TRAVEL AND TOURISM 9395/31

Paper 3 International Business and Leisure Travel Services October/November 2016

MARK SCHEME

Maximum Mark: 100

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1 **(a)** **(i)** **Identify the <u>two</u> destinations on the mid-voyage land tour during the cruise from Singapore to Mombasa.** **[2]**

- Jaipur (1)
- Taj Mahal (1)

  These are the only answers

(ii) **Explain what is meant by the phrase** *cruise itinerary*. **[2]**

  e.g.
- A route or proposed route of the journey a cruise ship will take (1)
- Listing specific ports of call, places to visit, included excursions etc. (1)

  Accept any reasonable answers

(b) **Explain <u>three</u> reasons for the likely appeal of the advertised cruise on board the Seven Seas Mariner.** **[6]**

  e.g.
- 18 night cruise (1) so can gain full cruise experience (1)
- High star rating (1) means that other cruise passengers have previously enjoyed the trip and recommend it (1)
- Passengers get to visit lots of different places en route (1) rich cultural experience (1)
- Transfers between airport and ship (1) customer convenience (1)
- Unlimited shore excursions (1) explore many destinations (1)
- Speciality restaurants (1) range of dining options (1)
- Unlimited beverages (1) value for money (1)
- Wi-Fi throughout ship (1) meet customer expectations (1)
- 24 hr room service (1) meet customer needs (1)
- Spacious accommodation (1) guarantees comfort on board (1)
- Small staff to guest ratio (1) guarantees quality service (1) with no lines or waiting (1)
- Lots of activities on board (1) always something to do (1)

  Accept any reasonable answers

(c) **Explain <u>two</u> reasons why premium-priced cruise lines try to stand out from the mass-market cruise companies.** **[6]**

  e.g.
- To attract different target customers (1) competitive advantage (1) offer something that other cruise lines do not offer (1)
- Meet different customer needs (1) achieve customer satisfaction (1) more likely to lead to repeat business (1)

  Accept any reasonable answers

(d) Discuss the benefits of star ratings for products such as the advertised cruise to both the customer **and** to the cruise line. [9]

Indicative content

To the customer
- can judge how much others have enjoyed the experience
- helps determine the quality of the service
- assists in establishing whether the cruise offers value for money
- gives an overview of what to expect
- helps compare with other cruise lines to make a decision

To the cruise line
- quality standard or benchmark against its competitors
- form of word of mouth promotion

Level 1 (1–3 marks) Candidate **identifies** 1, 2 or more ways in which star ratings are beneficial to customers and/or the cruise line
Level 2 (4–6 marks) Candidate **explains** 1, 2 or more ways in which star ratings are beneficial to customers and/or the cruise line
Level 3 (7–9 marks) Candidate makes **analytical** or **evaluative** statements regarding the ways in which star ratings are beneficial to customers and the cruise line.

2 (a) (i) Explain, using an example, the term *domestic flight*. [2]

e.g.
- A flight which departs and arrives within the same country (1)
- Sometimes known as an internal flight (1)
- E.g. Flying from Sydney to Brisbane in Australia

Accept any example of a domestic flight.

(ii) Identify **two** features of the Eco Villa Palm Beach Resort's food and beverage provision which might contribute to the distinctive dining experience it offers. [2]

e.g.
- Fresh, local ingredients (1)
- Finest Indian and international cuisine (1)
- Continental and seafood dishes (1)

Accept any reasonable examples

(b) Explain **three** reasons for the likely appeal of Havelock Island to overseas visitors. [6]

e.g.
- Pristine white sand beaches (1) idyllic and romantic (1)
- Azure waters and coral reefs (1) perfect for snorkelling (1)
- Tropical paradise (1) peaceful, away from the crowds (1)

Accept any reasonable answer

(c) Explain <u>two</u> likely reasons why tourists may <u>not</u> find Havelock Island accessible. [6]

e.g.
- No direct flights (1) all visitors must get connecting flights from India to Port Blair (1) then transfer – inconvenient (1)
- Ferries are regular (1) but demand in peak season exceeds supply of seats (1) so trip is not guaranteed if not booked well in advance (1)
- Ferry timings do not coincide with flight timings (1) a stopover in Port Blair is required (1) to await connecting flights back to the mainland (1)
- Foreign nationals require an Indian visa to visit (1) have to obtain these on arrival (1) adds 20 minute delay to time in arrivals (1)

(d) Evaluate the advantages and disadvantages to the accommodation provider of using only this distribution channel. [9]

Indicative Content

Advantages
- No middleman, therefore no need to pay commission
- Direct contact with customers so can provide more personalised service
- Real time booking system enables provider to be in total control of bookings – no chance of overbooking via agents etc.

