

MARK SCHEME for the October/November 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.

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Question	Expected Response	Mark	Focus	AO
1 (a) (i)	<p>Identify the two ICAO strategic objectives that have passenger needs as a focus.</p> <ul style="list-style-type: none"> Enhance global passenger aviation safety and security Pioneer the 'Simplifying Passenger Travel' initiative 	2	3.3	AO2
(ii)	<p>Describe the main purpose of the 'Simplifying Passenger Travel' initiative.</p> <p>Main purpose is to improve the efficiency of immigration formalities at airports, without compromising the safety and security of other customers and employees. WTTE. Award one mark for the concept of speeding up procedures and second mark for recognition of the importance of maintaining standards for safety and security.</p>	2	3.3 3.4	AO2
(iii)	<p>Explain two reasons why it is important to the civil aviation industry to create a 'more efficient, orderly and attractive transportation product'.</p> <p>Award one mark for the identification of two valid reasons and up to a further two marks for an appropriate explanation of each. Correct ideas include:</p> <ul style="list-style-type: none"> New routes and services are being introduced all the time – need to coordinate activity to ensure smooth running and positive customer experience. Competition between transport providers intensifying – e.g. Channel Tunnel opened up alternatives for entry into Europe; ferry operators enhancing their product through intensified marketing efforts. Change in distribution channels i.e. online reservations offer alternatives direct to customer. To keep abreast of advances of new technology – i.e. self service check-in, biometric technology. To meet the increasing demands of a broad range of customers – as disposable income increases and long haul flights become cheaper, demand for business and leisure flights intensifies. <p>Accept any valid reasoning.</p>	6	3.4	AO1 AO3

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<p>(b)</p>	<p><i>Discuss ways in which airlines may cater for the needs of business travellers.</i></p> <p><u>Use Level of Response criteria.</u></p> <p>Level 1 (1–3 marks) Candidates identify and describe the existing product offering for business travellers but are unable to offer any justification or suggestions for improvement. At the bottom end, candidates may provide a simple list of the range of airline products available for business customers. At the top end, more description may be offered.</p> <p>Level 2 (4–6 marks) At this level candidates are able to give reasons for the specific product offerings for business travellers and begin to justify how the product portfolio of airlines may be changed to meet increasing demands in the future. At the lower end, candidates may make simple justifications such as ‘provision of electrical connections to allow business people to use laptops on board’ whilst at the top end, responses may offer more complex recommendations, relating to e-technology and the whole check-in, boarding, in-flight and arrivals procedures.</p> <p>Credit any realistic suggestions.</p>	<p>6</p>	<p>3.1 3.4</p>	<p>AO1 AO3</p>
<p>(c)</p>	<p><i>Evaluate the impact that increased levels of business tourism have on destinations.</i></p> <p>Valid considerations should include:</p> <ul style="list-style-type: none"> • the regeneration of urban tourism areas as well as purpose built resorts • stimulates investment in general infrastructure and creates non-seasonal employment opportunities and contributes to multiplier effect • ‘highest yield’ form of tourism activity – so has positive impact on destination economy • negative impacts – social, cultural and environmental <p><u>Use Level of Response criteria.</u></p> <p>Level 1 (1–3 marks) Candidates offer limited description of impacts – typically restricted to the identification of types of facilities the destination is likely to develop. At the lower end, these are likely to be in simple list form, and at the top end, there will typically be more description.</p> <p>Level 2 (4–6 marks) At this level, responses offer more explanation of the impact although these tend to focus on the positive. At the upper end, at least two aspects must be covered.</p> <p>Level 3 (7–9 marks) Candidates use analytical skills to evaluate both the positive and the negative impacts that increased business tourism may have on a destination.</p>	<p>9</p>	<p>3.2 3.4</p>	<p>AO2 AO3 AO4</p>

