

MARK SCHEME for the October/November 2013 series

9395 TRAVEL AND TOURISM

9395/32

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 should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the October/November 2013 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

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- 1 (a) Give one example of travellers within the context of each of the four core markets for whom the ATB caters. [4]

Business travel – group of business people attending a conference at a hotel in Abu Dhabi

Leisure travel – family on holiday in Abu Dhabi

Outbound travel – person from Abu Dhabi wanting to travel to Australia

Inbound travel – person travelling to Abu Dhabi from China

- (b) Explain three ways in which the ATB might meet the needs of any one of its core markets, through the ancillary services it provides. [6]

Car rental (1), for leisure travellers to explore the local area (1)

Currency exchange (1), for leisure travellers to be able to go shopping using the local currency (1)

Sale of show tickets (1) so that the tourist can experience local culture (1)

Accept any reasonable answers but not component parts of the package.

- (c) Explain three likely benefits to ATB of winning the World Travel Award in 2011 as the United Arab Emirates (UAE's) Leading Travel Agent. [6]

Correct responses include:

- enhances the organisation's reputation (1) thus attracting more customers (1) more revenue/profit (1) customer loyalty (1) earn more commission (1) attract more tour operators (1)
- presents an exciting marketing opportunity (1) the award ceremony is likely to be well publicised within the trade press (1)
- gain competitive advantage (1) more prestige than rivals without any industry awards (1)
- staff motivation (1) as a result there may be less turnover/better service (1)
- word of mouth (1)

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- (d) Evaluate the range of distribution channels that the ATB might use to ensure customers can access its sightseeing tours. [9]

Indicative content:

- own website or internet (Trip Advisor)
- telephone bookings
- leaflets distributed in hotels, tourist information centres etc.
- advertisements in travel brochures and guides
- advertisements in taxis, and public transport
- advertisements on hotel and local TV channels
- billboard advertisements
- hotel concierge bookings
- tourist Information Centre bookings
- via social media – Facebook, Twitter etc.

Use Levels of Response criteria

Level 1 (1–3 marks) Candidate identifies one, two or more ways in which the ATB can make its sightseeing tours available.

Level 2 (4–6 marks) Candidate explains one, two or more ways in which the ATB can make its sightseeing tours available.

Level 3 (7–9 marks) Candidate makes one, two or more analytical or evaluative comments about the ways in which the ATB can make its sightseeing tours available.

- 2 (a) Identify and explain three reasons for the appeal of Australia as a business tourism destination to an event planner. [6]

- established track record and 10th place in ICCA ratings (1) planner will have confidence that Australia has necessary infrastructure and experience with which to deal with the event (1)
- wide range of venues across the cities of Australia (1) offers choice of location if one venue already booked (1)
- accommodation available to cater to all budgets and needs (1) so assured that sufficient facilities are available of the right standard for all the delegates (1)
- easy access (1) served by all major international carriers (1)
- excellent support services and knowledgeable, friendly staff (1) makes planning conferences easier (1)

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(b) Identify and explain three of the aims of Business Events Sydney (BESydney). [6]

Any three from:

- **identifying** international and national conferences, congresses, events, meetings and incentives (1) working with other business tourism professionals and market the city as a potential venue (1)
- **working beside** organisations and business tourism leaders to attract those events to Sydney and New South Wales (1) carry out marketing activities within the business market to raise awareness of the city as a potential venue (1)
- **providing information and assistance** to meeting planners, incentive planners, travel agents, business visitors and the international media (1) answering queries and helping to match events to venues (1)
- **helping** increase Sydney's high-yield business tourism market (1) using marketing and personal selling to increase the volume and value of business tourism in the area (1)

(c) Explain two ways in which an event planner might use the Sydney Event Planner's Guide. [4]

e.g.

- to identify potential suppliers (1) e.g. caterers or PA system provision (1)
- to obtain a list of contact details for potential supplier (1) to save time and effort cold-calling (1) obtain up to date information (1)
- to identify appropriate venues/locations (1) which may be available for future events (1)

(d) Evaluate the likely benefits to BESydney of its membership of the Future Convention Cities Initiative. [9]

Indicative content:

- helps collaborate on shaping future convention provision
- share knowledge amongst member cities, so can benefit from one another's experiences (research data)
- enhances reputation of the organisation to be one of the leaders in this field; brings worldwide opportunities for members
- gain competitive advantage – cutting edge
- showcases what Sydney has to offer
- creates jobs across the MICE sector
- enables the strategic development of business events in Sydney

Use Levels of Response criteria

Level 1 (1–3 marks) Candidate identifies one, two or more benefits of this membership.

