Cambridge Assessment International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/22**

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 Manatees Adventures.** Award one mark for each correct product identified. • Tour guide (1) • Boat tour/trips (1) • Kayak tours (1) Accept these responses.	**2**
1(a)(ii)	**Identify <u>two</u> ancillary services offered by Manatees Adventures.** Award one mark for each correct ancillary services identified. • Souvenirs (1) • Food/snacks/catering (1) • Drinks (1) Accept these responses.	**2**
1(b)	**Explain <u>three</u> ways Manatees Adventures can benefit from using social media.** Award one mark for the correct identification of a way and a further one mark for the explanation of each way. • Tourists use social media to view/give reviews (1) use worldwide and available 24/7 (1) • Check out competitors (1) can identify social media market opportunities and take advantage of them (1) • Get to know and understand your audience (1) important to know who is interested in your product/two way conversations are possible (1) • Customer service can be delivered promptly/questions are answered quickly (1) providers can see the conversations about their products/can see any problems and how to resolve them (1) • Cheaper than other types of advertising (1) money saved can be used for other projects (1) • Attracts new visitors/gain sales/profit (1) results in a large customer base (1) • Easier to update information (1) reduces the cost of printing out new information (1) • Able to reach a large target market (1) can offer special offers (1) Accept any reasonable response in context.	**6**

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Question	Answer	Marks
1(c)	**Explain why these are seen as weaknesses:** Award three marks for the correct explanation of each weakness. **not having a car park** • No dedicated parking available (1) company has to rely on people using public car park (1) spaces could be difficult to find during tour times (1) • Public car park has to be paid for (1) can be expensive so adds to costs (1) people may decide not to book (1) **not seeing any animals** • Customers may be unhappy with the trip (1) could give bad reviews (1) will not be recommended to friends and families (1) • Could lose out on future business (1) as other customers see bad reviews/that it is possible no animals will be seen (1) income may fall (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
1(d)	**Using the AIDA model, evaluate the effectiveness of the advertisement in Fig 1.1.** Indicative content: **Attention** – Use of bold dark headline will show up the name which can catch the audience's attention **Interest** – There is a picture of a manatees which could capture interest. However, they could have shown a more detailed picture as well as pictures of the other wildlife that might be seen. Examples in words or picture of the souvenirs that are for sale would have been of interest to many customers. **Desire** – To actually see the animals that are endangered in the wild can provoke desire. The advertisement does go on to say that you may not see them which could put off customers. Customers should be made aware of this, but it could have been worded more sensitively with emotive language i.e. on occasions some animals may not be clearly seen. **Action** – Contact details have been provided, either by using telephone or email and the email address is on the advertisement. Customers can pinpoint where they need to go so are able to work out transportation, routes and accommodation if required. Another adventure tour has also been listed on the advertisement. Accept any reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will evaluate the advertisement using AIDA and at the top of the level judge how effective it is in helping promote the Manatee's Adventure. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or ways that the advertisement is effective in helping promote the adventure. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more aspects of AIDA. **Level 0 (0 marks)** No content worthy of credit.	**9**
2(a)(i)	**State which stage on the product life cycle Barbados should be placed.** Award one mark for the correct identification of the stage Barbados should be placed in the product life cycle • Stage Maturity/Decline (1) Accept this response only.	**1**

Question	Answer	Marks
2(a)(ii)	**Give <u>three</u> characteristics of the stage of the product life cycle you have placed Barbados.** Award one mark for the correct identification of each characteristic • Sales fall sharply/less profit (1) • Need to decide whether to discard or relaunch product (1) • Costly stage for Barbados (1) Accept only these responses.	**3**
2(b)	**Explain <u>one</u> benefit to the customer of each of the following pricing policies:** Award one mark for the identification of a benefit and a second mark for explanation of each benefit. **special offers** • Customers are offered reduced prices (1) they feel that they are receiving value for money (1) • Buy one get one free offers/free child places (1) makes it affordable (1) **competitive pricing** • Competition between organisations selling similar products can choose according to the prices/customer has a choice (1) price could be going rate (1) • Can price lower than the competitor (1) to gain advantage (1) **price bundling** • Easy/convenient to purchase/pay just one price for everything included (1) value for money/the bundle price may be cheaper than paying separately for each part (1) • Customer satisfaction (1) price would include attraction entrance fees and refreshments/bundle may contain products and services that the customer hasn't experienced or purchased before (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
2(c)	**Explain <u>three</u> ways tourism organisations use trade promotions to raise awareness of their products and services with other tourism organisations.** Award one mark for the correct identification of a way and a further mark for the explanation of each way. • Trade fairs/trade shows use promotional material/merchandising (1) raises awareness of products and services with other industry partners i.e. travel agents/gains word of mouth promotion (1) • Raises profile (1) get first-hand knowledge which leads to future sales (1) • Familiarisation trips (1) shows off the destination to travel agents (1) • Special price discounts/gifts and incentives offered/rewards for volume to other industry partners (1) increases demand (1) • Organising competitions for tourism organisations (1) winning organisation is likely to positively promote the product (1) Accept any reasonable response in context.	**6**
2(d)	**Evaluate the importance of using a brand image for destinations such as Barbados.** Indicative content: • Creates awareness, unique product image, USP • Competitive advantage, island resorts are in close competition/ differentiates it from competitors and makes it appealing • Makes Barbados appeal to a much wider customer base which will result in more bookings/income/profit. • Attracts customers and may lead to repeat business and customer loyalty • Leads to increased revenue for local businesses and creates new job opportunities • Destinations with good brand image may be able to charge higher prices due to the perceived value • Creates trust, credibility, a good reputation Accept any reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will evaluate 1, 2 or more ways a brand image is important. For top of the level a judgement should be made of the overall importance of using a brand image. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more ways a brand image is important. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more ways it is important. **Level 0 (0 marks)** No content worthy of credit.	**9**