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2 (a) (i)	<p>Identify four components included in the price of these holiday packages.</p> <p>Award one mark for each to a maximum of 4 from:</p> <ul style="list-style-type: none"> • return flights • all taxes • 5 nights accommodation • transfers • fuel surcharges • service charges 	4	3.2	AO2
(ii)	<p>Describe three ways in which these City Tour packages can be differentiated, in order to appeal to a wide market segment.</p> <p>Award one mark for each of three ways in which this product has been differentiated from the list below and a further mark for amplification of how this provides wider appeal to customers:</p> <ul style="list-style-type: none"> • Range of departure points – appeals to visitors from different geographical segments. • Upgrades to First Class and Business class available – appeals to customers with differing socio-economic backgrounds. • Different city break locations – appeals to customers with different specific interests e.g. Hiroshima from historical perspective. • Twin bedded rooms or single supplements – appeal to different customer types – couples, friendship groups, those travelling alone can retain their privacy. • Hotels from different chains – appeal to repeat business customers especially if they have loyalty rewards. 	6	3.2	AO1 AO2
(b)	<p>Discuss the different types of guiding services available to visitors to countries such as Japan.</p> <p>This requires candidates to use their knowledge of guiding services together with information provided from Fig 2 (b).</p> <p>Candidates need to be able to describe the advantages and disadvantages of using volunteer guides such as the Goodwill Guides as compared to the advantages and disadvantages of using the services of professional guides. Responses should be analytical and should look beyond the obvious difference in cost.</p> <p>Level 1 (1–3 marks) can be awarded to those candidates who identify the differences in the types of guiding service either from the text or from their own knowledge but whose response remains more descriptive than analytical.</p> <p>Level 2 (4–6 marks) can be awarded for greater analysis of the merits of different types of guiding service. The focus should move beyond the cost aspect – candidates at this level, for example, may consider the difference in expertise through training.</p> <p>Marks can be awarded for relevant international examples and need not be limited only to the example of Japan.</p>	6	3.2	AO1 AO3

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(c)	<p><i>Evaluate, using examples, the range of tourism products and services that organisations such as JNTO provide for international visitors.</i></p> <p>Candidates are expected to have made a study of other international service providers and in this question they are required to evaluate the range of services associated with national tourism organisations and international tourist information centres.</p> <p><u>Use Level of Response criteria</u></p> <p>Level 1 (1–3 marks) can be awarded to those candidates who attempt to apply their knowledge of the products and services offered by TICs – this may be in a simple list or may offer some description.</p> <p>Level 2 (4–6 marks) At this level candidates will attempt an analysis of some of the more obvious products and services.</p> <p>Level 3 (7–9 marks) Candidates at this level will make reasoned evaluative comments about the wide range of product and service provision – a comparison of what is offered by the global offices may be made e.g. promotional publicity materials, reservation services etc, with the local travel offices – e.g. international signage. A conclusion will be included at the top end.</p> <p>The use of relevant exemplification should be credited at all levels.</p>	9	3.2	AO1 AO3 AO4
3 (a) (i)	<p><i>Explain the term adventure-seeking leisure traveller.</i></p> <p>Award one mark for basic definition of ‘leisure traveller’ as someone travelling for the purpose of a holiday. Award a second mark for explanation of adventure-seeking – someone looking for excitement, or a challenge from their selected holiday activity.</p>	2	3.4	AO1
(ii)	<p><i>Identify two features of the Backpacker rail service offered by PeruRail.</i></p> <p>Any from:</p> <ul style="list-style-type: none"> • low frills • low cost • flavour of Peru • snacks included • storage space for backpacks 	2	3.1	AO2

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(iii)	<p><i>Suggest and explain two reasons for the popularity of rail travel in Peru.</i></p> <p>Award one mark for the identification of two relevant reasons from the list below as to why rail travel is popular and award up to two further marks for appropriate examples of each of these reasons.</p> <p>Reasons include:</p> <ul style="list-style-type: none"> • Area largely inaccessible for other modes of transport – no infrastructure to support road travel or air travel beyond airborne tours. • Cost of rail travel favourable – especially compared with alternatives (flights, helicopter trips etc). Choice of service to match disposable income levels of travellers. • Vista from train – open air observation cars – enables travellers to get closer to the landscape and experience panoramic views. <p>Accept any valid reasons.</p>	6	3.1 3.4	AO1 AO2
(b)	<p><i>Assess the benefits of using peak and off-peak tariffs for both the transport provider and the customer.</i></p> <p>Candidates must consider the seasonality issue that faces the majority of travel and tourism providers. Peak and off-peak pricing policies are common within the industry and allow providers a means of maximising income generation during busy periods, whilst providing encouragement and financial incentive to visitors to travel out of season.</p> <p><u>Use Level of Response criteria.</u></p> <p>Level 1 (1–3 marks) can be awarded to those candidates who are able to describe the difference between peak and off peak seasons and make basic links between seasonality and the price charged. Responses at this level may only consider the appeal of off peak tariffs from the point of view of the customer, for example.</p> <p>Level 2 (4–6 marks) can be awarded for responses that use evaluative and analytical statements to consider the benefits to the transport provider of using different tariffs during peak and off peak seasons. At the top end, candidates will reflect upon the importance of reduced rate tariffs for some classes of visitor, whose disposable income levels only permit visits during off-peak seasons.</p>	6	3.4	AO1 AO4

