Cambridge Assessment International Education

Cambridge IGCSE™

TRAVEL AND TOURISM **0471/23**

Paper 2 Alternative to Coursework **May/June 2022**

MARK SCHEME

Maximum Mark: 100

Published

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.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

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

Cambridge International is publishing the mark schemes for the May/June 2022 series for most Cambridge IGCSE, Cambridge International A and AS Level and Cambridge Pre-U components, and some Cambridge O Level components.

This document consists of **12** printed pages.

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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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Social Science-Specific Marking Principles (for point-based marking)

1 Components using point-based marking:

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

a DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)

b DO credit alternative answers/examples which are not written in the mark scheme if they are correct

c DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons …).

d DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)

e DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities

f DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).

g DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Calculation questions:

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

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4 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

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Question	Answer	Marks
1(a)(i)	**Identify <u>two</u> products offered by Seabreeze.** Award one mark for the identification of each product. Organic cuisine Nurturing spa treatments Yoga, massage, Reiki healing Award these responses only.	**2**
1(a)(ii)	**Suggest <u>two</u> market segments this resort might appeal to.** Award one mark for each market segment. Eco-tourists Adventure tourists Couples Grey market Nature tourists Well-being tourists Accept any other reasonable response.	**2**
1(b)	**Explain <u>three</u> benefits of marketing to destinations, such as Puerto Rico, when reopening their hotels.** Award one mark for an identified reason and one mark for explanation. Competitive advantage (1) distinguished over its competition (1) Increased sales/increased profit (1) larger/increased customer base (1) Customer satisfaction (1) will buy product if satisfied/generates brand awareness (1) Positive organisation (1) positive product image/gain customer loyalty (1) Creates a brand image (1) attracts new customers (1) Word of mouth (1) repeat business/attracts different types of customers (1) Accept any other reasonable response in context.	**6**

Question	Answer	Marks
1(c)	**Explain <u>three</u> types of market research Seabreeze could use to measure customer satisfaction.** Award one mark for an identification of a type of research and one additional mark for an explanation. Self-completion/online questionnaires (1) given to customers at the end of their stay or potential customers/lot of information gathered in a short period of time (1) Exit surveys (1) given to customers as they are leaving/focuses on all aspects of the visitor's experience (1) Face to face interviews (1) at hotels, airports asking direct questions/better responses and detailed insight (1) Postal/online surveys (1) are often sent out but not always successful as customers do not always return them/relatively cheap/covers a wide area/no interview bias (1) Ratings (1) customers can give ratings 1–5 stars (1) Accept any other reasonable response in context.	**6**
1(d)	**Discuss the most effective ways of promoting a new resort, such as Seabreeze.** Indicative content: Have a website – promotes property, provides information on rooms, cuisine, products and services, amenities, images, gives contact information – phone numbers, pop ups, videos and direct booking function Social media – sets a buzz, gives pictures and information, can reach many different types of tourists Email marketing – can send to previous customers, email newsletters Public relations – generates interest and gets bookings as it shows what is unique about the resort Advertising – TV, Radio, billboards Visits by tour operators Brochures Trade promotions and sales promotions Celebrity promotions/endorsement and sponsorships Accept any other reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss different ways of promoting a new resort. For top of the level a judgement should be made of the most effective way of promotion. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more ways of promoting a new resort. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more ways of promotion. **Level 0 (0 marks)** No content worthy of credit.	**9**

Question	Answer	Marks
2(a)(i)	**Define the term 'leisure tourist'.** Award one mark for a correct definition. Term used for a type of tourist who travel specifically for leisure purposes/ engages in leisure related activities/pleasure/relaxation/fun Accept any other reasonable response.	**1**
2(a)(ii)	**Give <u>three</u> examples of leisure tourists.** Award one mark for each correct example. Family tourism Religious tourism Cultural tourism Health tourism Independent/solo tourism Nature tourism Grey market Accept any other reasonable response in context.	**3**
2(b)	**Explain <u>three</u> ways that TICs can promote local tourism.** Award one mark for each identified way and a further mark for the explanation. Websites (1) visitors can find contact information for attractions and businesses (1) Guidebooks (1) which paint an overall picture of what they can expect (1) Press releases (1) new restaurants opening, local areas getting awards (1) Blogs (1) promote several products/services at once (1) Social Media (1) events can be shared across social media channels (1) Printed brochures/leaflets/flyers/maps (1) can be picked up when speaking to a TIC assistant/easily accessible (1) Promote verbally (1) introduce local areas/events/restaurants to customers when they speak to the TIC assistant (1) Accept any other reasonable response in context.	**6**

Question	Answer	Marks
2(c)	**Explain the benefits of each of the following new services being offered by TICs:** Award three marks for a developed explanation of each service. **Mobile apps** Fast communication for customers (1) can be used to make reservations (1) book accommodation – book a bed ahead scheme (1) book tickets for events, theatre, and guided tours (1) improves customer satisfaction (1) Get maps (1) lowers cost to TICs less paperwork (1) can show pictures of best places to visit, natural features (1) provide information about places to eat, shopping centres, essential places to visit (1) **24-hour touch screen** Avoids queuing to gain information from an assistant (1) gives videos and images of local attractions and hot spots (1) up to date information on website (1) Increases advertisements for local businesses to increase revenue (1) can be used when the centre is closed (1) accessible to offers (1) Accept any other reasonable response in context.	**6**
2(d)	**Discuss the benefits to destinations of TICs working with domestic tour operators to attract more visitors to an area.** Indicative content: Access to a broader base of domestic tourists Target specific market segments, budget, special interest, etc. Helps to generate repeat business, increases revenue Comprehensive knowledge of what the domestic tourist requires Access to a large network of other providers Advertise locally, coach operators Offer a variety of holidays, beach, touring, specialist, short breaks Accept any other reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss 1, 2 or more benefits of working with TICs. For top of the level a judgement should be made of the overall importance of these benefits. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more benefits of working with TICs. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more benefits of working with TICs. **Level 0 (0 marks)** No content worthy of credit.	**9**

