart, data projector and screen), complimentary one day entrance to in-house leisure area (2 x 1)</p>	2	3.2	AO2
(ii)	<p>Explain one reason why the Hotel Termes Montbrio offers the option of single room occupancy of double rooms for business customers.</p> <p>Award 1 mark for basic statement that hotel wishes to cater for differing needs of customers. Award second mark for amplification that hotel is looking to generate more income by filling rooms which might otherwise be vacant, if conference organisers are willing to pay for single occupancy supplements</p>	2	3.2 3.4	AO1
(b)	<p>Using only evidence from Fig. 3, explain two aspects of the appeal of the Hotel Termes Montbrio.</p> <p>Award one mark for the identification of each of two valid aspects and a second mark for an appropriate explanation or amplification of each. Correct ideas will include the following:</p> <ul style="list-style-type: none"> • Gained 'Best European Spa Resort Hotel' Award in 2003 – voted by Professional Spa Magazine – sign of quality • 5 acres of beautiful gardens – attractive setting and feeling of space • unique conference centre, with 12 individualised meeting rooms – ability to cater for special needs of different conference sizes • wide range of sporting facilities – appeal to those seeking healthy lifestyle during visit <p>Credit any valid explanation. (2 x 2)</p>	4	3.2	AO2 AO3
(c)	<p>Explain four reasons why hotels such as the Hotel Termes Montbrio are developing specific business incentive packages.</p> <p>Award one mark for the identification of each of four valid reasons then award a further mark for an appropriate amplification of each. Correct ideas include:</p> <ul style="list-style-type: none"> • growth market – business tourism is fastest growing and high yielding segment and therefore very lucrative • meet customer needs – high demand especially for conference facilities • decline in appeal of area to leisure tourists – Spain is no longer considered 'trendy' – chance to appeal to new markets • gain competitive advantage – increased number of international hotels offering similar business incentive packages • increased number of low cost airlines opening up routes into smaller airports – ease of access for business travellers into the area <p>Credit all valid reasons. (4 x 2)</p>	8	3.4	AO1 AO2

Page 7	Mark Scheme	Syllabus	Paper
	GCE A/AS LEVEL – May/June 2008	9395	03

(d)	<p>Discuss the benefits to business customers of using the services of a specialist tour operator to organise travel and conference arrangements.</p> <p><u>Use Level of Response criteria</u></p> <p>This question provides candidates with an opportunity to demonstrate their knowledge and understanding of the role of specialist business tour operators.</p> <p>Benefits will include:</p> <ul style="list-style-type: none"> • can negotiate best deals through use of Economies of Scale – operator will trade with selected principals and because of the amount of business over a year, may earn discounts which can be passed onto customers • more reliable – specialist operators have more local knowledge • removes hassle of researching options from someone within the business organisation – tour operator can identify range of options as well as recommending best fit for customer needs <p>Level 1 (1–3 marks) Candidate can give basic description of what a specialist tour operator is and might list some of the functions it performs at a basic level but there is lack of real understanding of why business customers might choose to make their arrangements in this way.</p> <p>Level 2 (4–6 marks) Can be awarded to those who attempt to analyse the merits of using a specialist operator. There will be some attempt made to exemplify points made.</p> <p>Level 3 (7–9 marks) will be awarded to those candidates who make reasoned evaluative statements about two or more benefits. At the upper end, valid conclusions will be drawn about ensuring that the customer's needs are met. Points made will be exemplified.</p>	9	3.2 3.4	AO2 AO3 AO4
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Page 8	Mark Scheme	Syllabus	Paper
	GCE A/AS LEVEL – May/June 2008	9395	03