Question	Answer	Marks
3(a)(i)	**Define the term 'business tourism'.** Award one mark for the correct definition. • A business tourist leaves their area of residence for work purposes, events, meetings, conferences, MICE.	**1**
3(a)(ii)	**Identify <u>three</u> reasons why New York is a suitable destination for business tourists.** Award one mark for each correct reason identified. • Conferences/meeting places • Hotels • Broadway lounge • Helen Mills event space/modern venues for events • Popular coffee shops and lounges • Iconic landmarks/leisure activities • Empire State Building/Statue of Liberty/Central Park Accept any reasonable response in context.	**3**
3(b)	**Explain <u>three</u> reasons why business tourism is important to a destination such as New York.** Award one mark for the correct identification of a reason and a further one mark for the explanation of each reason. • Business travellers are less cost sensitive (1) tend to spend more money than other tourists/greater profit (1) • Competitive advantage (1) from other destinations especially those who do not cater to business tourists (1) • Destination will benefit from increased income/improves the economy (1) business tourists often lengthen their stay for a holiday/will revisit (1) • Support the hospitality industry/creates jobs/multiplier effect (1) stay in hotels and eat in restaurants (1) • Promotes development (1) infrastructure and transportation (1) • Travel anytime (1) income all year and noy just in peak season (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
3(c)	**Explain <u>two</u> ways Tourist Information Centres (TICs) support business tourism.** Award one mark for the correct identification of a way and up to two further marks for explanation of the way • Markets lesser–known attractions/business tourism organisations in destinations (1) provides maps, books, guides, flyers and brochures (1) provides international format of brown tourist signs (1) • Access to a range of local, regional and national information (1) real time service and up to date information and advice (1) can learn about local areas and tourism products in one place saves business tourist time (1) • Make bookings/recommendations (1) for accommodation/theatre/events (1) so business tourists can make use of leisure time (1) • Help to plan routes (1) saves business tourists time (1) helps to encourage future visits (1) Accept any reasonable response in context.	**6**
3(d)	**Evaluate the importance of marketing and promotion to business tourism providers.** Indicative content: • Raises awareness of the destination • Competitive advantage • Increases sales/profitability • Increases potential customer base • Achieve customer satisfaction • Attract more investors • Improve foreign exchange • Create positive image for the destination/organisation • Customer loyalty • Identify customers wants and needs Accept any reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will evaluate the relative importance of marketing and promotion for business tourism providers. 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 reasons why marketing and promotion are important. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more reasons it is important. **Level 0 (0 marks)** No content worthy of credit.	**9**

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Question	Answer	Marks
4(a)(i)	**Define the term 'press release'** Award one mark for a correct definition. Press release is an official statement issued to the news media.	**1**
4(a)(ii)	**Other than a press release, state <u>three</u> types of promotion Kerela might use.** Award one mark for each type of promotion identified. • TV advertisements • Radio advertisements • Magazines/newspapers/brochures • Press conferences • Trade shows • Familiarisation trips • Public relations • Social media advertising for a new resort Accept only these.	**3**
4(b)	**Explain <u>three</u> factors of location that may be considered when setting up a new resort.** Award one mark for the correct identification of a factor and a further mark for the correct explanation of each factor. • Costs (1) prime locations can cost a lot of money/developed land becomes more expensive/limits choice of location (1) • Character of area (1) areas with political instability/high crime rates/social deprivation are unsuitable/the general living costs of an area should be considered/availability of resources (1) • Local and transient population (1) there needs to be easy access to local population/possible workforce/need people in the area to make full use of the facilities (1) • Availability of suitable premises (1) hotels require suitable premises from which to operate/areas away from other organisations/attractions may influence customer choice (1) • Adjacent facilities (1) need to consider what other providers are close by/do not want to be too close to the competition/areas with tourist attractions/restaurants so customers have a wide range of amenities (1) • Access (1) it is important that the correct infrastructure is in place to support high volume of visitors/need suitable road/rail networks/may need carparks/park and ride to avoid congestion (1) • Availability of staff (1) need local population close by as a source of labour/may need to offer training if unskilled/avoid bringing in skilled workforce from other countries (1) • Climate (1) ensure the climate is suitable for the activities offered (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
4(c)	**Explain <u>two</u> reasons why there needs to be a period of intense marketing at the introduction stage of the product life cycle**. Award one mark for each correct reason identified and up to two further marks for the explanation of each reason. • Products are new to the market/made available to the intended target market (1) promotion is needed to create awareness (1) attract target audience/customers/product is at risk if customer are not attracted to it/do not know about it (1) • There may be strong competition (1) marketing is needed to differentiate product (1) overcome possible competition/strengthen competitive position (1) Accept any reasonable response in context.	**6**
4(d)	**Evaluate the disadvantages of using a range of distribution channels to sell a new tourism product such as Kerala's floating resort.** Indicative content: • Expensive because some of the channels use intermediaries who take a commission. • Different distribution channels could charge different prices which could cause conflict if customers find out, leading to negative reviews and no repeat business. • Wholesalers involve a chain of distribution so very costly both for the provider and the customer because the retailer and the wholesaler both need to have an income. • Some small retailers have a limited range of products. • Organisations could become reliant on the distribution channels for sales which could lead to less control, how its sold, pricing. • If the distribution channels fail to deliver then the organisation could go out of business. Accept any reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will evaluate the disadvantages. For the top level, a judgement should be made on the disadvantages of using a range of distribution channels. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more disadvantages of using a range of distribution channels. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more disadvantages. **Level 0 (0 marks)** No content worthy of credit.	**9**