Cambridge Assessment International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/23**

Paper 2 Alternative to Coursework **May/June 2020**

MARK SCHEME

Maximum Mark: 100

Published

Students did not sit exam papers in the June 2020 series due to the Covid-19 global pandemic.

This mark scheme is published to support teachers and students and should be read together with the question paper. It shows the requirements of the exam. The answer column of the mark scheme shows the proposed basis on which Examiners would award marks for this exam. Where appropriate, this column also provides the most likely acceptable alternative responses expected from students. Examiners usually review the mark scheme after they have seen student responses and update the mark scheme if appropriate. In the June series, Examiners were unable to consider the acceptability of alternative responses, as there were no student responses to consider.

Mark schemes should usually be read together with the Principal Examiner Report for Teachers. However, because students did not sit exam papers, there is no Principal Examiner Report for Teachers for the June 2020 series.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the June 2020 series for most Cambridge IGCSE™ and Cambridge International A & AS Level components, and some Cambridge O Level components.

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Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

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Question	Answer	Marks
1(a)	**Describe <u>two</u> likely benefits of the Bahrain Tourism and Exhibitions Authority (BTEA) holding meetings with tour operators in the UK as part of the marketing campaign.** Award one mark for each of two identified benefits and a second mark for description. Face to face (1) good public relations exercise (1) Acts the same as a familiarisation tour (1) hear about products and services first-hand (1) Can ask questions and clarify answers (1) reduces misunderstanding (1) More personal experience (1) easier to make personal recommendations based on this experience (1) Accept any other reasonable answer.	**4**
1(b)	**Explain <u>three</u> ways Bahrain might create its brand identity.** Award one mark for identification of each of three ways and a second mark for explanation. Brand logo (1) visual association (1) Brand slogan (1) memorable (1) Product features (1) uniqueness of what is on offer (1) Packaging (1) familiar look (1) Target market (1) consistent identity within promotions (1) Corporate image (1) staff uniforms, liveries, furnishings (1) Accept any other reasonable answer.	**6**
1(c)	**Explain <u>two</u> ways Bahrain is improving the 'place' element of its marketing mix.** Award one mark for the identification of each of two ways and up to two further marks for explanation. Bahrain International Airport is currently undergoing a $1billion expansion (1) to increase its capacity from 9 million to 14 million passengers by 2020. (1) This increases its accessibility to overseas visitors (1) The terminal building will feature 108 check-in desks, 24 passport control desks, 28 security lanes and 24 departure gates (1) which will increase efficiency of transition through the airport (1) and ease of transport links for passenger convenience (1) The Kingdom of Bahrain is also currently under construction (1) adding to the current features and characteristics of the destination (1)and therefore offering more to appeal to a wider customer base (1) Many new resort-style developments, shopping malls and a new entertainment/leisure complex are being built (1) offering adjacent facilities (1) everything the tourist needs in close proximity (1) Accept any other reasonable answer.	**6**

Question	Answer	Marks
1(d)	**Evaluate the likely reasons why Bahrain wants to increase visitor numbers.** Indicative content: Increased foreign exchange earnings Creation of employment opportunities for locals Increased multiplier effect Increased GDP contributions from tourism Political and social cohesion – worldwide reputation Increased market share therefore competitive advantage Credit all valid reasoning in context. **Level 3 (7–9 marks)** At this level candidates will use higher order skills of analysis and evaluation to consider the reasons why Bahrain wants to increase visitor numbers. At the top level, the candidate will draw a conclusion about economic gain vs political and social gains. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more reasons of increasing visitor numbers. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more reasons but may not be able to develop the answer further.	**9**
2(a)(i)	**Give <u>two</u> reasons why the airline needed to carry out market research.** Award one mark for each of two identified reasons. To better understand the customer decision making process (1) To monitor the return on investments for the mobile media campaign (1) To understand customer needs and wants (1) To justify their marketing budget (1) Accept any other reasonable answer.	**2**
2(a)(ii)	**Define, using an example, what is meant by the term 'mobile media'.** Award one mark for a definition and a second mark for a relevant example. Mobile media is the communication of products or services to mobile devices and smartphones using advertisements specifically designed for these devices (1) mobile media includes short message service (SMS) text as well as interactive advertisements within other apps (1)	**2**