Disadvantages
- Have sole responsibility to promote the resort so may only attract small customer base
- Customers may not trust online bookings or may prefer to use an agent
- May be more expensive to employ a member of staff to oversee bookings rather than paying commission to an agent

Level 1 (1–3 marks) Candidate **identifies** up to three advantages and or disadvantages of having only an online booking system
Level 2 (4–6 marks) Candidate **explains** up to three advantages and/or disadvantages of having only an online booking system
Level 3 (7–9 marks) Candidate makes up to three **analytical** or **evaluative** comments about using only online booking systems. At least one advantage **and** one disadvantage must be addressed to score 8 or 9 marks.

3 (a) (i) Explain what is meant by the phrase *inbound leisure travel spending*. [2]

e.g.
- Money spent by tourists on holiday from overseas (1)
- On travel related products, services and activities (1)
- e.g. a honeymoon couple purchasing tickets for a helicopter sightseeing trip. (1)

Accept any reasonable answer

(ii) State <u>two</u> components on which business tourism spending in the Seychelles is likely to be the highest. **[2]**

- Accommodation costs (1) including venue costs
- Transportation costs (1)
- Catering - food and beverage costs (1)

Accept any reasonable answer

(b) Explain <u>three</u> characteristics of the Seychelles Secrets brand, which will appeal to families. **[6]**

e.g.
- Offers self-catering accommodation (1) provides a more flexible option for families (1)
- Accommodation is described as affordable (1) value for money for bigger families (1)
- Beachside settings (1) convenient for families who like to spend lots of time at the beach (1)
- private en-suite bathroom facilities (1) more convenient with small children (1)

Accept any reasonable answers

(c) Explain two reasons why many of the direct international flights to the Seychelles originate in Europe. **[6]**

e.g.
- Europe is a tourism generating area (1) with higher disposable income and more paid holidays than other parts of the world (1) so can afford a holiday to a destination such as the Seychelles (1)
- Distance involved (1) flight time from European countries is manageable as a long haul flight (1) whereas it is not possible to fly direct to the Seychelles from the U.S., for example (1)
- More attractive climate (1) winter sun (1) escape for Europeans (1)

Accept any reasonable answers

(d) Evaluate the benefits to the Seychelles Tourism Board of using an E-travel Guide rather than a printed guide to promote the destination. **[9]**

Indicative content
- Easier to update regularly
- Cheaper to produce
- No limit on the amount of information uploaded
- 24-hour accessibility by customers from convenience of their own home
- Can include 360°images and virtual tours
- Can add hyperlinks to other websites, social media pages etc.

Use level of response criteria

Level 1 (1–3 marks) Candidate **identifies** up to three benefits of an E-travel Guide
Level 2 (4–6 marks) Candidate **explains** up to three benefits of an E-Travel Guide
Level 3 (7–9 marks) Candidate makes **analytical** or **evaluative** comments about the benefits of an E-Travel Guide.

4 (a) (i) Describe, using an example, what is meant by the term *trade fair*. **[2]**

- An event to showcase/promote travel and tourism products, services, destinations and providers (1)
- e.g. the World Travel Market (1)

Accept any reasonable examples

(ii) Identify <u>two</u> types of treatment offered in the Cieo Spa area of the Tel Aviv Sheraton Hotel. **[2]**

- Mud wraps (1)
- Salt peels (1)
- Massages (1)
- Facials (1)
- Turkish baths (1)

(b) Explain <u>three</u> reasons why Israel is suitable as a business tourism destination. **[6]**

e.g.
- Westernised country (1) where English, the international business language, is widely spoken (1)
- Has suitable infrastructure for business tourism (1) event halls, convention centres, hotels (1)
- Advanced multimedia and communication equipment available (1) to support large scale business events (1)
- Advanced transportation (1) to get delegates into and across the country to attend events (1)

Accept any reasonable answers

(c) **Explain <u>two</u> reasons hotels such as the Tel Aviv Sheraton Hotel offer services such as private transfers for its guests.** **[6]**

e.g.
- to satisfy customer needs (1) to gain customer loyalty (1) personalised service (1)
- to attract repeat business (1) to entice back customers who have already experienced the product before (1) assurance of security/safety (1)
- to remain competitive (1) other travel providers offer a wide range of products and services (1) USP (1)
- to generate additional income (1) this is a paid for service (1) offered as an optional ancillary service for those willing to pay (1)

   Accept any reasonable answer

(d) **Evaluate the reasons why developing a successful business tourism provision is important to many countries.** **[9]**

Indicative content:
- to remain competitive
- to attract high yield tourism spending
- may not have a particularly 'safe' image so struggle to attract leisure tourists
- to promote a positive image of the destination
- to gain foreign currency
- to support the national economy and to contribute to the country's GDP
- to support tourism related employment opportunities

Use level of response criteria

Level 1 (1–3 marks) Candidate **identifies** up to three reasons why business tourism development is important to many countries
Level 2 (4–6 marks) Candidate **explains** up to three reasons why business tourism development is important to many countries.
Level 3 (7–9 marks) Candidate makes up to three **analytical** or **evaluative** comments about why business tourism development is important to many countries.