Level 2 (4–6 marks) Candidate explains one, two or more benefits of this membership.

Level 3 (7–9 marks) Candidate makes one, two or more analytical or evaluative comments about the benefits of membership.

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3 (a) List four components of an all-inclusive package holiday. [4]

All-inclusive means that everything is provided within the resort for one fixed price, paid in advance (1) all accommodation (1) meals (1) drinks (1) snacks (1) local transport by shuttle bus (1) and sports are part of the package (1) flights (1) and transfers (1) are also usually part of an all-inclusive package to these types of resort (1)

(b) Explain three ways in which the Sugar Beach Resort is likely to appeal to a family with two children aged 10 and 14. [6]

- room has satellite TV (1) to keep kids entertained early in the day (1)
- kids club (1) at no extra cost (1) babysitting (1) parents can enjoy time alone while children are taken care of (1)
- children's menus (1) usually smaller portions of kid's favourite foods (1)
- teen's club will appeal to older child (1) fun activities with others in same age range and away from parents (1)
- wide range of sporting activities (1) always something different to do (1)

(c) Explain three reasons why resorts, such as the Sugar Beach Resort, provide a range of additional services for their guests. [6]

- to meet customers' needs (1) and to achieve customer satisfaction (1)
- by exceeding expectations (1) can gain competitive advantage (1) word of mouth (1)
- to enhance the reputation of the resort (1) this will attract repeat and new customers (1)
- to generate more income/profit (1) e.g. customers like to browse the souvenir shops and make an impulse purchase (1)
- to maximise income/profit (1) by enticing guests to remain on-site and increase any secondary spending within the resort (1)

(d) Evaluate the benefits to resorts, such as the Sugar Beach Resort, of offering discounts on some bookings. [9]

Indicative content:

- can stimulate bookings for low season when sales are generally low and boost occupancy rates
- enables the resort to take bookings far in advance to guarantee business and maximise income
- to gain competitive advantage – customers choose this resort over other similar resorts because of the discounts
- to maintain staffing levels – no need for seasonal employment, thus allowing resort to retain high calibre staff all year round
- links to product life cycle

Use Levels of Response criteria

Level 1 (1–3 marks) Candidate identifies one, two or more benefits to resort.

Level 2 (4–6 marks) Candidate explains one, two or more benefits to the resort.

Level 3 (7–9 marks) Candidate makes one, two or more analytical or evaluative comments about benefits to the resort.

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4 (a) Identify and explain two reasons why Miami International Airport was chosen by Lufthansa for the new Airbus A380 service. [4]

- no other Airbus A380 flights offered by rival airlines (1) so competitive advantage (1)
- Miami traditionally receives a large influx of visitors from Germany (1) so this service is likely to appeal to this existing customer base (1)
- Miami has the infrastructure required by this super-sized jet (1) not all airports are able to accommodate its wingspan on runways or its double-decker loading requirements (1)

(b) Identify and explain three benefits to the airline of operating the Airbus A380 instead of the Boeing 747 on this route. [6]

- ability to burn on average 20% less fuel per seat (1) with current concerns about carbon footprints this is advantageous (1)
- much quieter than other long-haul 'jumbo-jets' (1) adds to comfort for passengers and cabin crew (1)
- increase of approximately 200 seats per day on the same route (1) cost effective and increase in sales revenue (1)

(c) Explain three reasons why the Airbus A380 is popular with passengers. [6]

- prestige of being amongst the first to try (1) still relatively small number of airlines have the Airbus in their fleet (1)
- level of comfort (1) described as 'flying in a 5* hotel' (1)
- more seats per plane (1) enhances flight availability (1)
- more eco-friendly (1) customers are more aware of pollution (1)
- quieter (1) more enjoyable experience, a better, more comfortable flight (1)

(d) Evaluate the likely economic benefits of airline travel on destinations such as Miami. [9]

Indicative content:

- brings large number of long haul passengers to the destination, thus opening up the market
- increased traveller numbers means increased revenue and contributions to the economy
- creates employment, including indirect through runway extensions etc.
- improved infrastructure to transfer passengers to hotels etc.
- improved balance of payment or improved GDP, which improves the overall wealth of the destination.

Use Levels of Response criteria

Level 1 (1–3 marks) Candidate identifies one, two or more impacts, either positive or negative.

Level 2 (4–6 marks) Candidate explains one, two or more impacts, either positive or negative.

Level 3 (7–9 marks) Candidate makes one, two or more analytical or evaluative comments about impacts; there must be at least one positive and one negative impact.