

MARK SCHEME for the October/November 2013 series

9395 TRAVEL AND TOURISM

9395/33

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.

Page 2	Mark Scheme	Syllabus	Paper
	GCE AS/A LEVEL – October/November 2013	9395	33

1 (a) Explain three ways in which the Calgary Stampede is likely to appeal to visitors. [6]

e.g.

- most authentic western experience (1) unique opportunity (1)
- witness rodeo (1) best in the world (1)
- experience life in a native American Indian village (1) cultural experience (1)

(b) Explain two likely benefits to the event organisers of offering the Two-Day Thrill Stampede Package. [4]

e.g.

- to attract customers to visit the area for more than a day visit (1) increases secondary spend (1)
- package provides more marketing opportunities (1) inclusion of merchandise as a giveaway (1)
- increased visitor numbers (1) as a result of special offers included in the package (1)

(c) Explain three likely benefits to the event organiser of using social media, such as Facebook and Twitter, to promote tourism events, such as the Calgary Stampede. [6]

e.g.

- up-to-date technology (1) most mobile phones have these applications (1)
- easier to reach a wider customer base (1) most people are familiar with these applications (1)
- cheaper in terms of advertising (1) than having to run print advertising campaigns (1)
- can be easily updated (1) therefore stays relevant (1)

(d) Evaluate the benefits to customers of booking a package holiday to destinations such as Calgary with a tour operator, rather than arranging an independent holiday. [9]

Indicative content e.g.

- tour operators employ highly experienced professionals with expert knowledge
- will be able to provide product knowledge and advice
- benefit from economies of scale
- tour operators are examples of integrated travel companies with tour operations, travel agency outlets and transport operations

Use level of response criteria

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

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

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

Page 3	Mark Scheme	Syllabus	Paper
	GCE AS/A LEVEL – October/November 2013	9395	33

2 (a) (i) Identify two features of the travel product offered by the Maharaja's Express. [2]

Any two from those listed in text

e.g.

- dining car
- lounge car
- comfortable seating
- picture windows
- LCD TVs
- telephone
- climate control
- butler
- en-suite bathrooms etc.

(ii) Explain two reasons why the train offers four different types of accommodation. [4]

e.g.

- appeal to wider customer base (1) difference in prices will cater for those with different budgets (1)
- meet customer needs (1) customers have different levels of expectation (1)
- to maximise income (1) if all accommodation was at very high prices, not everyone could afford to travel so the provider could lose money (1)

(b) Explain three likely reasons for the appeal of the 'Princely India' itinerary to leisure travellers. [6]

e.g.

- 7 day itinerary (1) would feel like you had a long time on the train to experience its luxury (1)
- travels between Mumbai and Delhi (1) connects two major cities with easy flight connections for overseas travellers (1)
- uniqueness of excursions (1) display polo match with elephants, wildlife reserves etc. (1)

(c) Explain two benefits to the travel provider of excluding taxes from the advertised price of a journey on the Maharaja's Express. [4]

e.g.

- keeps cost of package offered down (1) sounds more attractive to gain the interest of the customer (1)
- if taxation rate changes (1), no need to amend overall pricing structure (1)

Page 4	Mark Scheme	Syllabus	Paper
	GCE AS/A LEVEL – October/November 2013	9395	33

- (d) Evaluate the likely reasons why the services of a tour guide are offered as part of the excursions.** [9]

Indicative content

- To enhance customer experience
- To achieve customer satisfaction
- To gain competitive advantage
- To ensure customer safety in unfamiliar locations

Use level of response criteria

Level 1 (1–3 marks) Candidate identifies one, two or more reasons for the inclusion of a tour guide.

Level 2 (4–6 marks) Candidate explains one, two or more reasons for the inclusion of a tour guide.

Level 3 (7–9 marks) Candidate makes one, two or more analytical or evaluative comments about the reasons for the inclusion of a tour guide.

- 3 (a) (i) What does the term ‘tailor-made itinerary’ mean?** [2]

e.g.

