CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International General Certificate of Secondary Educatio

MARK SCHEME for the May/June 2015 series

0471 TRAVEL AND TOURISM

0471/02 Paper 2 (Alternative to Coursework), maximum raw mark 100

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1 (a) Complete the PEST analysis table below. Choose only on heading.

Political	Economic
1	4, 6
Social	Technological
5, 2	3

(b) Describe <u>three</u> characteristics of the growth stage of the product life cycle. [6]

Award one mark for each of three characteristics and an additional mark for further exemplification of each.

Correct ideas include:

- Demand rises steadily (1) increased sales (1) increased profits (1)
- Increased market share (1) competitors looking for ways to substitute (1) critical stage (1)
- Customers become aware of the product (1) brand image is established by advertising and product differentiation (1) costs reduce (1)

Credit all valid reasoning in context.

(c) State <u>two</u> types of market research used by organisations such as the GNTO and explain why <u>each</u> type may be used. [6]

Award up to three marks for each of two ways in which market research can be used. Credit up to two marks for the detail of market research and the third mark for explanation of use.

Correct ideas include:

- Primary research/Field Research/Questionnaires/surveys (1) useful to find out customer views (1) which are used to plan the product or promotion method (1) show extent of customer satisfaction (1) helps to inform the development of the product to fit customer need (1)
- Secondary market research/desk research/quantitative (1) gives trends which can show patterns in the market (1) which helps to make decisions on price/place for example (1) identify the competitors (1)

Credit all valid reasoning in context.

(d) Discuss the suitability of Global Distribution Systems as tourism providers in destinations such as the Ionian isla

Indicative content:

- GDS is enabled by real time technology
- Galileo and Worldspan are two examples of this
- Centralised systems allow tickets to be produced instantl
- Flights. Hotels, car hire booked centrally
- Up to date product information and an example of e-com
- Customers have quick and easy service and therefore may book more readily
- Tourism providers benefit from an efficient distribution system which links together the information and services they need – saving money

Use level of response criteria:

Level 1 (1–3 marks) At this level, candidates will **identify** 1, 2 or more valid features of GDS

Level 2 (4–6 marks) At this level, candidates will **explain** 1, 2 or more reasons for the use of GDS.

Level 3 (7–9 marks) At this level, candidates will **evaluate** aspects of the use of GDS and make a judgement as to the suitability of GDS.

2 (a) (i) Identify from Fig.2 (Insert) one product and one service at the new visitor attraction [2]

Award one mark for a correct identification under each category.

Product

- rides (1)
- water chute (1)
- restaurant (1)

Service

- supervised crèche (1)
- activity leaders for under 8s (1)

(ii) Identify <u>two</u> pricing policies used in this advertisement. [2]

Award one mark for each of two valid pricing policies.

- Special offer (1)
- Discount pricing (1)

(b) Explain briefly <u>three</u> reasons why marketing and promoti organisation such as Buenos Theme Park when introduc

Award one mark for identification of each of three valid reaso development or exemplification of each.

Correct ideas will include:

- Increased sales (1) profitability (1) customer base (1) rep
- Competitive advantage (1) distinguishes from competitio rivals offering similar products (1)
- Positive organisational/product image (1) establishes brand image or USP (1) helps to gain customer loyalty (1)
- Customer satisfaction (1) marketing allows the organisation to cater for the needs and wants of customers (1) customers will purchase a product if satisfied (1)

Credit all valid reasoning in context.

(c) Explain fully <u>two</u> reasons why advertising may be chosen as a method of promotion for a visitor attraction such as the new theme park in Mexico. [6]

Award one mark for identification of each of two reasons plus up to two further marks for explanation or exemplification of each.

Correct ideas include:

- Newspaper/TV/radio (1) are ways to reach the target market effectively (1) TV is expensive but has a big impact for a new attraction (1) creates awareness (1)
- Advertising reinforces the chosen image (1) reaches wide audience (1) powerful especially if more than one media used (1)

Credit all valid reasoning in context.

(d) Using the AIDA principle, assess the effectiveness of the advertisement in Fig.2 (Insert). [9]

Indicative content:

- Attention – bold headlines or fonts to gain attention – Buenos Park in Bold
- Interest – photos and attractions have interesting names – Rio Grande water ride
- Desire – language – 'thrilling'. Don't miss out
- Action – contact details

<u>Use levels of response criteria:</u>

Level 1 (1–3 marks) At this level candidates will **identify** 1, 2 or more aspects of AIDA.

Level 2 (4–6 marks) At this level candidates will **explain** 1, 2 or more aspects of AIDA.

Level 3 (7–9 marks) At this level candidates will **evaluate** aspects of the effectiveness of AIDA. For top of level, there should be a conclusion.

3 (a) (i) Identify from Fig.3 (Insert), <u>two</u> examples of when sin prices for a tourism product.

Award one mark for each of two valid examples.

- single supplements on rooms (1)
- single person supplements on packages (1)

(ii) Identify <u>two</u> examples of market segments within the

Accept any two valid answers:

- students (1)
- people widowed/divorced (1)
- unmarried people (1)

(b) Explain briefly <u>three</u> advantages to tour operators, such as Single Star, of specialising in one target market. [6]

Award one mark for the identification of each of three advantages and an additional mark for development or exemplification.

