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TRAVEL & TOURISM **0471/22**

Paper 2 Managing and Marketing Destinations **May/June 2025**

MARK SCHEME

Maximum Mark: 80

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 2025 series for most Cambridge IGCSE, Cambridge International A and 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 descriptions 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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Annotations guidance for centres

Examiners use a system of annotations as a shorthand for communicating their marking decisions to one another. Examiners are trained during the standardisation process on how and when to use annotations. The purpose of annotations is to inform the standardisation and monitoring processes and guide the supervising examiners when they are checking the work of examiners within their team. The meaning of annotations and how they are used is specific to each component and is understood by all examiners who mark the component.

We publish annotations in our mark schemes to help centres understand the annotations they may see on copies of scripts. Note that there may not be a direct correlation between the number of annotations on a script and the mark awarded. Similarly, the use of an annotation may not be an indication of the quality of the response.

The annotations listed below were available to examiners marking this component in this series.

Annotations

Annotation	Meaning
	Correct point
	Incorrect point
	Benefit of doubt given
	Content of response too vague
	Not answered question
	Repetition
	Page or response seen by examiner
	Blank page
	Knowledge
	Application
	Analysis
	Evaluation

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Assessment objectives

AO1 Knowledge and understanding
Demonstrate knowledge and understanding of facts, terms and concepts of travel and tourism.

AO2 Application
Apply knowledge and understanding of facts, terms and concepts to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis
Analyse travel and tourism issues and show an understanding of the possible impacts of those issues on travel and tourism.

AO4 Evaluation
Evaluate information to develop arguments, understand implications, draw inferences and make judgements, recommendations and decisions.

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Table A

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 marks
	Description	**Description**	**Description**
3	The response contains a range of explained valid points. 3 marks	The response is well-balanced and considers the significance of more than two of the points mentioned. **OR** The arguments for and against more than two of the points mentioned are given. 3 marks	The response contains a well-reasoned conclusion or recommendation. 3 marks
2	The response contains some explained valid points. 2 marks	The response gives some consideration to the significance of two of the points mentioned. **OR** The arguments for and against two of the points mentioned are given. 2 marks	The response contains a conclusion or recommendation with some reasoning given. 2 marks
1	The response is likely to be a list of valid points with little or no explanation. 1 mark	The response gives some consideration to the significance of one point. **OR** The arguments for or against one of the points are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark
0	No creditable response.	No creditable response.	No creditable response.

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Table B

Level	AO2 Application 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 marks
	Description	**Description**	**Description**
3	Includes an explanation of why more than two points mentioned are relevant/suitable to the context of the question. 3 marks	The response is well-balanced and considers the significance of more than two of the points mentioned. **OR** The arguments for and against more than two of the points mentioned are given. 3 marks	The response contains a well-reasoned conclusion or recommendation. 3 marks
2	Includes an explanation of why two points mentioned are relevant/suitable to the context of the question. 2 marks	The response gives some consideration to the significance of two of the points mentioned. **OR** The arguments for and against two of the points mentioned are given. 2 marks	The response contains a conclusion or recommendation with some reasoning given. 2 marks
1	One point has an explanation of why it is relevant/suitable to the context of the question. 1 mark	The response gives some consideration to the significance of one point. **OR** The arguments for or against one of the points are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark
0	No creditable response.	No creditable response.	No creditable response.

Question	Answer	Marks
1(a)	**State <u>three</u> methods of secondary market research.** Award one mark for each method identified. • Government reports/publications • Statistics from national tourism organisations (NTO's) • Online search engines/databases/internet/websites • Past market research reports • **Trade** publications/**trade** magazines/**trade** newspapers • Competition statistics Credit all valid responses.	**3**
1(b)	**Explain <u>two</u> benefits to BCA of attracting business passengers.** Award one mark for the correct identification of a benefit and a further mark for the correct explanation of each benefit. • Business travellers usually pay higher fares than leisure travellers (1) higher revenue/profit (1) • Book flights closer to departure date (1) prices of seats are more expensive (1) • Repeat travellers (1) business travellers travel frequently especially if the experience is good (1) • Can enhance the airlines brand image and reputation (1) business travellers often share their experience leading to positive word of mouth marketing (1) • Get travellers all year round/not based on seasons (1) can book flights off season/income all year (1) • Business travellers spend more on onboard items (1) additional income (1) • Increase customer base/new segment (1) increased sales/profit/protects them if other types of tourists decrease (1) Credit all valid responses.	**4**

