

**CAMBRIDGE INTERNATIONAL EXAMINATIONS**

Cambridge International Advanced Subsidiary and Advanced Level

## **MARK SCHEME for the October/November 2015 series**

### **9395 TRAVEL AND TOURISM**

**9395/33**

Paper 3 (International Business and Leisure Travel Services)  
maximum raw mark 100

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Page 2	Mark Scheme	Syllabus	Paper
	Cambridge International AS/A Level – October/November 2015	9395	33

1 (a) (i) Identify two improvements proposed by the Vancouver Airport Authority for the benefit of its customers. [2]

e.g.

- Upgraded terminals
- Improved baggage systems
- Enhanced security measures

Accept any reasonable answer

(ii) Define the term *gateway of choice*. [2]

A *gateway* is a point of entry to a country, being the primary means of arrival/ departure (1) *of choice* means that there may be more than one main point of entry and customers can choose which one appeals to them most within the competitive airport environment. (1)

(b) Explain briefly three objectives of the Vancouver Airport Authority. [6]

e.g.

- Commitment to safety, security and environmental management (1) to protect customers, staff and the local area from the negative impacts of air traffic and travel (1)
- Operational efficiency (1) to ensure the smooth running of all aspects of life in the airport (1)
- Customer satisfaction through improved travel experiences (1) maintaining the high standards to remain competitive (1)

Accept any reasonable answer

(c) Explain fully two likely benefits to Vancouver International Airport (YVR) of its Green Coat Volunteer programme [6]

e.g.

- Cost saving (1) if people from the local community offer these services as a volunteer (i.e. for no pay) (1) fewer staff need to be employed to provide information services (1)
- Enhanced reputation of the airport (1) customers find friendly faces and helpful service around each corner with up to 50 of the Green Coats at the airport each day (1) leads to positive customer experiences (1)
- Increased customer satisfaction (1) being able to speak a range of languages allows customers easy access to information (1) and leads to operational efficiency as no need to queue at customer service desks to find information (1)

Accept any reasonable answer

Page 3	Mark Scheme	Syllabus	Paper
	Cambridge International AS/A Level – October/November 2015	9395	33

- (d) Assess the likely effectiveness of social media technology in helping Vancouver International Airport (YVR) maintain its 'Top 10' position in the Skytrax World Airport Awards. [9]

Indicative content

- Remaining competitive is important; Skytrax position is important in helping achieve competitive advantage
- Social media is on trend; customers all have the technology and are familiar with facebook, twitter, etc. so is an easy way to update customers
- Social media can be used to promote the airport; it can also be used as a means of passing on key information with minimum of effort
- Daily tweets give the airport a high profile in 'followers' minds; people can choose to follow or unfollow at any time – the fact that 13 000+ are following is a very positive indicator of the popularity of the airport and its services

Level 1 (1 – 3 marks) Candidate **identifies** 1, 2 or more reasons why social media is important for the airport

Level 2 (4 – 6 marks) Candidate **explains** 1, 2 or more reasons why social media is important for the airport

Level 3 (7 – 9 marks) **Candidate makes analytical or evaluative statements** regarding the importance of social media and the airport's popularity/success.

- 2 (a) (i) Describe, using an example, what is meant by the term *independent traveller*. [2]

e.g.

a traveller who organises his or her own trips, without buying package holidays (1),  
e.g. a student who books a low cost flight and stays in accommodation he has booked on the internet directly with the accommodation provider (1) Accept backpacker as the example (1)

Accept any reasonable answer

- (ii) Identify two activities offered in Tajikistan that might appeal to adventure tourists. [2]

- Mountaineering (1)
- Rock climbing (1)
- Hiking (1)
- Camel riding/horse riding (1)

Do not accept reference to cultural or historical attractions

Page 4	Mark Scheme	Syllabus	Paper
	Cambridge International AS/A Level – October/November 2015	9395	33

(b) Explain briefly three reasons why Tajikistan is described as a cultural destination. [6]

e.g.

- Located on four silk routes (1) rich historical past (1)
- Buddhist, Hindu and Christian remains, but now a predominantly Islamic nation (1) evidence of these remains is of cultural significance in the present day because of the religious associations here (1)
- Formerly part of Soviet Central Asia, so architecture and art remains (1) serves as a memory of these times gone by (1)

Accept any reasonable answers

(c) Explain fully two ways in which the accommodation in Tajikistan meets the needs of different visitor types. [6]

e.g.

- Hotels (1) some with western style facilities and part of recognisable hotel chains (1) meet the needs of business travellers with choice of star ratings based in the main city (1)
- Guesthouses (1) cheaper alternative for leisure guests spending longer in the country (1) based in the smaller mountain towns (1)
- French accredited Homestays (1) for those tourists who wish to fully immerse themselves in the way of life in Tajikistan (1) basic facilities at very low cost on offer but little privacy (1)

Accept any reasonable answer

(d) Discuss the relationship between the accessibility of a destination, such as Tajikistan, and the number of international visitors it receives. [9]

Indicative Content

- Traditional visa requirements are costly and lengthy, putting off some visitors who choose destinations with less rigid visa requirements
- Less popular destinations are often served by a limited number of airlines – in this instance the flag carrier and a privately owned airline, making it more difficult to access
- Less popular destinations have limited number of direct connections with a small number of other destinations
- Roads can be hazardous in winter and in spring

Level 1 (1 – 3 marks) Candidate **identifies** up to three factors of accessibility, with examples

Level 2 (4 – 6 marks) Candidate **explains** up to three factors of accessibility with examples

Level 3 (7 – 9 marks) Candidate makes up to three analytical or evaluative comments about the accessibility of such destinations and how this can affect the number of visitors the country receives.

