Cambridge Assessment International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/21**

Paper 2 Alternative to Coursework **May/June 2023**

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 2023 series for most Cambridge IGCSE, Cambridge International A and AS Level and Cambridge Pre-U 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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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 Mountain Sun Holidays.** Award one mark for each correct product identified. • Accommodation • Transport • Map • Itinerary Accept these responses.	**2**
1(a)(ii)	**Identify <u>two</u> services offered by Mountain Sun Holidays** Award one mark for each correct service identified. • Advanced booking • Welcome meeting • Information from the app on the phone Accept these responses.	**2**
1(b)	**Explain <u>three</u> methods of promotion suitable for adventure holiday providers, such as Mountain Sun Holidays.** Award one mark for the correct identification of a method and one further mark for the explanation of each method. • Direct marketing (1) suitable/efficient for specialist products/flyer/ leaflets/brochure can be sent to customers on the database/can be contacted by telephone/post/email/to existing or potential customers/offers can be sent to entice repeat business (1) • Advertising/billboards (1) will attract domestic market as people will see this when passing (1) • Sales promotion (1) money off coupons/vouchers/competitions for a free holiday/makes customers aware/leads to bookings or future bookings (1) • Videos and internet (1) technology allows clips to be shown on websites/hotel rooms/airports/tourist information centres/raises awareness/can lead to bookings (1) • Electronic media (1) media sites are very popular with all ages/large target market/relatively cheap/worldwide (1) • Trade promotions (1) attending tradeshows/fairs/exhibitions will raise awareness amongst other industry partners/word of mouth promotion/familiarisation trips (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
1(c)	**Explain the suitability of the following pricing policies for Mountain Sun Holidays:** Award up to three marks for the suitability of each pricing policy. **variable pricing** • Suitable because this policy discriminates (1) • Takes into account the variation in demand (1) • Different prices for different seasons (1) • High price in peak season and low price for low season (1) • Different market segmentation (1) adults and children (1) • Different prices for different activities (1) • Different prices for different accommodations (1) **competitive pricing** • Suitable when there a lot of similar products being offered by different organisations (1) • Competitive price where the price matches that of competitors (1) • Price may be determined by the going rate (1) Accept any reasonable response in context.	**6**
1(d)	**Discuss the advantages to travel and tourism organisations of providing e-ticketing.** Indicative content: • Cheaper as money will not have to be paid for postage, tickets will not have to be printed. • Customer satisfaction because they will not have to wait for tickets, they can be accessed straight away, no fears of getting lost in the post. All transactions can be completed in comfort of own home. • Competitive advantage as customers will choose the provider as it offers e-tickets which will result in increased sales. • No intermediary fees so any savings can be passed on to the customer. • Faster to create, customers can get hold of their tickets immediately which leads to customer satisfaction and repeat business. Accept any 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 advantages of e-ticketing for the tourism organisation. For top of the level a judgement should be made of the overall benefits. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more advantages of e-ticketing. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more advantages of e-ticketing. **Level 0 (0 marks)** No content worthy of credit.	**9**

Question	Answer	Marks
2(a)	**Suggest <u>four</u> market segments targeted by Ireland's campaign.** Award one mark for the correct identification of a market segment. • Cultural tourists • Leisure tourists • Golfers • Nature tourists • Food/cooking tourists Accept any reasonable response in context.	**4**
2(b)	**Explain <u>three</u> methods a travel organisation might use to create a brand image.** Award one mark for the correct identification of a method and a further mark for each correct explanation. • Website (1) product needs a presence on the web/good website reflects positively on the brand (1) • Quality of product (1) good customer service (1) • Public relations and marketing (1) establishes a brand (1) • Identify your goods and objectives (1) develop a key message/identifies brand/USP (1) • Promotion/advertising (1) identify suitable advertising platforms (1) • Symbols/logos/slogans/corporate colours/uniforms (1) how a customer identifies and recognises a product (1) • Price (1) can communicate the quality/value/exclusivity of a brand (1) Accept any reasonable response in context.	**6**
2(c)	**Explain <u>two</u> benefits to destinations of having a brand image.** Award one mark for the correct identification of a benefit and up to two further marks for the explanation. • Raises awareness of the product (1) by using a brand name (1) way of introducing a product into the market (1) e.g. slogan (1) • Product is easily recognisable (1) often associated with a good quality product (1) makes a product different than competitors (1) • Competitive advantage (1) increases popularity with tourists (1) increasing sales/profits (1) • Creates a positive image of the product (1) stimulates demand (1) seen on different forms of advertisements (1) Accept any reasonable response in context.	**6**

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Question	Answer	Marks
2(d)	**Discuss the role of timing in planning an effective travel and tourism promotional campaign.** Indicative content: • Timing is important as it determines the best period to present the promotional material. • The timing should not be too much in advance of the product launch/or too late otherwise customers may have chosen another product or provider. • Timing should relate to seasonality, state of the market and competition. Accept any 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 ways timing is important in planning an effective promotional campaign. For top of the level a judgement should be made of the overall importance. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more ways timing is important in planning an effective campaign. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more ways timing is important. **Level 0 (0 marks)** No content worthy of credit.	**9**

