

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education  
Advanced Level

**TRAVEL AND TOURISM**

**9395/03**

Paper 3 International Business and Leisure  
Travel Services

For Examination from 2008

**SPECIMEN MARK SCHEME**

This document consists of **8** printed pages.



UNIVERSITY *of* CAMBRIDGE  
International Examinations

Q. No.			Expected Answer	Mark	Focus	AO
1	(a)	(i)	<p><b>Identify the <u>two</u> main functions of the WTO</b></p> <p>Award one mark for each of the two valid identifications from Fig. 1:</p> <ul style="list-style-type: none"> <li>• Global forum for tourism policy issues</li> <li>• Practical source of tourism know-how</li> </ul>	2	3.3	AO2
		(ii)	<p><b>State the number of countries that were WTO members in 2005</b></p> <p>One mark for – 145</p>	1	3.3	AO2
		(iii)	<p><b>Identify <u>four</u> ways in which the WTO expects the consumer to benefit from 'quality in tourism'</b></p> <p>Award one mark for each of four valid identifications from Fig. 4 such as:</p> <ul style="list-style-type: none"> <li>• Satisfactory product/service</li> <li>• Meets needs/expectations</li> <li>• Acceptable price</li> <li>• Conforms to contract</li> <li>• Safe/secure/hygienic etc.</li> </ul>	4	3.3	AO2
	(b)		<p><b>Explain <u>three</u> reasons why many travel service providers maintain high street outlets.</b></p> <p>Award one mark for the identification of each of three 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"> <li>• Allows face-to-face contact (1) – customers often prefer (1) – customers can seek immediate clarification (1)</li> <li>• Compete with main rivals (1) – allows choice (1) and allow easier comparisons to be made (1)</li> <li>• Easy customer access (1) – busy locations (1) – access to threshold market (1)</li> <li>• Passing trade (1) – impulse buying (1) and convenience services (1)</li> <li>• Promotion (1) – brand visibility (1) and window displays etc. (1)</li> </ul> <p>Allow all valid reasoning.</p>	9	3.2 3.4	AO1 (3)  AO2 (3)  AO3 (3)

	(c)	<p><b>Evaluate, using examples, the range of ancillary services that are supplied for the convenience of international travellers by Tourist Information Centres and large city centre hotels.</b></p> <p><i>Use level of response criteria</i></p> <p>Candidates are expected to have made a study of an ancillary service provision and in this instance they are required to <b>evaluate</b> the range available in TICs and large hotels. We can accept a range of services (as indicated in the syllabus) but make sure that they are stated in a valid context.</p> <p>Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of ancillary services to the TIC and hotel contexts but comparison will be lacking.</p> <p>Level 2 (4-6 marks) can be awarded to those who attempt an analysis of the more obvious services.</p> <p>Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about the wider range of hotel service provision (such as business-related services) and compare this, for example, with the TIC's leisure focus. We should expect a conclusion from the better candidates and we should reward the use of specific exemplification.</p>	9	3.2	AO1 (3)  AO3 (3)  AO4 (3)
2	(a)	(i) <p><b>State <u>four</u> elements/components usually included in the price of such holiday packages.</b></p> <p>Award one mark each to a max of four from:</p> <ul style="list-style-type: none"> <li>• Flights</li> <li>• All taxes</li> <li>• Transfers</li> <li>• Meal plan</li> <li>• Use of all hotel facilities</li> <li>• Services of a local representative</li> </ul>	4	3.2	AO1
		(ii) <p><b>Identify <u>three</u> ancillary services that the travel agency would be likely to offer at the time of booking such a package. Give a reason for each of your answers.</b></p> <p>Award one mark for each of three valid service identifications and a further one mark for an appropriate explanation of each. Correct ideas include:</p> <ul style="list-style-type: none"> <li>• Travel insurance (1) – profit/customer need (1)</li> <li>• Currency (1) - profit/customer need (1)</li> <li>• Car hire (1) - profit/customer need (1)</li> <li>• Passport/visa (1) – ability to travel (1)</li> </ul> <p>Credit all valid explained services.</p>	6	3.2	AO1 (3) AO3 (3)

