

**UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS**

**GCE Advanced Subsidiary Level and GCE Advanced Level**

**MARK SCHEME for the October/November 2011 question paper  
for the guidance of teachers**

**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, which would have considered the acceptability of alternative answers.

Mark schemes must be read in conjunction with the question papers and the report on the examination.

- Cambridge will not enter into discussions or correspondence in connection with these mark schemes.

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Question	Expected response	Marks	Focus	AO
1 (a) (i)	<p>Identify <b>two</b> features of the 'Swiss Business Deal' promotion offered by this hotel.</p> <p>Award one mark for the identification of each of two features of the 'Swiss Business Deal'.</p> <p>Correct answers include:</p> <ul style="list-style-type: none"> <li>• daily complementary breakfast (1)</li> <li>• daily complementary evening cocktails (1)</li> <li>• free local telephone calls (1)</li> <li>• direct dial telephone with voicemail (1)</li> <li>• 2 pieces of complementary laundry/dry cleaning/pressing daily (1)</li> <li>• complementary Wi-Fi access (1)</li> <li>• free access to the fitness centre (1).</li> </ul>	2	3.2	AO1
(ii)	<p><b>Suggest and explain three reasons why hotels, such as the Swissôtel Krasnye Holmy, are developing specific business packages such as the 'Swiss Business Deal'.</b></p> <p>Award one mark for the identification of each of three reasons for providing business packages and a second mark for further development.</p> <p>Correct responses include:</p> <ul style="list-style-type: none"> <li>• overcoming issues of seasonality (1) – increasing hotel occupancy throughout the year (1)</li> <li>• promotional strategy (1) – increases business (1)</li> <li>• expands products and services (1) – to develop a niche market (1)</li> <li>• competitive advantage (1) – other hotels in the area may be offering similar packages (1)</li> <li>• growth in business tourism worldwide (1) – one of the fastest tourism market segments (1)</li> <li>• meet customer needs (1) – increase in demand for conference packages (1)</li> <li>• region offers ease of access for business customers (1) – transport links are good (1)</li> <li>• area offers linked amenities (1) – infrastructure to support increased numbers of visitors (1).</li> </ul>	6	3.4	AO1 AO2

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(b) (i)	<p><b>Identify and explain <u>two</u> ways that the Swissôtel chain may meet the technological needs of all of its customers.</b></p> <p>Award one mark for basic identification and a second mark for further development for each of two ways. Correct responses include:</p> <ul style="list-style-type: none"> <li>• mobile phone reservation system (1) – allows all customers to manage their reservations from wherever they are (1)</li> <li>• Internet access in every room (1) – allows guests to keep up to date checking emails, using social networks etc. during their stay at the hotel (1)</li> <li>• direct dial telephones with voicemail (1) – more convenient for guests than having to be connected via switchboard or the need to have messages passed on via reception (1). Do not accept free local telephone calls.</li> <li>• RFP online booking tool (1) – meets the needs of business customers (1)</li> <li>• business guests have free Wi-Fi connection (1) – saves the need to carry bulky wired connections (1).</li> </ul>	4	3.2	AO1 AO2
(ii)	<p><b>Other than technology, explain <u>two</u> aspects of the appeal of the Swissôtel Krasnye Holmy to leisure customers.</b></p> <p>Award one mark for the identification of each of two reasons for the appeal and a second mark for further development. Correct responses include:</p> <ul style="list-style-type: none"> <li>• centrally located (1) – ease of access to all city amenities (1)</li> <li>• award-winning hotel (1) – element of prestige (1)</li> <li>• spacious/luxurious guest rooms/spectacular views (1) – luxury feel (1)</li> <li>• convenient location (1) – close to the international airport (1)</li> <li>• car parking (1) – safe and secure parking for hire cars etc. (1)</li> <li>• 5 restaurants and bars (1) – wide choice for all tastes (1)</li> <li>• Fitness centre/spa/sauna/swimming pool (1) – provides choice of leisure activities under one roof (1).</li> </ul> <p>Accept any reasonable response.</p>	4	3.2	AO1 AO2