- an itinerary that is put together to the customer’s specification (1) not advertised as part of a package (1)

- (ii) Explain two benefits to customers of having a tailor-made itinerary.** [4]

e.g.

- customer gets exactly what they want (1) more likely to enjoy the package as have chosen the elements themselves (1)
- customer is not bound to someone else’s travel plans or attraction arrangements (1) have much more freedom (1)

- (b) Describe two ways in which Trailfinders’ products and services are made available to its customers.** [4]

e.g.

- 25 Travel Centres in High Street Stores (1) Open 7 days a week (1)
- Duty Officer on call 365/24/7 (1) someone always on hand to answer your queries (1)
- Online via Viewtrail (1) can log on to access details of travel plans once they have been made (1)
- One Stop Shop (1) Everything under one roof in London (1)

Page 5	Mark Scheme	Syllabus	Paper
	GCE AS/A LEVEL – October/November 2013	9395	33

- (c) Explain three reasons why gaining travel industry awards is beneficial to travel companies such as Trailfinders. [6]

e.g.

- gain competitive advantage (1) industry recognition for excellence (1)
- gain's customers' confidence (1) assured of quality (1)
- helps in marketing (1) enhances image through public relations and press coverage (1)

- (d) Evaluate the importance for customers of consumer protection practices such as ATOL licensing. [9]

Indicative content

- if tour operator faces insolvency, customers already abroad are guaranteed repatriation at no extra cost or are refunded if holiday not yet started
- ensures that customers do not lose out financially and are least inconvenienced by fluctuations in the market
- with many travellers using online bookings, do not always know who they are dealing with, but ATOL and ABTA registrations are always shown to bring confidence in dealing with an unknown operator

Use level of response criteria

Level 1 (1–3 marks) Candidate identifies one, two or more reasons for its importance.

Level 2 (4–6 marks) Candidate explains one, two or more reasons for its importance.

Level 3 (7–9 marks) Candidate makes one, two or more analytical or evaluative comments about its importance.

- 4 (a) Identify and explain two reasons why 2010 was an important year for tourism in Hong Kong. [4]

e.g.

- was Festive Hong Kong 2010 and Hong Kong Wine and Food Year (1) marketing campaigns such as these specifically create new brand to attract more customers (1)
- received 36 million visitors, 20 million overnight stay, inbound tourism contributed HK\$210 billion (1) significant increase on previous years (1)

- (b) (i) What is meant by 'hotel occupancy was recorded at 87%'? [2]

e.g.

- that if the total number of hotel beds/rooms available for the year = 100% (1), they had guests staying for 87% of the time (1)

- (ii) Explain the relationship between hotel occupancy and inbound tourism. [4]

e.g.

- the greater the number of inbound tourists (1), the more likely the need for an overnight stay and thus an increase in hotel occupancy (1). Some domestic tourists also stay in hotels (1) but this is not reflected (1)

Page 6	Mark Scheme	Syllabus	Paper
	GCE AS/A LEVEL – October/November 2013	9395	33

- (c) Explain three likely reasons why the Hong Kong Convention and Exhibition Centre (HKCEC) could be described as ‘an international hub, particularly for the Asian MICE industry’. [6]

e.g.

- Hong Kong is often a stop-over destination between Europe and Australia and is easy to get to from most Asian countries (1)
- large number of Asian based exhibitions, conventions and trade shows are held there on an annual basis (1)
- majority of visitors to Hong Kong are from mainland China (1) making this a natural choice for exhibitions catering for the Chinese market (1)

- (d) Discuss the role of HKCEC Management Ltd in the Hong Kong Convention and Exhibition Centre’s daily operations. [9]

Indicative content

- bookings, scheduling, planning and co-ordinating events
- security at the centre
- administration
- food and beverage operations

Use level of response criteria

Level 1 (1–3 marks) Candidate identifies one, two or more aspects of the role

Level 2 (4–6 marks) Candidate explains one, two or more aspects of the role

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