	<p><b>(b) Many leisure travellers will often take an organised tour or excursion when they are visiting an overseas destination for the first time. Discuss how such tours/excursions are usually organised and operated.</b></p> <p>This requires a consideration of <b>both</b> what is included in the tour (itinerary) and how a tour is managed/put together. In other words what the customer experiences versus how it is made available. Many candidates will have experienced a tour during a package holiday and personal experiences should be credited. However, to progress to the higher level, there must be clear evidence of an <b>analysis</b> of <b>both</b> aspects by the candidate.</p> <p><u>Use level of response criteria</u></p> <p>Level 1 (1-3 marks) can be awarded to those candidates who apply their knowledge of tours to illustrate that an itinerary is chosen to create a product that is then offered to clients either before they travel or at the destination.</p> <p>Level 2 (4-6 marks) can be awarded for greater detail about what is actually included, how the tour itinerary works and the chain of distribution.</p> <p>All six marks can be awarded for a thorough treatment of a known example.</p>	6	3.1	AO3 (3)  AO4 (3)
	<p><b>(c) Assess the advantages and disadvantages of the different methods by which travel arrangements can be now be made.</b></p> <p><u>Use level of response criteria</u></p> <p>This requires clear evaluative comment for the top level and we should expect all answers to indicate some good and bad points.</p> <p>Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of different booking methods i.e.</p> <ul style="list-style-type: none"> <li>• Agents</li> <li>• Internet</li> <li>• Telesales</li> <li>• In person</li> </ul> <p>but relative advantage/disadvantage will not be made clear.</p> <p>Level 2 (4-6 marks) can be awarded to those who attempt a comparative analysis of the more obvious services and delivery methods.</p> <p>Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about the wider range of provision.</p>	9	3.2 3.4	AO1 (3) AO3 (3) AO4 (3)

3	(a)	<p><b>Most international visitors will travel to Dubai by using one of many scheduled air services serving the destination. Explain <u>two</u> differences between economy and business classes on such flights.</b></p> <p>Award one mark for the identification of each of two valid differences and award a second mark for an appropriate explanation/amplification of each. Correct ideas will include the following:</p> <ul style="list-style-type: none"> <li>• Legroom/seat bigger in business (1) – more comfort and room (1)</li> <li>• Meals and drinks better choice in business (1) – served more efficiently (1)</li> <li>• Passenger/crew ratio higher in business (1) – more attentive service (1)</li> <li>• In-flight entertainment etc.</li> <li>• Check-in procedures etc.</li> <li>• Baggage allowance etc.</li> <li>• Lounge access etc.</li> <li>• Cabin facilities etc.</li> </ul>	4	3.1	<p>AO2 (2)</p> <p>AO3 (2)</p>
	(b)	<p>(i) <b>Explain <u>three</u> ways in which the needs of unescorted children can be met.</b></p> <p>Award one mark for the identification of each of three valid services and award a second mark for an appropriate explanation/amplification of each.</p> <p>Correct ideas will include the following:</p> <ul style="list-style-type: none"> <li>• Escorted after check-in (1) – safety (1)</li> <li>• Boarded first (1) – can be helped more conveniently (1)</li> <li>• Seated near staff (1) – monitoring (1)</li> <li>• Special meals (1) – served first (1)</li> <li>• Activity packs (1) – keep amused (1)</li> <li>• Escorted through immigration (1) – handed over to pre-arranged person (1)</li> </ul> <p>Credit all valid reasoning.</p>	6	3.1	<p>AO1 (3)</p> <p>AO3 (3)</p>