Question	Answer	Marks
3(a)(i)	**State the stage Noora Resort should be placed in the product life cycle**. Award one mark for the correct identification of the stage. • Introductory stage	**2**
3(a)(ii)	**State <u>three</u> characteristics of this stage** Award one mark for the correct identification of each characteristic of the stage. • Product is launched onto the market • Intense marketing to raise awareness • Few/no tourists • Attract customers • Limited volume of sales • High cost of promotion • No competition Accept any reasonable response in context.	**2**
3(b)	**Explain <u>three</u> ways the Noora Resort's location will appeal to tourists.** Award one mark for the correct identification of a way and a further mark for the explanation of each way. • Character of location/private beach (1) for tourists who like sunbathing/ water sports (1) • Close to desert (1) attraction for adventure tourists/desert safaris (1) • Close to convention centres (1) to encourage business tourists (1) • Pleasant winter and hot summers (1) tourists can choose their activities depending on the time of year (1) • Close to the city's top attractions (1) good for cultural tourists who want to visit museums/shopping (1) • Good for families (1) suitable family/children's activities (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
3(c)	**Explain <u>two</u> benefits to tourism providers of using printed publicity materials as a method of communication.** Award one mark for the correct identification of a benefit and up to two further marks for the explanation of each benefit. • Potential customers will have a permanent record of the information (1) which will include a wide range of detailed information (1) vivid description/images of services/destination that can be referred to (1) • Printed material can include response methods (1) such as including vouchers/coupons (1) this entices customer to take action and book (1) • Eye catching front cover (1) will attract customers attention (1) material can be taken away to read (1) • More accessible to some target markets (1) grey market/elderly don't always have access to the internet (1) so prefer printed materials (1) Accept any reasonable response in context.	**6**
3(d)	**Discuss the factors that may influence the choice of location for a new resort.** Indicative content • **Costs** – land and labour • **Character of the area** – what are the crime rates in the area, natural features • **Adjacent facilities** – any other nearby resorts similar, competitors, restaurants, shops, banks • **Availability of suitable premises/land** • **Population** – needed for customers and staffing • **Access and transport links** – there must be adequate road/rail available for easy ways of getting to the resort • **Competitors** – avoid locating close to competitors' resorts • **Subsidies** – governments or governing bodies may offer a subsidy to locate in specific areas where there could be a lack of employment opportunities Accept any reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss the relative importance of the factors that may have to be considered when choosing a site for a new resort. For the top level a judgement should be made of the overall importance. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more factors that may have to be considered when choosing a site for a new resort. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more factors. **Level 0 (0 marks)** No content worthy of credit.	**9**

Question	Answer	Marks
4(a)	**State <u>two</u> advantages and <u>two</u> disadvantages of using online travel review sites.** Award one mark for each correct identification of an advantage and one mark for each correct identification of a disadvantage. **Advantages** • Photographs posted by previous customers • Traveller's opinion/experience is voiced • Now able to book hotels and flights • Hotel managers can respond to reviews good or bad • Good reviews can bring in new customers • Able to compare different hotels/destinations to see which has the best reviews **Disadvantages** • Sometimes reviews have little detail i.e. 'loved it' or 'hated it' • Dissatisfied customers use it to broadcast bad experiences • Fake reviews can be posted alongside genuine ones • May not be up to date/outdated • Organisations could remove bad reviews Accept any reasonable response in context.	**4**
4(b)	**Explain <u>three</u> likely advantages to customers of using printed holiday brochures before booking a holiday.** Award one mark for the correct identification of an advantage and one further mark for the explanation of each advantage. • Provides detailed information about exact hotels (1) includes images, pricing so can compare with other hotels, packages, board options, escorted tours, tailormade and multi centre holidays (1) • Provides detailed information about destinations (1) includes tours and activities available in the destination/can compare destinations easily (1) • Whets the customers appetite to book a holiday (1) gives ideas and advice/can share it with friends and family (1) • Point of contact between travel agents and customers (1) tangible/can make notes or mark places of interest (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
4(c)	**Explain the advantages to travel and tourism organisations of using the following types of market research:** Award three marks for each correct explanation of the advantages of each type of market research **questionnaires** • Economical in time, effort and cost (1) • Quick and easy way to plan and administer in order to gather information/don't need to visit customers (1) • Wide coverage both nationwide and international at the same time (1) • Anonymity gives customers more confidence to answer questions (1) **focus groups** • Immediate (1) • Easy to measure customers reactions (1) • Face to face (1) can identify and needs or requirements (1) • Different opinions and perspectives can be discussed (1) • Can be observed and listened to so know data is true and accurate (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
4(d)	**Discuss the benefits to tourism organisations of using the Internet to sell holidays.** Indicative content • Low cost way to list hotels and holidays – can expand and transfer data • Efficient and useful distribution channel • Reduction in marketing costs • Speeds up communication • Visual/video information – can attract more customers • Impartial review online can give customers the confidence to book • Can gain more sales – popular with worldwide customers, • 24/7, can connect to customers in different countries. • Customers can search and book in comfort of own home they are more likely to book Accept any reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will evaluate the benefits to tourism organisations of using the internet to sell holidays. For the top level, a judgement should be made on the benefits of selling a holiday via the internet. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more benefits to the tourism organisations of using the internet. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more benefits. **Level 0 (0 marks)** No content worthy of credit.	**9**

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