Page 5	Mark Scheme	Syllabus	Paper
	Cambridge International AS/A Level – October/November 2015	9395	33

3 (a) (i) Identify the two largest source markets for the cruise industry. [2]

- North America (1)
- Europe (1)

Do not accept Asia

(ii) Explain the term *regional cruise hub*. [2]

*Cruise hub* is the term given to a port of embarkation/disembarkation on a cruise circuit – sometimes called the home port (1) *regional* in this sense means the circuit for the cruise, e.g. Caribbean, Mediterranean or here, the South China Sea (1)

(b) Explain briefly three facilities that cruise passengers might expect at the newly opened Kai Tak cruise terminal in Hong Kong. [6]

e.g.

- Customs/immigration (1) to deal with passport and visa requirements (1)
- Restaurants (1) to cater to the needs of cruise passengers wishing to eat or drink while in the building (1)
- Retail outlets (1) passengers may wish to browse and make small purchases of souvenir items while in the port (1)

Accept any reasonable answers

(c) Explain fully two reasons why cruise passengers will be important for Hong Kong tourism in the long term. [6]

e.g.

- It is hoped that cruise passengers will be big-spending visitors (1) It is expected that cruise passengers will contribute a higher visitor spend than other types of tourist (1) earning nearly double the income for retailers in Hong Kong (1)
- There will be an increase in demand from cruise passengers (1) this will bring more business opportunities to Hong Kong (1) and earn the country more GDP (1)

Accept any reasonable answers

(d) Evaluate the importance of the emerging travel market from mainland China for global tourism. [9]

Indicative content

- Chinese tourists are emerging as the biggest source of foreign tourists in the world
- Tourism spending by the Chinese is also highest
- Predictions by the UNWTO show that more of the Chinese population are accumulating the wealth with which to demand luxury travel products
- Chinese travellers are becoming more adventurous; previously they engaged in sightseeing and shopping trips within Asia; they are now travelling further afield and engage in vacations which allow them to relax – resorts, cruises, etc.

Use level of response criteria

Page 6	Mark Scheme	Syllabus	Paper
	Cambridge International AS/A Level – October/November 2015	9395	33

Level 1 (1 – 3 marks) Candidate **identifies** up to three reasons why Chinese tourism is important

Level 2 (4 – 6 marks) Candidate **explains** up to three reasons why Chinese tourism is important

Level 3 (7 – 9 marks) Candidate makes analytical or evaluative comments based on the positive contribution that the emerging Chinese market has on tourism around the world.

- 4 (a) (i) **Identify two features of the Pentahotel Vienna which would appeal to leisure visitors.** [2]

e.g.

- Free to view TV (1)
- 24-hour room service (1)
- Games console (1)
- Pool table (1)
- Sauna (1)

Accept any reasonable answers

Do not accept proximity of bus stop

- (ii) **Explain, using an example, the term *Congress infrastructure*.** 2

e.g.

*Congress infrastructure* – all the facilities and amenities required to run a formal meeting (1) e.g. purpose built conference centre (1)

- (b) **Explain briefly three ways in which the ‘Pentaplus Meeting Package’ caters for the needs of a small scale business event.** [6]

e.g.

- It has two seminar rooms (1) one of these can be used as the main meeting venue (1)
- All technical equipment is provided (1) flipcharts, digital projector, etc. (1)
- Price is reasonable (1) starting at EUR 59 per delegate (1)

Accept any reasonable answers

- (c) **Explain fully two functions of the Vienna Convention Bureau.** [6]

e.g.

- Promotes Vienna as a leading conference city (1) engages in market research and marketing activities (1) to bring Vienna to the attention of conference organisers overseas (1)
- Manage bookings of conventions, meetings and incentive events across Vienna (1) coordinates the events calendar (1) providing advice about the suitability of the city’s different conference venues (1)
- Market research and statistical analysis (1) to establish how popular the destination is (1) and to set targets for future business linked events (1)

Accept any reasonable answers

Page 7	Mark Scheme	Syllabus	Paper
	Cambridge International AS/A Level – October/November 2015	9395	33

- (d) Discuss the reasons why privately-owned travel and tourism providers offer sponsorship to publicly-funded organisations, such as the Vienna Convention Bureau. [9]

Indicative Content

- Enhances the image of the business
- Form of public relations and marketing – benefits of joint marketing ventures
- To help generate increased business for the tourism industry in Vienna – financially mutually beneficial
- Helps raise funds for the public sector which is often not well funded

Use level of response criteria

Level 1 (1 – 3 marks) Candidate **identifies** up to three benefits to organisations

Level 2 (4 – 6 marks) Candidate **explains** up to three benefits to organisations

Level 3 (7 – 9 marks) Candidate makes up to three analytical or evaluative comments about benefits to organisations