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Question	Answer	Marks
1(c)	**Explain the benefits of the following methods of market research:** Award two marks for the correct explanation of the benefits for each method of market research. **questionnaires** • Can be carried out online or in paper form (1) can reach a wide/worldwide /international audience (1) • Standardised/set questions/all participants are asked the same questions (1) increases reliability (1) • Easy to analyse (1) can use programmes to quickly identify relevant information (1) • Cost effective (1) easy to distribute (1) • Can ask a large number of people (1) reduces bias (1) **focus groups** • Can ask open ended questions/discuss (1) gain in depth information not found from other methods of research (1) • Can receive real time/up to date/instant feedback (1) useful when developing a new product/offer (1) • Opportunity to observe discussion (1) can see if peer pressure influences choices (1) • Face to face (1) allows for follow up questions (1) Credit all valid responses.	**4**

Question	Answer	Marks
1(d)	**Discuss how BCA can use different pricing policies to attract more customers.** Use **Table B** to mark this question. Responses may include the following and any other valid points should be credited: **AO2 Application** • Dynamic pricing allows changes to be made according to supply and demand. • Promotional pricing offers a temporary discounted price or offer. • Variable pricing allows BCA to charge different prices for the same product. • Competitive pricing is often determined by the going rate. • Discount pricing offers a percentage decrease in the price. • Market penetration which can be used for relatively newly marketed products. • Price bundling offers value for money, **AO3 Analysis** • Dynamic pricing allows BCA to continually adjust prices in response to market demand. This is based on several factors such as, competition, time of booking and seat availability. • Promotional prices and offers are often short term and are used to attract customers and increase sales. These discounted fares and offers such as free inflight meals are usually only short term which encourages people to book so that they do not miss out on a bargain. • BCA can use variable pricing to offer differentiated products and services. Different prices may be set for different seasons of the year or they may be set according to the customer type. • When there are several airlines offering the same routes, BCA will have to offer prices that are either similar or lower than their competitors. • Discounted prices offer a percentage off of the normal price. This can attract price sensitive customers and therefore increase the number of customers. • Variable pricing offers flexible pricing. This enables BCA to adjust their prices for different customers at different times, because of the differences in seasons or in the target market segment. • Market penetration uses an artificially low price on a relatively new product to entice customers to try the product. • Price bundling involves BCA putting products such as inflight meals, luggage, airport lounge into a bundle for one price.	**9**

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Question	Answer	Marks
1(d)	**AO4 Evaluation** • The strategy of dynamic pricing helps BCA to fill empty seats and generate additional revenue. • Once BCA has encouraged passengers to book with the promotional or discounted price, they have hooked them. Then if they enjoy the flight and customer service it will lead them to book further flights regardless of the price. Leading to repeat business and loyal customers. • Variable pricing will allow BCA to boost their revenue by charging higher prices during peak time of travel and lowering prices during off-peak. This also ensures year-round customers. Reduced prices for children will encourage families to book which increases customer numbers. • By offering a cheaper price than their competitors will help to entice customers away from them, giving BCA a competitive advantage and more sales. • The discounted fares typically have limited availability or specific booking conditions. This is advantageous both to BCA and the customers who will be able to plan their trips in advance and lock in lower fares. BCA can offer group discounts which will be appealing to families or business tourists who are planning group trips. Overall BCA will be able to encourage demand during slower periods and attract more customers. • Near departure date if BCA still have available seats they may offer discounts to travellers. These seats are often booked by travellers who do not plan their trips in advance, spontaneous travellers or those who travellers with flexible schedules. By BCA offering discounted fares for last minute bookings they can generate additional revenue on seats that would have been otherwise left empty. • Customers can be price sensitive so by offering a low price, BCA can gain a customer base and high sales volume. Once loyalty has been gained prices can be increased without losing customers. • Customers often buy the bundle of products as it can feel like they are getting something for nothing and it is much cheaper than buying all of the products separately. Credit all valid responses.	**9**
2(a)	**Suggest <u>three</u> reasons why travel and tourism organisations use promotional campaigns.** Award one mark for each correct suggested reason • Attracting visitors/wider range of visitors/increase customer base/ stimulate demand • Increase sales/revenue/profit • Creates awareness • Increase customer loyalty • Differentiates it from competition • Increase brand image Credit only these.	**1**

