

MARK SCHEME for the May/June 2012 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.

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- 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)	Explain what is meant by the term <i>low cost carrier</i>. Award one mark for basic identification and second mark for further development. e.g. A 'low cost carrier' is a type of airline company offering cheap airfares (1). They usually offer a 'no frills' service (1).	2	3.1	AO1
(ii)	Identify <u>two</u> reasons to explain why the growth in air passenger numbers in India slowed down by 2009. Award one mark for each of two identifications Correct answers include: • Competition from railways (1) • Prices not affordable (1) • Delays and congestion at airports put customers off (1). Accept any reasonable ideas.	2	3.4	AO2
(b)	Explain <u>two</u> reasons why the government in India has invested in airport development over recent years. Award one mark for the identification of each of two reasons and a further two marks for an explanation of each of these reasons. Correct answers include: • To improve infrastructure (1) to be better able to cope with the demands of increased passenger numbers (1) to avoid traffic congestion and delays (1) • To remain competitive (1) improved facilities will attract customers (1) and gain customer loyalty (1) • To improve passenger safety (1) by meeting international aviation standards and protocols (1) comply with regulatory authorities such as IATA and ICAO (1). Accept any reasonable suggestions.	6	3.1 3.4	AO2 AO3

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(c) (i)	Explain <u>two</u> objectives of the Federation of Indian Airlines (FIA). Award one mark for the identification of each of two functions of the FIA and up to two further marks for development of each point. Correct responses include: • Improve ground services (1) includes baggage handling procedures (1) for more operational efficiency (1) • To develop passenger amenities (1) offer a wider range of facilities and experiences (1) to achieve higher levels of customer satisfaction (1) • Establish aviation standards and protocols (1) to ensure passenger safety (1) and to meet the needs of the industry (1).	6	3.3	AO1 AO2
(ii)	Evaluate how full service carriers, such as Air India, meet the needs of travellers with young children. Use Level of Response. Indicative content • Early boarding of plane • Activity packs (colouring etc.) • Children's entertainment • Children's meals • Bassinette • Bottle warming. Level 1 (1–3 marks) will be awarded for responses that describe one, two or more ways in which full service carriers meet the needs of travellers with young children. Level 2 (4–6 marks) Candidates at this level will begin to explain/analyse one, two or more ways in which full service carriers meet the needs of travellers with young children. Level 3 (7–9 marks) This level will be awarded to candidates who make at least one reasoned evaluative comment about how full service carriers meet the needs of travellers with young children.	9	3.1	AO1 AO3 AO4

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2	(a) (i)	Identify <u>two</u> components included in the price of this package holiday. Award one mark for each of two appropriate components. e.g. • Hotel accommodation (1) • Transfers (1) • Breakfast (1) • Whale watching trips (1) • Entrance to museum (1). Accept any two.	2	3.2	AO1
	(ii)	Identify <u>one</u> ancillary product offered as part of this package holiday and give <u>one</u> reason why tour operators offer ancillary products. Award one mark for the identification of the ancillary product and a second mark for the reason for offering such products. • Insurance (1) e.g. • Enhances the reputation of the organisation (1) Accept any reasonable suggestions.	2	3.2	AO2
	(b)	Using only information from Fig. 2, analyse the appeal of Pico Island as a destination for leisure travellers. Use Level of Response. Indicative content • Wildlife • Adventure tourism activities • UNESCO Heritage site • Volcanic landscape • Traditional fishing villages. Level 1 (1–2 marks) will be awarded for responses that identify one or more reasons for the appeal of Pico Island for leisure travellers. Level 2 (3–4 marks) Candidates at this level will describe one or more reasons for the appeal of Pico Island for leisure travellers. Level 3 (5–6 marks) Candidates at this level will explain/analyse at least one reason for the appeal of Pico Island for leisure travellers. Accept any reasonable suggestions.	6	3.4.	AO2 AO3

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(c)	Explain <u>two</u> advantages to tour operators of using travel agencies to sell package holidays, such as the one advertised in Fig. 2. Award one mark for the identification of each of two advantages and a further two marks for exemplification of each of these advantages. e.g. • Broad customer base (1) high street travel agencies attract passing trade (1) rather than tour operator relying on customers knowing/seeking them out (1) • Can reduce marketing costs (1) joint marketing of destinations/packages (1) sharing expertise (1). Accept any reasonable suggestions.	6	3.2 3.4	AO2 AO3
(d)	Evaluate the suitability of different meal plan options for leisure travellers on a package holiday. Use Level of Response Indicative content • Meeting customer needs • Creating enhanced customer experience • All-inclusive option – added convenience for customers with all snacks, drinks etc. pre-paid especially good for families with children • Half board option – more flexible for the explorer type • Full board option – convenient for less mobile customers. Level 1 (1–3 marks) will be awarded for responses that identify meal plan options. Level 2 (4–6 marks) Candidates who attempt to match meal options to customer types will be awarded marks at this level. Level 3 (7–9 marks) This level will be awarded to candidates who make reasoned evaluative comments about the suitability of different meal option plans for different customer types.	9	3.2	AO1 AO3 AO4