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(c)	<p><b>Discuss the benefits to conference organisers of using tools such as the integrated online RFP tool, when planning a business event.</b></p> <p><i>Use Level of Response criteria.</i></p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• convenience</li> <li>• time-saving</li> <li>• ease of repeat booking</li> <li>• instant response</li> <li>• can select required facility options</li> <li>• overcoming language issues.</li> </ul> <p><b>Level 1</b> (1–3 marks) Will be awarded for responses that describe one, two or more ways in which the RFP tool may be used.</p> <p><b>Level 2</b> (4–6 marks) Candidates at this level will begin to explain/analyse one, two or more benefits to conference organisers of using this RFP tool.</p> <p><b>Level 3</b> (7–9 marks) This level will be awarded to candidates who make at least one reasoned evaluative comment about the benefits of using the RFP tool.</p>	9	3.4	AO1 AO3 AO4
2 (a) (i)	<p><b>Define the term ‘transit passenger’.</b></p> <p>Someone ‘passing through’ an airport or seaport (1). Normally refers to a passenger awaiting a connecting flight (1). Do not accept ‘stop for a break’, except in context of flight change.</p>	1	3.1	AO1
(ii)	<p><b>Identify <u>three</u> ways in which Incheon International Airport has become a ‘business and leisure hub’.</b></p> <p>Award one mark for the identification of each of three ways.</p> <p>Correct responses include:</p> <ul style="list-style-type: none"> <li>• outstanding services for transit passengers (1)</li> <li>• by building the ‘Integrated Air City’ (1)</li> <li>• providing spa facilities (1)</li> <li>• by providing a golf town (1)</li> <li>• the on-site casino (1)</li> <li>• by offering a cultural visit to the Korean Culture Museum (1)</li> <li>• by providing the design gallery (1)</li> <li>• business lounges (1)</li> <li>• free Internet access (1).</li> </ul> <p>Accept any reasonable suggestion, only from the indented list of bullet points in stimulus.</p>	3	3.1	AO1

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<p>(b) (i)</p>	<p><b>Other than for its services for transit passengers, identify and explain <u>three</u> reasons why Incheon International Airport may have been voted 'Best Airport Worldwide' on several occasions.</b></p> <p>Award one mark for each correct identification (up to a maximum of three reasons) and a second mark for an explanation.</p> <p>Correct responses include:</p> <ul style="list-style-type: none"> <li>• its 'green approach' – making use of renewable energy sources (1) as media attention is very much on the negative environmental associations with airlines (1)</li> <li>• its 'advanced technology' (IT and Biotechnology) (1) – utilised to provide customers with convenience for all important processes during their time at the airport (1)</li> <li>• excellent customer service record (1) – efficiency of dealing with high passenger volume, compared with similar, rival airports (1)</li> <li>• provision of excellent transfer links (1) – broad range of options, all with customers' convenience in mind (1).</li> </ul> <p>Accept any reasonable suggestions.</p>	6	3.1	AO2 AO3
<p>(ii)</p>	<p><b>Explain <u>three</u> reasons why winning awards is important for international transport terminals such as Incheon International Airport.</b></p> <p>Award one mark for each correct identification (up to a maximum of three reasons) and a second mark for an explanation.</p> <p>Correct responses include:</p> <ul style="list-style-type: none"> <li>• gives recognition to the organisation or country (1) – raises awareness of customers and other trade organisations (1)</li> <li>• provides positive publicity for the organisation (1) – therefore likely to result in increased popularity (1)</li> <li>• competitive advantage (1) – may gain more customers than rival organisations (1)</li> <li>• increased visitor numbers (1) – increased income generation (1)</li> <li>• helps motivate staff (1) – continue to provide quality service (1).</li> </ul> <p>Accept any reasonable answers.</p>	6	3.1 3.2	AO2 AO3