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Question	Answer	Marks
2(b)	**Explain <u>three</u> likely benefits to the customer of using a desktop computer to make a booking rather than using a mobile phone.** Award one mark for each of three identified benefits and a second mark for explanation. Bigger screen (1) easier to navigate and read (1) More security (1) most people have malware and firewalls on their computers but may not subscribe in the same way with their phones (1) WIFI connectivity more stable on desktop (1) can use ethernet (1) Fear of running out of mobile data at crucial point in the booking process (1) fewer people have data allowances for desktops than for smartphones (1) Pages are often more responsive on a desktop (1) phones freeze and have to be restarted more often than laptops, for example (1) Accept any other reasonable answer.	**6**
2(c)	**Explain <u>two</u> reasons why airlines collect customer profiling data.** Award one mark for two identified reasons and up to two further marks for explanation. To know who their typical customer is (1) so that they can better understand their needs and wants (1) in order to be able to meet and exceed their expectations (1) Airline products are determined almost entirely by customer preferences (1) so to refine the product service mix, airlines must know more about their preferences (1) and can then work out how to give the customer what they want, and still make money (1) To find out what customers are willing to spend (1) as this sets a price which customers can afford to pay (1) price rather than quality of service is still the determining factor (1) Helps the airline make better marketing decisions (1) where to target promotion/how to adapt the marketing mix (1) once they have analysed the market (1) Accept any other reasonable answer.	**6**

Question	Answer	Marks
2(d)	**Evaluate the importance of travel and tourism organisations managing their marketing budgets.** Indicative content: Is one of the important stages of a marketing campaign – under costs Would be easy to overspend as all forms of marketing are cost intensive Need to ensure that there would be good return on investment Need to understand how much is allocated for marketing and then consider best value for money through maximum exposure Credit all valid reasoning in context. **Level 3 (7–9 marks)** At this level candidates will use higher order skills of analysis and evaluation as they consider the implications of managing a budget effectively or not. At the top level, the candidate will draw a conclusion based on costs being the first consideration when planning a marketing campaign. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more reasons why managing the budget is important with some reference to the context of the question. **Level 1 (1–3 marks)** At this level candidates will identify and describe 1, 2 or more reasons why manging the budget is important but may not be able to develop the answer further in the context of the question.	**9**
3(a)(i)	**Define, using an example, what is meant by the term 'specialist tourism'.** Award one mark for a definition and a second mark for a relevant example. Specialist tourism is a niche, something unique and that only appeals to a specific segment of the overall market (1) e.g. film tourism (1) Accept any other reasonable answer.	**2**
3(a)(ii)	**State <u>two</u> likely benefits to Greece of offering specialist tourism.** Award one mark for each of two identified benefits. Makes the country stand out from the competition (1) It can offer something unique (1) It can become expert in this particular market (1) It allows travel and tourism providers to focus on one area rather than spreading themselves too thinly across all areas of the market (1) It allows for diversification strategies (1) Accept any other reasonable answer.	**2**