Correct ideas include:

- Brand image (1) associated with one target market (1) brand image is focussed (1)
- Marketing (1) easy to carry out market research on one sector (1) saves costs (1)
- Product (1) easier to know market and produce products for target segments (1)

Accept all valid reasoning in context.

(c) Explain fully <u>two</u> factors that may influence the pricing policies of organisation such as Single Star. [6]

Award one mark for the identification of each of two valid factors and up to two additional marks for development or exemplification.

Correct ideas include:

- Profitability (1) need to fix a price that covers fixed and variable costs (1) and allows sufficient additional revenue to invest for future survival in the market (1)
- Costs – fixed and variable (1) cost of product (1) promotion (1) organisation overheads (1) needs to at least match these costs or the business will fail (1)
- Seasonality (1) may lower price when demand is lower (1) increase occupancy in off peak times (1) or raise price when demand is high – high season (1)
- Customer expectations (1) price can be set according to customers expected budget (1) or customer perception of value for money (1) global economy – recession (1)
- Competitors (1) set at level of or just below competitors (1) to attract customers (1)
- Subsidies/taxes (1) If there are government subsidies then the price can be lowered (1) taxes, e.g. fuel tax will result in higher prices (1)

Credit all valid reasoning in context.

(d) Discuss how a specialist tour operator, such as Single St mix to enter the market.

Indicative content:

- Product – offer product which is attractive to the singles activities for singles, single rooms. This differentiates the
- Price – no supplements for singles. Special offers. Disco customers from other general providers due to reduced c
- Place – distribution channel direct. Offer locations where people will want. This would attract new customers whose needs are met.
- Promotion – advertise in student magazines and special interest magazines to create awareness of potential customers.

Use levels of response criteria.

Level 1 (1–3 marks) At this level candidates will **identify** 1, 2 or more elements of the 4Ps (listed above).

Level 2 (4–6 marks) At this level candidates will **explain** 1, 2 or more elements of the 4Ps

Level 3 (7–9 marks) At this level candidates will **evaluate** at least one element of the 4Ps. Award 8/9 for one element evaluated fully or some evaluation of 2 or 3 elements.

4 (a) (i) Using Fig. 4, identify two international sports tourism events held in Scotland in 2014 [2]

Award one mark for each correctly identified event.

- Ryder Cup golf tournament (1)
- Commonwealth Games (1)

(ii) Using Fig. 4, (Insert), identify two methods of transport that international visitors may use to travel to Scotland. [2]

Award one mark for each of two correct identifications.

- Scheduled, domestic flight (1)
- International flight from North America or Europe (1)
- High speed train (1)
- Road transport – car or coach (1)

(b) Identify <u>three</u> different types of itinerary available as part marketing campaign and briefly explain the likely appeal visitor types.

Award one mark for each of three identified itineraries and an of each.

- Seafood trail (1) will appeal to foodies (1)
- Getting active in the Highlands (1) will appeal to adventur with health and fitness (1)
- Reliving Scottish History (1) will appeal to cultural tourists (1)
- Iconic film locations (1) will appeal to special interest tourists (1)
- Loch Lomond Nature (1) will appeal to eco tourists or those with a special interest in nature (1)

Accept any reasonable answers.

(c) Explain <u>two</u> reasons why a national tourist board might use a brand, such as 'year of Homecoming' as part of its marketing campaign. [6]

Award one mark for each of two valid reasons and up to two additional marks for development or exemplification.

Correct ideas include:

- To make it distinctive (1) to stand out from other brands (1) to create competitive advantage (1)
- To stimulate demand (1) might encourage more people to find out more about the brand (1) and might lead to more (1)
- To promote a major event through joint marketing efforts (1) 2014 important to Scotland as host to Commonwealth games (1) 'Year of' tag helps to promote this event (1)

Credit all valid reasoning in context.

(d) Discuss the ways in which the product/service mix of a 5 a city break tourist.

Correct ideas include:

- Product – high quality accommodation, close to other attr customers' needs
- Luxurious rooms and en-suite facilities for comfort
- Parking facility or shuttle service to transport guests into t
- Concierge service – to cater to customers' needs
- Multilingual staff to assist overseas visitors
- Restaurant with high quality menu and waiter service
- Wifi, in-room entertainment systems for leisure
- Room service – important to have quality service so that customers can relax especially for city break tourists who might be out late
- Laundry/ironing service/shoe cleaning available for convenience
- Spa facilities/health club available. Important for relaxation
- Reception/chauffeur/room service – important to have a range of staff to meet needs 24hrs

Use levels of response criteria:

Level 1 (1–3 marks) At this level candidates will **identify** 1, 2 or more examples/features of products and services.

Level 2 (4–6 marks) At this level candidates will **explain** 1, 2 or more examples of products and services which are appropriate for city break customers.

Level 3 (7–9 marks) At this level candidates will **evaluate** 1, 2 or more aspects of the product service mix. A candidate who evaluates one aspect well may gain top of level.

Credit all valid reasoning in context.