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(c)	<p><b>Evaluate the importance for airports, such as Incheon International Airport, of providing the infrastructure to accommodate the Airbus A380.</b></p> <p><i>Use Level of Response criteria.</i></p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• to meet the needs of internal and external customers</li> <li>• to remain competitive/for economic reasons</li> <li>• to streamline air service operational efficiency, minimising congestion</li> <li>• to attract airlines, therefore increasing investment</li> <li>• industry standards and safety.</li> </ul> <p><b>Level 1</b> (1–3 marks) Will be awarded for responses that identify/explain one, two or more reasons why providing the necessary infrastructure for the Airbus A380 is important.</p> <p><b>Level 2</b> (4–6 marks) Candidates at this level will use simple analysis of one, two or more reasons why providing the necessary infrastructure for the Airbus A380 is important.</p> <p><b>Level 3</b> (7–9 marks) This level will be awarded to candidates who make at least one reasoned evaluative comment about the benefits of providing the necessary infrastructure for the Airbus A380.</p>	9	3.1 3.4	AO2 AO3 AO4
3 (a) (i)	<p><b>Describe what is meant by the term 'guiding service'.</b></p> <p>Award one mark for a basic description and a second mark for relevant exemplification or amplification.</p> <p>Guiding services are an example of an ancillary product (1) normally offered to tourists in addition to their main package (1).</p> <p>Guiding services are comprised of an experienced 'guide' – a staff member, who has good local knowledge (1) which they impart to the tourist in return for payment of a fee (1).</p>	2	3.2	AO1

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<b>(ii)</b>	<p><b>Explain <u>two</u> reasons why leisure visitors to Nepal require guiding services during their visit.</b></p> <p>Award one mark for each correct identification (up to a maximum of two reasons) and a second mark for an explanation.</p> <p>Correct responses include:</p> <ul style="list-style-type: none"> <li>• area is made up of difficult terrain (1) – for health and safety reasons (1)</li> <li>• act responsibly towards host community/ communicating with locals (1) to avoid conflict/offence (1)</li> <li>• peace of mind (1) – everything taken care of (1)</li> <li>• to make most of their visit (1) – guides provide cultural, historical and environmental insight into an area (1) or opportunity to ask questions (1).</li> </ul> <p>Accept any reasonable suggestions.</p>	4	3.2	AO2
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(b)	<p><b>Suggest and explain <u>three</u> ways in which the Himalayan Rambles' advertised product might appeal to someone wishing to hike in the Nepalese lowlands.</b></p> <p>Award one mark for each correct appeal (up to a maximum of three reasons) and a second mark for analytical comment.</p> <p>Correct responses include:</p> <ul style="list-style-type: none"> <li>• provides personalised service (1) – because it specialises in small group treks, customers are more likely to receive one-to-one service than if they joined a trek with a larger organisation (1)</li> <li>• guides are experienced and have been licensed by the government to provide guiding services (1) – this provides peace of mind to the customer that they will be safe in the hands of this organisation (1)</li> <li>• organisation demonstrates responsible attitude to tourism and ecotourism principles (1) – as the guides are locals, they will have an enhanced perception of their environment and their culture and will wish to protect these through their tourism practices (1)</li> <li>• because the organisation claims to charge fair prices, customers will believe that they are getting a fair deal (1); they will also feel happy that their money is being earned by the local community, providing earnings for local people, rather than leaking to an operator abroad (1)</li> <li>• 10% discount for online bookings would appeal to young independent adventure travellers (1) – this type of customer is often budget-conscious and is the market segment most likely to use the Internet to make leisure holiday bookings (1).</li> </ul> <p>Accept any reasonable suggestion.</p>	6	3.2 3.4	AO2 AO3
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(c)	<p><b>Suggest <u>two</u> additional products or services that Himalayan Rambles might offer its customers. Give <u>one</u> reason why you think <u>each</u> of your chosen products or services may be offered.</b></p> <p>Award one mark for the identification of each of two appropriate additional products or services and a second mark for a reason why the organisation might offer this product/service.</p> <p>Correct responses include:</p> <ul style="list-style-type: none"> <li>• inclusive travel insurance (1) – trekking is a medium/high-risk activity, so customers would benefit from this additional service (1) as it saves them the trouble of arranging their own (1)</li> <li>• additional excursions/activities, e.g. jungle safari, climbing, rafting, skiing, balloon flights etc. (1) – to offer customers more choice (1), to increase income-generation opportunities (1), for diversification reasons (1)</li> <li>• airport transfers (1) – to increase customer satisfaction (1), to enhance image of the organisation (1)</li> <li>• selling souvenirs or local handicrafts (1) – responsible tour operator (1).</li> </ul> <p>Do not accept family packages. Accept any reasonable suggestions.</p>	4	3.2 3.4	AO1 AO2
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(d)	<p><b>Discuss why activities such as trekking in Nepal have become popular with international leisure travellers.</b></p> <p><i>Use Level of Response criteria.</i></p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• changes in consumer tastes; something different, exciting</li> <li>• popularity in eco/adventure tourism</li> <li>• increased variety of products available</li> <li>• better transport connections to long-haul destinations</li> <li>• change in distribution channels – customers more aware of what is on offer because of the Internet</li> <li>• increase in levels of disposable income and leisure time.</li> </ul> <p><b>Level 1</b> (1–3 marks) Will be awarded for responses that identify/explain one, two or more reasons why activities such as trekking in Nepal have become popular.</p> <p><b>Level 2</b> (4–6 marks) Candidates at this level will use simple analysis of one, two or more reasons why activities such as trekking in Nepal have become popular.</p> <p><b>Level 3</b> (7–9 marks) This level will be awarded to candidates who make at least one reasoned evaluative comment about the reasons why activities such as trekking in Nepal have become popular.</p>	9	3.4	AO2 AO3 AO4
4 (a)	<p><b>Identify the <u>four</u> main consular services provided by these organisations.</b></p> <p>Award one mark for each correct identification from:</p> <ul style="list-style-type: none"> <li>• 'know before you go' information/advice; website (1)</li> <li>• passport and visa services (1)</li> <li>• assistance for those in personal distress or difficulty (1)</li> <li>• assistance during major emergency situations (1).</li> </ul>	4	3.3	AO1