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(c)	<p><i>Evaluate the use of Computer Reservation Systems (CRS) as a distribution channel for this type of travel provider.</i></p> <p>This question requires candidates to consider the advantages and disadvantages of CRS for travel providers such as PeruRail. Responses should be reflective and analytical of the effectiveness of CRS as a distribution channel, and use relevant exemplification of alternative distribution channels that this type of provider might use.</p> <p><u>Use Level of Response criteria</u></p> <p>Level 1 (1–3 marks) should be awarded where candidates demonstrate knowledge and understanding of what CRS is and how it operates. Responses at this level are unlikely to give consideration to advantages or disadvantages of this distribution channel.</p> <p>Level 2 (4–6 marks) can be awarded where candidates use more analytical language to judge the effectiveness of CRS as a means of getting this travel product to the customer. Responses may focus more on the positive aspects of this distribution channel.</p> <p>Level 3 (7–9 marks) will be awarded to those candidates who make reasoned evaluative statements about this type of distribution channel. Both the advantages and disadvantages will be considered and value judgements used to draw a conclusion. Alternative channels may be recommended as being more appropriate.</p>	9	3.4	AO1 AO3 AO4
4 (a) (i)	<p><i>Give two examples of products or services made available to customers of the Queen Mary 2 cruise ship.</i></p> <p>Any from:</p> <p>Food and Drink – room service; restaurants; lounges and bars; named examples of food providers e.g. Lotus Asian Cuisine.</p> <p>Entertainment – ballroom; children’s play area; dance floor; youth and teen centres.</p> <p>Services – art gallery; library; medical centre; planetarium; shops; shore excursion office.</p> <p>Relaxation – spa; splash pool; steam room; terrace pool; whirlpool.</p> <p>Fitness – aerobics; yoga; deck sports; fitness centre; gym.</p> <p>Technology – interactive TV; Internet access.</p> <p>Accept any valid product and service mentioned in leaflet.</p>	2	3.1	AO2

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(ii)	<p><i>Using only information from Fig. 4, explain two aspects of the appeal of the Queen Mary 2 cruise ship.</i></p> <p>Award one mark for the identification of each of two reasons for the appeal, and a further mark for the amplification of each.</p> <p>Valid ideas include:</p> <ul style="list-style-type: none"> • Largest, longest, widest, tallest and most expensive passenger ship in history – passengers wish to be associated with the prestige of travelling on this type of ship. • One of the most modern and luxurious travel experiences on earth – again status and prestige of affording to travel in this way. • Wide variety of activities on board – something for everyone. 	4	3.1 3.4	AO2 AO3
(b)	<p><i>State two ancillary services that a travel agency may offer customers booking a cruise holiday. Explain why the travel agency offers each of these services.</i></p> <p>Award one mark for the identification of each of the two services and a second mark for an appropriate explanation of each.</p> <p>Correct ideas include:</p> <ul style="list-style-type: none"> • travel insurance – profit for the agency, customer need • currency – profit for the agency, customer need • passport/visa – ability to travel <p>Credit any valid explained services.</p>	4	3.2	AO1 AO3

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<p>(c)</p>	<p><i>Discuss the impact of increasing cruise ship size on ports of call.</i></p> <p>Valid reasons include:</p> <ul style="list-style-type: none"> • Increased size of ships will put pressure on berths in port. • Larger ship size means increased number of travellers using port facilities – and increased crew numbers. • Need for dedicated cruise terminals for passenger ships – some ports still share terminals with freight ships. <p><u>Use Level of Response criteria</u></p> <p>Level 1 (1–3 marks) Candidates at this level will attempt to apply their knowledge of the growth of the cruise ship industry. Language will tend to be descriptive and factual.</p> <p>Level 2 (4–6 marks) This will be awarded for those candidates who are able to offer analytical responses, which identify the factual need for improved facilities together with a counter argument about why the trend for larger ships might not be encouraged by investment in improved facilities, given the sometimes negative environmental and socio-economic impacts that large cruise ships exert on destinations.</p>	<p>6</p>	<p>3.1 3.4</p>	<p>AO3 AO4</p>
<p>(d)</p>	<p><i>Evaluate the reasons for the growth in popularity of such all-inclusive holidays.</i></p> <p>Reasons include:</p> <ul style="list-style-type: none"> • Price – linked to increased levels of disposable income. • Targeted at specific market segments. • Types of providers – growth and expansion within the industry. • Security – non-risk taking holiday maker – lack of contact with native population. <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 reasons or features of an all-inclusive holiday.</p> <p>Level 2 (4–6 marks) will be awarded for responses that attempt an analysis of at least one reason.</p> <p>Level 3 (7–9 marks) At this level, candidates make reasoned evaluative comments about the growth in popularity of all-inclusive holidays.</p>	<p>9</p>	<p>3.4</p>	<p>AO1 AO3 AO4</p>