	<p>(ii) <b>Describe <u>three</u> services usually provided for adult passengers with special needs.</b></p> <p>Award one mark for the identification of each of three valid services and award a second mark for an appropriate description of each. Correct ideas will include the following:</p> <ul style="list-style-type: none"> <li>• Special meals (1) e.g. Vegetarian (1)</li> <li>• Disabled remain in wheelchairs up to gate (1) – boarded first/last (1)</li> <li>• One mobility aid e.g. wheelchair, will be carried free of charge in addition to the applicable hold baggage allowance (1) and on many long haul twin-aisled aircraft an on board wheelchair is available (1)</li> <li>• Adapted toilets (1) with handrails are available on many twin-aisled aircraft (1)</li> <li>• A number of seats with lifting armrests (1) are available on aircraft for ease of access (1)</li> </ul> <p>Credit all valid descriptions.</p>	6	3.1	<p>AO1 (3)</p> <p>AO2 (3)</p>
	<p>(c) <b>With reference to one international airport with which you are familiar, assess the extent to which it meets the needs of different types of incoming and outgoing international passengers.</b></p> <p><u>Use level of response criteria</u></p> <p>Candidates are expected to have made a study of an airport and in this instance they are required to <b>assess</b> the effective meeting of passenger needs. We can accept a wide range of views including comments about carriers and destinations served. However, most answers will probably focus on air/land-side service provision.</p> <p>Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of an identifiable international airport and identify up to three ways in which passenger needs are being met.</p> <p>Level 2 (4-6 marks) can be awarded to those who attempt an analysis of at least one of the ways in which airport service provision meets the needs of both incoming and outbound passengers.</p> <p>Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about two or more aspects of the airport's service provision and come to a conclusion about the extent to which both leisure and business travellers, both inbound and outbound, are having their international travel needs met.</p>	9	3.1	<p>AO2 (3)</p> <p>AO3 (3)</p> <p>AO4 (3)</p>

4	(a)	<p>(i) <b>Describe <u>two</u> characteristic features of a 5* hotel bedroom.</b></p> <p>Award one mark for each of two valid identifications and a further one mark for an appropriate description of each. Correct ideas include:</p> <ul style="list-style-type: none"> <li>• Quality furnishings (1) – curtains, couch etc. (1)</li> <li>• Decorations (1) – pictures, shade etc. (1)</li> <li>• Fruit basket (1) – usual welcome gift (1)</li> <li>• Welcome tray (1) – usual indicator (1)</li> <li>• Bathroom facilities (1) – robes etc. (1)</li> </ul> <p>Credit all valid references.</p>	4	3.2	AO1
		<p>(ii) <b>Using only evidence from Fig. 4, explain <u>two</u> aspects of the appeal of the Royal Bahamian resort's spa.</b></p> <p>Award one mark for the identification of each of two valid aspects and award a second mark for an appropriate explanation/amplification of each. Correct ideas will include the following:</p> <ul style="list-style-type: none"> <li>• Voted best by <i>Conde Nast</i> readers (1) – sign of quality (1)</li> <li>• Range of treatments (1) – choice (1)</li> <li>• European standard products and services (1) – Caribbean ambience (1)</li> <li>• Marble rooms etc. (1) – suggest luxury and quality (1)</li> </ul> <p>Credit all valid reasoning.</p>	4	3.2	AO2 (2)  AO3 (2)
	(b)	<p><b>Outline <u>four</u> likely reasons why resorts in the Caribbean are popular destinations for wedding packages.</b></p> <p>Award one mark for the identification of each of four valid reasons and then award a further one mark for an appropriate amplification of each. Correct ideas include:</p> <ul style="list-style-type: none"> <li>• Destination appeal (1) – seen as romantic, fashionable etc. (1)</li> <li>• Climate (1) – all round season (1)</li> <li>• Price (1) – start at £139 so are affordable (1)</li> <li>• Total costs (1) – often cheaper than European average (1)</li> <li>• Marketing and promotion offers (1) – added extras for couple (1)</li> </ul> <p>Credit all valid reasoning.</p>	8	3.4	AO1 (4)  AO2 (4)

	<p><b>(c) The Caribbean is an important cruise circuit. With reference to examples with which you are familiar, discuss the appeal of cruise holidays.</b></p> <p><u>Use level of response criteria</u>  This is quite specific and is set in the context of sea transport/sea services/leisure travel. There must be appropriate exemplification for the higher levels.</p> <p>Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of identifiable cruise products available to the UK market.</p> <p>Level 2 (4-6 marks) can be awarded to those who attempt an analysis of at least one of these cruise products, clearly indicating appeal to particular types of client.</p> <p>Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about two or more types of cruise product and come to a conclusion about the extent to which different types of UK leisure traveller have their needs met by each type.</p>	9	3.1	AO2 (3)  AO3 (3)  AO4 (3)
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