Question	Answer	Marks
2(b)	**Explain <u>two</u> elements of a tourism promotional campaign.** Award one mark for each correct element identified and a further one mark for the description of each element. • Identify target audience (1) target their message according to their target audience (1) • Having a strong brand identity (1) with the use of a logo/picture/tagline which shows the organisations unique selling points (1) • Advertising is a critical part (1) using traditional advertising channels and digital advertising with reach a lot of potential customers (1) • Public relations (1) this is essential for their reputation and generates positive media coverage for the organisation (1) • Trade promotions (1) encourages tourism organisations to promote them (1) Credit all valid responses.	**4**
2(c)	**Explain <u>two</u> ways Intercity Coaches can use social media to promote its new campaign.** Award one mark for each correct way identified and a further one mark for the explanation of each way. • Using social media platforms/Twitter/Instagram/pop ups/YouTube/ Facebook/blogs/influencers (1) Intercity Coaches can reach a wider audience (1) • Can respond to enquiries, complaints and feedback quickly and efficiently (1) allows Intercity Coaches to engage with their customers (1) • Helps build trust with customers (1) leads to customer loyalty (1) • Can include images, videos and blog posts (1) create and share content which can be further shared increasing reach (1) • Reach target market (1) students/young people use social media (1) • Provide links (1) potential customers can find out more information (1) • Makes reviews public/encourage comments (1) helps to build trust and loyalty (1) Credit all valid responses.	**4**

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Question	Answer	Marks
2(d)	**Evaluate the effectiveness of Intercity Coaches promotional campaign ideas.** Use **Table B** to mark this question. Responses may include the following and any other valid points should be credited: **AO2 Application** • Magazines and newspaper advertisements • Offering $1 tickets for a single journey for the first 100 passengers • Sponsorship of Halloween events at universities **AO3 Analysis** • Advertising in magazines and newspapers that cater to student audiences can be an effective way to reach their target market and promote the coach service to potential customers who are interested in coach services. • Using a low cost $1 special offer can be effective in encouraging students who have not used the coach before to take advantage of the discounted fares. It can create a buzz among students leading to word of mouth promotion. • Sponsoring a special event such as Halloween can be an effective strategy to encourage students to use Intercity Coaches. It presents a unique opportunity for Intercity Coaches to engage with their target audience in a fun and memorable way. **AO4 Evaluation** • Newspapers and magazines are still a popular source of information for many people, including students. Advertisements in newspapers and specialist magazines will help raise awareness about the coach companies' services. They can be kept for future reference unlike online advertisements which can be seen once then they disappear. Compared to other types of advertisements they are relatively cost effective. However, the reach is more limited than other forms of advertisements so Intercity coaches may find it difficult to reach a large number of students. • Many students have limited budgets and by offering discounted tickets their services are more affordable to students. Once the students have tried the service they may become regular/repeat customers. This type of strategy creates a sense of urgency and exclusivity for the first 100 passengers. However, this may not be sustainable in the long run as it may not generate enough income to cover the costs of operating the coach. • By sponsoring events that are popular with students Intercity Coaches can reach a large audience. It helps to create a positive brand image for the company. When students see that Intercity Coaches are actively involved in sponsoring events they may develop a sense of loyalty towards the brand and choose their services in the future. Credit all valid responses.	**9**

