UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

International General Certificate of Secondary Education

MARK SCHEME for the May/June 2011 question paper

for the guidance of teachers

0471 TRAVEL AND TOURISM

0471/02 Paper 2 (Alternative to Coursework), 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.

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1 (a) (i) Name the type of research data that SLTDA is most likely to use, in order to produce its monthly bulletins [1]

Award one mark for the correct identification of the research data type.

- Quantitative (1) (accept statistical)

(ii) Explain <u>two</u> benefits to SLTDA of using this type of data. [4]

(2 × 2)

Award one mark for each of two benefits and a second mark for development of each of the chosen benefits.

Correct responses include:

- easy to present graphically (1) so can look professional (1)
- easy to analyse (1) so can quickly draw conclusions or offer judgements (1)
- can be gathered from primary and secondary sources (1), therefore very versatile (1).

Accept any valid ideas.

(iii) Give <u>two</u> examples of secondary information sources that SLTDA may use. [2]

(2 × 1)

Award one mark for each of two appropriate examples.

Accept any reasonable suggestions including:

- hotel room occupancy rates (1)
- airport arrival records (1)
- government statistics relating to foreign exchange earning, visitor spend etc. (1).

(b) State and explain <u>three</u> ways in which the results from market research can help a national tourism authority, such as SLTDA, to develop its marketing strategy. [6]

(3 × 2)

Award one mark for the identification of each of three ways in which these results could be used and a second mark for development of each.

Correct answers include:

- create a customer profile (1) so that authority knows who the target market is (1)
- tailor products to the needs, wants and expectations of the customers (1) – research enables them to know what is required (1)
- find out about competitors and their marketing activities (1) to enable them to be more competitive (1).

Accept all valid statements.

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(c) (i) By what other name are the 4 Ps also known? [1]

There is only one answer here:

The marketing mix (1).

(ii) With reference to Fig. 1, identify <u>two</u> ways in which the tourism product of Sri Lanka is being developed in order to improve the experience offered to tourists. [2]

(1+1)

Award one mark for each of two appropriate examples.

Correct responses include:

- building integrated resorts (1)
- offering unique packages (1)
- building more accommodation facilities (1)
- improving other aspects of the infrastructure (1).

Accept any reasonable suggestions.

(d) Analyse the importance of re-branding a destination, such as 'Visit Sri Lanka Year', in attracting more overseas visitors. [9]

Use Level of Response criteria: candidates can apply their knowledge of re-branding within the context of Sri Lanka.

Indicative content:

- re-branding reinvents the product and gives the organisation a new lease of life
- re-awakens interest in the product
- attracts new customers as well as retaining existing ones.

Level 1 (1–3 marks): candidates are able to identify what re-branding means but cannot give any applied examples.
Level 2 (4–6 marks): responses at this level will explain why re-branding is important to the organisation. Some attempt may be made to link to this to the Sri Lanka example.
Level 3 (7–9 marks): candidates at this level are able to analyse/evaluate why re-branding is important to the organisation, making specific reference to Sri Lanka.

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2 (a) (i) With reference to Fig. 2, identify <u>two</u> characteristics of a typical adventure tourist. [2]

(2 × 1)
Award one mark for the correct identification of each of two characteristics. Correct ideas will include:

- male
- aged 16–24
- high social group.

Accept any reasonable suggestions.

(ii) Explain <u>two</u> ways in which adventure tourism providers in Scotland can use the information from the survey for marketing purposes. [4]

(2 × 2)
Award up to two marks for an explanation of each of two ways in which the information can be used.

Correct ideas include:

- target products at men (1) through advertising in places where men are more likely to see the adverts (1)
- develop packages that appeal to customers from different social backgrounds (1) and price them accordingly (1)
- advertise in adventure sports magazines (1) as this is where most customers would expect to find information about activities and providers (1).

Accept any reasonable suggestions.

(b) Compare the suitability of direct mail and tourist information leaflets as forms of promotion for adventure tourism products. [9]

Use Level of Response criteria: candidates can apply their knowledge of the marketing communications within this context.

Indicative content:

- direct mail – can be costly if posted; can be targeted; gets treated as junk mail so overlooked
- tourist information leaflets – colourful, portable, relatively cheap to produce but quickly outdated.

Level 1 (1–3 marks): candidates are able to identify either benefits or disadvantages of either direct mail or leaflets.
Level 2 (4–6 marks): responses at this level will explain the advantages or the disadvantages of both types of marketing communication. There will be some comparative language used.
Level 3 (7–9 marks): candidates at this level are able to compare the positive and negative aspects of both forms of marketing communication. There will be some judgement.

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(c) (i) Explain, using examples, how an adventure tourism provider might use variable pricing for its products and services. [4]

(1+3)

Award one mark for an example of how variable pricing is used and up to three additional marks for development.

Correct ideas include:
mountain bike centre (1) charging different prices for different types of customers (1) and at different times of year (1), e.g. child and group discount (1), winter reductions (1).

(ii) Explain the relationship between market skimming and the position of a product on the life cycle model. [6]

Use Level of Response criteria: candidates should be able to explain that market skimming is a technique appropriate at the start of a product's life cycle when there are few competitors around.