4 (a) (i)	<p>State two features of a ferry service. Form of <u>boat transport</u> carrying passengers and vehicles across a specific stretch of water. <u>Runs to regular timetable.</u> (2 x 1)</p>	2	3.1	AO1
(ii)	<p>Between which two ports does the Interislander ferry service travel? Wellington to Picton.</p>	2	3.1	AO2
(b)	<p>Describe three ways in which the Kaitaki ferry service may appeal to the family market. Award one mark for the identification of three different reasons for the appeal and a second mark each for a description of the appeal to family groups.</p> <ul style="list-style-type: none"> • Comfortable – variety of lounges, provision of refreshments and family cabins with nursery facilities to assist those travelling with young children • Reasonably priced – family tickets available – families travelling abroad are often restricted by budget so look for value for money and special family discounts • Wide range of entertainment facilities – cinema, video games arcade, TV lounges, sea viewing lounges, play areas – something for everyone. 	6	3.1	AO2
(c)	<p>Compare and contrast two different booking methods generally available to overseas passengers for travel products such as the Interislander Ferry Service. Booking methods would include Internet, Telesales and Agents.</p> <p><u>Level of Response</u> Level 1 (0–3 marks) Candidates at this level will clearly identify at least two methods of booking and will describe the way in which these methods may operate. There will be little evidence of comparative language and candidates will make little reference to which method might be most effective.</p> <p>Level 2 (4–6 marks) This will be awarded for those candidates who make use of comparative language between two clearly identified methods. No additional credit will be given for more methods being discussed. At the higher end, candidates will make judgements about the effectiveness of their selected two methods from the perspective of the customer.</p>	6	3.4	AO3 AO4

Page 9	Mark Scheme	Syllabus	Paper
	GCE A/AS LEVEL – May/June 2008	9395	03

(d)	<p>Evaluate the importance of different transport methods being available, as part of the total tourism product experienced by overseas visitors, in an island destination such as New Zealand.</p> <p>Candidates are expected to have studied the range of travel products available to tourists and are required to evaluate the importance of providing tourists with a range of options.</p> <p><u>Use Level of Response criteria.</u></p> <p>Level 1 (1–3 marks) will be awarded for candidates who are able to identify an appropriate range of different transport methods and a description of why these might appeal to an overseas visitor. There will be little reference to the total tourism product or the concept of island destinations.</p> <p>Level 2 (4–6 marks) will be awarded for responses that attempt an analysis of the range of transport methods available together with an analysis of how travel products contribute to the tourism experience.</p> <p>Level 3 (7–9 marks) Candidates who make reasoned evaluative comments about the range of travel options available to cater for the varying needs of visitors. At the top end, candidates will draw conclusions about why car rental, ferry services, coaching holidays and rail services contribute to the total tourism product for different types of visitors and why a destination such as New Zealand requires a wide choice of transport options. (There will be recognition that many tourists will wish to experience both the North and the South Island in order to maximise their visit to this long haul destination).</p>	9	3.1	AO1 AO3 AO4
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Page 10	Mark Scheme	Syllabus	Paper
	GCE A/AS LEVEL – May/June 2008	9395	03

Question no	AO1	AO2	AO3	AO4	Criteria
1 (a) (i)	2	-	-	-	3.1 3.2
(ii)	2	-	-	-	3.1 3.2
(b)	-	3	3	-	3.2 3.4
(c)	-	-	3	3	3.1
(d)	3	-	3	3	3.4
2 (a) (i)	-	2	-	-	3.1
(ii)	-	2	-	-	3.3
(b)	3	-	3	-	3.3
(c) (i)	3	-	-	-	3.2
(ii)	1	-	2	-	3.2
(d)	3	-	3	3	3.2 3.4
3 (a) (i)	-	2	-	-	3.2
(ii)	2	-	-	-	3.2 3.4
(b)	-	2	2	-	3.2
(c)	4	4	-	-	3.4
(d)	-	3	3	3	3.2 3.4
4 (a) (i)	2	-	-	-	3.1
(ii)	-	2	-	-	3.1
(b)	-	6	-	-	3.1
(c)	-	-	3	3	3.4
(d)	3	-	3	3	3.1
Total	28	26	28	18	