Question	Answer	Marks
3(a)(i)	**Define the term 'variable pricing'** Award two marks for a correct definition. Different prices may be charged for the same product (1) because of different seasons or different customer type (1) Accept any other reasonable response.	**2**
3(a)(ii)	**Other than variable pricing, state <u>two</u> pricing policies that Rajas Travel might use.** Award one mark for each correct pricing policy stated. Discount pricing Competitive pricing Prestige pricing Special offers/promotional pricing Award these responses only.	**2**
3(b)	**Explain <u>three</u> factors that determine the pricing policies used by tour operators.** Award one mark for the correct identification of a factor and a further mark for the explanation. Economic factors (1) exchange rates and any other levies or surcharges will have to be considered/possibility of fuel surcharges will have to be passed onto the customer (1) Subsidies/taxes (1) if there are government subsidies then the price can be lowered/fuel tax will result in higher prices (1) Fixed and variable costs (1) cost of product, promotion, overheads such as accommodation, cost of food, transport costs, aircraft ticket (1) Profitability (1) organisations need to make a profit to survive and reinvest so pricing policy chosen will need to be based on how much profit it makes/ profit margin is built into the customer price (1) Seasonality (1) reduction in price during off-peak seasons when demand is lower/increase peak season price when demand is high (1) Competitors (1) set at a price level or just below competitors to attract customers (1) Customer expectations (1) set price according to customers expected budget/customers like to feel they are getting value for money (1) Accept any other reasonable response in context.	**6**

Question	Answer	Marks
3(c)	**Explain <u>two</u> advantages to India of developing its products to encourage more educational tourists.** Award one mark for an identification of an advantage and further two marks for the explanation. Creates awareness (1) attracts investment (1) increases employment (1) New range of customers (1) large numbers come at the same time (1) can visit at any time and so avoid peak times/repeat visits (1) Links between industry sectors (1) collaboration between tourism and education sectors (1) reduces costs for individual industries for marketing and promotion (1) Accept any other reasonable response in context.	**6**
3(d)	**Discuss the benefits of using online virtual tours as a promotional tool for destinations, such as India.** Indicative content: Allows potential customers to experience places, countries, accommodation before they arrive Offers a tourism experience without going anywhere Increase in internet usage – this is used on websites, people tend to respond to digital media Can be used even when the actual sites are closed Helps to grow businesses, builds trust and improves online results More people use it than read a brochure/want to visit Can be seen on individual computers, travel agents, airports so it reaches a large number of potential customers Some people do not have access to computer, or wi-fi, they prefer brochures and printed materials Accept any other reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss the benefits for destinations of using online virtual tours. For the top level a judgement should be made of the overall importance of a benefit. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more benefits for destinations of using online virtual tours. **Level 1(1–3 marks)** At this level candidates will identify 1, 2 or more benefits of online virtual tours. **Level 0 (0 marks)** No content worthy of credit.	**9**

Question	Answer	Marks
4(a)(i)	**Identify <u>two</u> services found at the Dhabi Theme Park** Award one mark for each service identified. Restaurant Childcare worker Creche Award these responses only.	**2**
4(a)(ii)	**State <u>two</u> characteristics of services.** Award one mark for each characteristic identified. Intangible Inseparable Heterogeneous Perishable/incapable of being stored Award these responses only.	**2**
4(b)	**Explain <u>one</u> benefit to Dhabi Theme Park of using each of the following distribution channels:** Award two marks for the correct explanation of a benefit for each distribution channel. **direct selling** Customers are able to obtain products and services they require straight from the provider (1) this means there is no middle-man The theme park can reduce the cost to customers as there is no commission to be paid (1) increased tourist numbers/increased profits (1) **internet** Customers can use the internet to research the theme park and make a booking (1) can book with short notice/late booking/the theme park has some idea of visitor numbers (1) Discounted prices can be advertised (1) this will be seen by a large number of potential customers (1) **retailers** Enable the theme park to get bookings from potential customers who do not have access to or knowledge of using the internet (1) increases customer numbers/increases profits (1) Theme parks can advertise in shops/shop windows (1) this may catch the eye of passers-by who may become customers (1) Accept any other reasonable response in context.	**6**

Question	Answer	Marks
4(c)	**Explain <u>two</u> characteristics of the introductory stage of the Product Life Cycle.** Award one mark for each characteristic identified and a further two marks for the explanation of the characteristic The product is first launched into the market (1) little awareness by potential customers/within the travel and tourism trade (1) therefore period of intense marketing is needed to raise awareness/create a brand image (1) There is a limited volume of sales (1) and a small customer base (1) little profits received (1) Distribution channels are identified (1) few distribution channels at this stage (1) little to no competition (1) Accept any other reasonable response in context.	**6**
4(d)	**Discuss the factors Dhabi Theme Park might consider when producing effective promotional materials.** Indicative content: Costs Target markets/wants and needs Time of year/seasonality Brand image Use of AIDA Stages of the promotional campaign Accept any other reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss a range of factors that Dhabi Theme Park might consider. For the top level, a judgement should be made of the overall importance of the factors considered. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more factors that Dhabi Theme Park might consider. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more factors that might be considered. **Level 0 (0 marks)** No content worthy of credit.	**9**