Indicative content:

- market skimming appropriate during the introduction and early growth stages of life cycle
- no substitute products around, so can charge a higher price as sure of customer loyalty.

Level 1 (1–2 marks): candidates will identify at least one feature of either the product life cycle or of market skimming.
Level 2 (3–4 marks): reponses at this level will explain the relationship between the product life cycle and market skimming.
Level 3 (5–6 marks): candidates at this level will analyse/evaluate the relationship between the product life cycle and market skimming.

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3 (a) (i) Using the statement numbers from Fig. 3, complete the SWOT Analysis table below. [4]

(4 × 1)

Award one mark for each correct identification.

Strength 3 or 5 or 9	Weakness 1 or 2
Opportunity 4 or 6	Threat 8

(ii) Using the statement numbers from Fig. 3, complete the PEST analysis table below in order to identify <u>two</u> positive influences and <u>two</u> negative influences on tourism in Kenya. [4]

(4 × 1)

Award one mark each for correctly positioned statement.

	Positive (+)	Negative (–)
Political	5	
Economic		7
Social		2
Technological	4	

(b) With reference to Fig. 3, identify and explain <u>four</u> ways in which travel and tourism providers in Kenya cater to the needs and expectations of different market segments. [8]

(2 × 4)

Award one mark for the correct identification of each of up to four different market segments mentioned in Fig. 3 and a second mark for an explanation of how these segments can be catered for through tourism products in Kenya.

Correct ideas include:

- wildlife packages (1) – safaris in game parks for international visitors (1)
- beach resorts (1) – family-oriented packages for domestic tourists (1)
- special interest packages for cultural visitors (1) – visiting festivals and shows (1)
- cruise tourism (1) – providing first-class waterfront complexes (1)
- conference tourism (1) – MICE packages for business events (1).

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(c) Discuss reasons why it is important for the tourism industry of Kenya to develop a range of diversified tourism products. [9]

Use Level of Response criteria: candidates need to consider the reasons for ensuring that Kenya updates its product portfolio in connection with current market trends.

Indicative content:
- for customer satisfaction
- for competitive advantage
- to maintain and increase sales levels and profitability
- to enhance the image of the destination
- to enhance the image of the products it offers.

Level 1 (1–3 marks): candidates will identify at least one reason for diversification of products.
Level 2 (4–6 marks): reponses at this level will explain at least one reason for diversifying tourism products. There will be an attempt to link to Kenya case study.
Level 3 (7–9 marks): candidates at this level will analyse/evaluate at least one reason for diversifying Kenya's products.

4 (a) State and explain <u>three</u> features of cities such as New York, which play an important part of the 'place' element of the marketing mix. [6]

(3 × 2)
Award one mark for each of three identifications of features of a city and a second mark for a development point for each.

Correct ideas include:
- accommodation stock (1) – range of hotels and other guest accommodations to suit everyone's taste and budget (1)
- built attractions (1) – cinemas, theatres, shopping malls etc. (1) to offer entertainment facilities (1)
- transport networks (1) – wide availability (1), infrastructure to support public transport provision and car parking for private vehicles (1)
- restaurants and other catering facilities (1) to meet the needs of hungry visitors (1) – food to suite all tastes (1).

Accept all valid suggestions.

(b) List <u>three</u> products/services that a 3* hotel may offer. Explain how <u>each</u> is likely to meet the needs of shopping break visitors. [6]

(2 × 3)
Candidates need to consider the specific needs of shopping break visitors.

Correct responses include:
- restaurant (1) to provide range of food and beverage options (1)
- comfortable rooms (1) with choice of amenities for relaxation e.g. movie channels, minibar etc. (1)
- room service (1) to offer choice of dining options (1)
- shuttle bus service (1) to give shoppers easy access to the shopping malls (1).

Accept any reasonable suggestions.

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(c) (i) Identify the most likely distribution channel for this shopping break package. [1]

Award one mark for:
- direct sales (1) or internet (1).

Accept any reasonable suggestions.

(ii) Explain <u>two</u> benefits to the customer of this distribution channel. [4]
(2 × 2)
Award one mark for each of two valid benefits to the customer and a second mark for each developed explanation.

Corrects responses include:
- convenience (1) – can make last-minute bookings (1)
- cost (1) – special online deals often available (1)
- can call hotline number (1) to answer any queries (1)
- saves time (1) – no need to travel (1).

Accept any reasonable suggestions.

(d) Use the AIDA principle to analyse how effective the advertisement in Fig. 4 is likely to be. [8]
Use Level of Response criteria.

Indicative content:
- Attention – organisational name grabs your attention, especially if you like to shop
- Interest – 3* hotel – implies comfort
- Desire – central location or the price is reasonable
- Action – website details or phone number so that you can get in touch.

Level 1 (1–4 marks): candidates at this level identify some or all of the acronym but are not able to apply these to analyse the effectiveness of the advertisement.
Level 2 (5–8 marks): at this level, candidates analyse or evaluate how effectively each point from the acronym has been applied.

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