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(b)	<p><b>Explain <u>two</u> reasons why it is important for travellers to access travel advice and information before travelling abroad.</b></p> <p>Award one mark for the identification of each of two reasons and up to two additional marks for development of each reason.</p> <p>Correct responses include:</p> <ul style="list-style-type: none"> <li>• 'know before you go' (1) provides a checklist of dos and don'ts (1) – the information gives you tips about how to travel safely and avoid health risks (1), to gain cultural understanding (1)</li> <li>• be aware of travel warnings (1) – these organisations list destinations to which it is unwise to travel (1) because of civil unrest, political instability or emergency situations (1)</li> <li>• passport and visa advice (1) – information about how long it takes to apply for the necessary documentation for your trip (1); travel advice may help you plan your trip properly.</li> </ul> <p>Accept any reasonable suggestions.</p>	6	3.3 3.4	AO1 AO3
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(c)	<p><b>Discuss the usefulness of using the Internet for travellers to share travel advice and information.</b></p> <p><i>Use Level of Response criteria.</i></p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• popularity of this type of contact, especially with young people (backpackers, gap year travellers)</li> <li>• mobile technology allows regular and instant messaging and updates</li> <li>• sites such as Flickr, Facebook, Twitter etc. allow you to share images as well as information</li> <li>• can gain first-hand experiences and opinions about situations/destinations etc.</li> <li>• accessibility 24/7</li> <li>• multilingual resource</li> <li>• can be misused/biased etc.</li> </ul> <p><b>Level 1</b> (1–2 marks) Will be awarded for responses that identify/explain one, two or more reasons to support the use of social network sites to share travel advice/information.</p> <p><b>Level 2</b> (3–4 marks) Candidates at this level will use simple analysis of one, two or more reasons to support/refute the usefulness of social network sites to share travel advice/information.</p> <p><b>Level 3</b> (5–6 marks) This level will be awarded to candidates who make at least one reasoned evaluative comment about the benefits/disadvantages of using social network sites to share travel advice/information.</p>	6	3.4	AO2 AO3 AO4
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(d)	<p><b>Evaluate the reasons why the demand for consular services has increased over recent years.</b></p> <p><i>Use Level of Response criteria.</i></p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• increase in number of ex-pats around the world</li> <li>• rise in low-cost air travel – increase in number of people travelling more frequently</li> <li>• trend for visiting a more diverse range of destinations</li> <li>• increase in number of independent travellers – not supported by tour operators</li> <li>• increased awareness of dangers posed by terrorist activity.</li> </ul> <p><b>Level 1</b> (1–3 marks) Will be awarded for responses that identify/explain one, two or more reasons why the demand for consular services has increased.</p> <p><b>Level 2</b> (4–6 marks) Candidates at this level will use simple analysis of one, two or more reasons why demand for consular services has increased.</p> <p><b>Level 3</b> (7–9 marks) This level will be awarded to candidates who make at least one reasoned evaluative comment about the reasons why demand for consular services has increased.</p>	9	3.4	AO1 AO3 AO4
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