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3 (a)	Identify and explain <u>three</u> aspects of the appeal of Zaragoza as a conference destination. Award one mark for each of three correct identifications and a second mark for an explanation of each reason for the appeal. e.g. • Accessibility (1) international airport, AVE train links, European location make it easy for visitors to get to (1) • Infrastructure to host conferences in place (1) 10,000 bed spaces, 50+ hotels, several conference venues (1) • Leisure offering of the city (1) wide range recreational activities (1). Accept any reasonable suggestions.	6	3.2	AO2
(b) (i)	What do the letters 'MICE' stand for? Award one mark for each correct identification. Meetings, Incentives, Conventions and Exhibitions	4	3.4	AO1
(ii)	Explain <u>two</u> reasons why the leisure facilities in Zaragoza will be of interest to specialist tour operators serving the business tourism market. Award one mark for each of two identified reasons and a further two marks for an explanation of each reason. e.g. • For incentive travel packages (1) put together for businesses (1) who wish to reward employees with leisure trip (1) • For marketing purposes (1) shows a destination off at its best (1) may attract more businesses to use the destination because of what there is to do in the area (1) • Business travellers often request specific leisure facilities (1) so specialist tour operators can include these as part of the package (1) in order to satisfy customer needs e.g. golf (1). Accept any reasonable suggestions.	6	3.2 3.4	AO1 AO2

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(c)	Evaluate the role played by organisations such as the Zaragoza Convention Bureau, in supporting the planning of an international business tourism event. Use Level of Response Indicative content - marketing and promotion of the destination both domestically and internationally - provide a point of contact between convention organisers and local suppliers - carrying out convention market research - Calendar of events - Personal advice service. Accept any other justified reasons. Level 1 (1–3 marks) will be awarded for responses that describe the role. Level 2 (4–6 marks) Candidates will explain the role played by such organisations at this level. At the top end, responses will begin to analyse why these are important. Level 3 (7–9 marks) This level will be awarded to candidates who make reasoned evaluative comments about the role of such organisations.	9	3.4	AO1 AO3 AO4
4 (a)	Identify <u>two</u> features of the travel product offered by the Hudson Bay train in Canada. Award one mark for each of two appropriate identifications. e.g. - Spacious and comfortable seats (1) - Dining Car (1) - Meals, snacks, beverages, children's menu (1) - Berths/cabins (1) - Onboard shower (1) - Economy class or sleeper class travel (1) - Attentive service (1).	2	3.1	AO2

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(b)	State <u>two</u> differences in the level of services offered in the economy class and the sleeper class services on the Hudson Bay train. Award one mark for each of two identified differences: e.g. • Passengers in economy class sleep in their seats (1) whereas sleeper class travellers pay to use a berth or a cabin (1) • Passengers in sleeper class get blankets and pillows to use free of charge (1) whereas economy class have to pay an additional charge to hire the use of these (1) • Sleeper class passengers can use onboard showering facilities (1) whereas economy class passengers do not have access to showers (1). Accept any valid suggestions.	2	3.1	AO2
(c)	Explain <u>two</u> reasons for the appeal of this journey to leisure travellers. Award one mark for the identification of each of two reasons for the appeal and a further two marks for an explanation of the reason for the appeal. e.g. • 'Once in a lifetime experience' (1) seeing polar bears (1) and the Northern Lights (1) • Views of the varied Manitoba landscape (1) from the prairies of Winnipeg (1) to the arctic tundra near Churchill (1) • Status of travelling on the Hudson Bay Train (1) prestige (1) and association with quality (1).	6	3.1 3.4	AO2 AO3
(d)	Explain <u>two</u> likely reasons for the infrequency of the service between Winnipeg and Churchill. Award one mark for each of two identified reasons and a further two marks for an explanation of each reason. e.g. • Demand (1) train only travels twice a week due to limited number of passengers requesting the service (1) more frequent travels might run at a loss (1) • Distance involved (1) journey takes two days (1) so frequency is dependent on stock returning from previous excursion (1). Accept any reasonable suggestions.	6	3.1 3.2 3.4	AO2 AO3

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(e)	Analyse the likely reasons for the availability of discounted fares for journeys such as the Hudson Bay train. Use Level of Response Indicative content • Appeal to wider customer base • To remain competitive • To enhance image of organisation • To achieve customer satisfaction. Level 1 (1–3 marks) will be awarded for responses that identify or describe one or more reason/s for the availability of discounted fares. Level 2 (4–6 marks) Candidates will explain one or more reason/s for the availability of discounted fares. Level 3 (7–9 marks) This level will be awarded to candidates who analyse one or more reason/s for the availability of discounted fares.	9	3.4	AO1 AO3 AO4
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