Question	Answer	Marks
3(b)	**Explain <u>three</u> likely impacts of political instability on tourism marketing in Greece.** Award one mark for the identification of three impacts and a second mark for explanation. Acts as a push factor (1) tourists will be put off visiting (1) Tourists will fear political unrest (1) and will not want to be caught up in political tensions or demonstrations (1) Important in determining the image of destinations in tourist-generating regions (1) and the real and perceived safety of tourists (1) Difficult to present a consistent message (1) each time a new government takes power, the tourism message will inevitably change slightly/lack of continuity (1) Changes in the key personnel in the tourism ministry will impact on tourism marketing (1) different people have different ideas (1) Accept any other reasonable answer.	**6**
3(c)	**Explain <u>two</u> changes tour operators could make to their marketing mix to increase the number of visitors to Greece.** Award one mark for the identification of each of two changes and up to two further marks for explanation. Product innovation (1) introduce exciting and unique products that visitors will really want to come for (1) stand out from the crowd (1) Use pricing strategies creatively (1) special offers which sound too good to be true (1) such as BOGOF offers on holidays (1) Distribution channels – direct sales (1) easy to use booking sites (1); customer hotlines (1) Character and features of the area – enhance the classical association (1) beautiful landscapes - make people take another look (1) same views but seen differently (1) Accessibility – make it easy to get there (1) quick and convenient (1) no hassle (1) Promotion – target young people via social media (1) find what makes them happy (1) and highlight those aspects with strong presence (1) Accept any other reasonable answer.	**6**

Question	Answer	Marks
3(d)	**Evaluate how competition affects the marketing of destinations such as Greece.** Indicative content: Unique slogans, logos, brand image Use celebrity endorsements Competitive pricing Have to try harder to stand out more Come up with more and more creative ideas, different approaches, ways to diversify the market Credit all valid reasoning in context. **Level 3 (7–9 marks)** At this level candidates will use higher order skills of analysis and evaluation to consider a range of approaches to be more competitive. Good understanding demonstrated of the likely impacts of competition with some attempt to reach a conclusion. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more impacts of competition with some attempt to find ways to be more competitive. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more impacts of competition. Answers may not necessarily be in the context of the case study.	**9**
4(a)	**State St. Vincent's stage on the product life cycle model, giving reasons for your choice**. Award one mark for an appropriate stage on the product life cycle model and up to three further marks for justification of the choice of stage. Growth (1) is one of the Caribbean's best kept secrets (1), low volume of visitor numbers (1) but supporting infrastructure is in place to cater across all budgets (1) Accept any other reasonable answer.	**4**
4(b)	**Identify <u>three</u> market segments St. Vincent and the Grenadines might attract. For each segment, explain one reason for the likely appeal of the destination.** Award one mark for each of three identified market segments and a second mark for explanation of the reason for appeal. Eco-adventure tourists (1) lots of opportunities for conservation projects (1) Boat enthusiasts (1) yachting, sailing, parascending, wind surfing, body boarding (1) Nature lovers (1) coral reefs (1) Honeymooners (1) turquoise waters, white sands, tropical paradise (1) Accept any other reasonable answer.	**6**

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Question	Answer	Marks
4(c)	**Explain why the following pricing strategies might be suitable for tourism products in St. Vincent:** Award up to three marks for explanation of suitability of each strategy. **market penetration** Penetration pricing offers a low initial price (1) to attract customers to a new product shortly after it has been introduced to the market (1) as St Vincent is an existing market but with low numbers of visitors, this probably is not the most suitable pricing strategy (1). **market skimming** Market skimming is the use of high initial prices (1) to maximize short-term profits from the most eager and interested customers (1) suitable for the high-end luxury hideaways and the tropical paradise comes at a price for these types of customer (1) Accept any other reasonable answer.	**6**
4(d)	**Discuss the view St. Vincent as a destination offers a broad product/service mix for its visitors.** Indicative content: There is lots to see and do for all tastes ranging from laying in the sun and enjoying tropical gardens to adrenaline filled adventures, hiking up a volcano, sailing, scuba diving, There is accommodation across the budget range from B&B in a budget guest house through to luxury high-end resorts Although the islands try and offer a broad product/service mix there is always more that a destination can do – T&T providers need to consider alternative products and services that they could also offer to broaden the appeal even further Credit all valid reasoning in context. **Level 3 (7–9 marks)** At this level candidates will use higher order skills of analysis and a balanced discussion about the extent of the product/service mix. There will be counter arguments and at the highest end, a conclusion will be attempted. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more examples of the breadth of the product/service mix. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more products and services offered in the destination with little relation back to the context of the question.	**9**

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