Question	Answer	Marks
3(a)	**State <u>three</u> ways tourists to Cape Town can be responsible.** Award one mark for each correct way identified. • Respect locals • Respect natural and cultural heritage • Respect cultural and heritage attractions • Respect environment/no littering • Use local businesses • Use public transport/cycling/walking Credit all valid responses.	**3**
3(b)	**Explain <u>two</u> ways winning awards creates competitive advantage.** Award one mark for the correct identification of a way and a second mark for the explanation of each way. • It enhances the destinations reputation/strong position in the market/seen as a quality destination (1) customers will see that the destination has been recognised and want to visit it over other destinations (1) • Provides a unique selling point/makes them stand out (1) can attract attention of potential customers (1) • Attracts media attention (1) this increases brand visibility and reaches a wider audience (1) • Increases customer satisfaction and trust (1) leads to customer loyalty and repeat business (1) • Improves brand image (1) attracts more customers (1) Credit all valid responses.	**4**

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Question	Answer	Marks
3(c)	**Explain <u>two</u> benefits to Cape Town of having a Responsible Tourism Charter.** Award one mark for the correct identification of each benefit and a further one mark for the explanation of each benefit. • Environmental conservation (1) the environment of Cape Town will be protected which will contribute to long term sustainability/able to keep depending on tourism (1) • Cultural heritage is preserved for future generations (1) therefore maintaining their appeal to tourists while encouraging a sense of pride among local communities (1) • Local businesses are supported/local communities are involved in decision-making processes (1) increased employment opportunities/better standard of living/increased revenue (1) • Cape Town can promote sustainable tourism practices (1) by ensuring popular sites are not overcrowded tourists can enjoy their experience and often become loyal customers (1) • Will be attractive to eco/responsible/sustainable tourists (1) leading to more tourists/sales (1) • Ensures a future for tourism in cape Town (1) by boosting the positives and minimising the negatives (1) Credit all valid responses.	**4**

Question	Answer	Marks
3(d)	**Discuss the importance of involving local people in the management of tourism.** Use **Table A** to mark this question. Responses may include the following and any other valid points should be credited: **AO1 Knowledge and understanding** • Sense of responsibility and pride to the locals when they are involved in decision making. • Ensures benefits are distributed equally within the community. • Involving local people helps to manage tourism, helping to preserve and promote the local culture and traditions. • Locals have better knowledge of the destination so are more aware of what will work and what wont. **AO3 Analysis** • When local people are actively involved in decision making processes and have a say in how tourism is managed in their area, they develop a sense of responsibility towards their own community and its resources. • Tourism can bring employment and economic opportunities to a destination, but without proper involvement of the local population these benefits may go to only a handful of individuals or external investors. • Involving local people in tourism planning and development, their cultural heritage can be preserved and celebrated. This makes sure that tourism does not lead to commodification or dilution of their traditions. **AO4 Evaluation** • Local people having a sense of responsibility and pride when involved in the management of tourism is very important because it encourages a sense of ownership over its local resources and attractions. It also reduces negative impacts on the environment. This not only preserves the natural beauty of the destination but also contributes to its long term sustainability and viability as a tourist attraction. • Tourism has the ability to generate income and opportunities for local communities. When local people have an equal share of the benefits they are more likely to invest in their own businesses, develop their skills and improve their lifestyles. This can help to reduce poverty especially in rural areas. • Cultural heritage and natural resources are often the main attractions of a destination. By involving local people in the management of tourism, their knowledge, skills and traditions can be preserved and shared with visitors. This not only adds to the authenticity and uniqueness of the tourist experience but also helps to protect cultural diversity. Credit all valid responses.	**9**

Question	Answer	Marks
4(a)	**Identify <u>three</u> products provided by Ho Chi Minh City TIC.** Award one mark for each correct product identified. • Travel guides • Maps • Souvenirs Credit these responses only.	**3**
4(b)	**Describe <u>two</u> methods of promotion used by TICs to reach their target audience.** Award one mark for the correct identification of a way and a further one mark for the explanation of each way. • Internet (1) TIC websites provide information about accommodation, restaurants and events in the region (1) • Social media/Facebook/twitter (1) TIC's have accounts on all social media platforms where they share information about attractions and events (1) • Printed materials/brochures/leaflets/guidebooks/multilingual publications (1) are available in the centre, by mail and often in local hotels (1) Credit all valid responses.	**4**
4(c)	**Explain <u>two</u> factors to consider when deciding the location for a TIC.** Award one mark for the correct identification of a factor and a further one mark for the explanation of each factor. • Cost (1) this can depend on the area and proximity to tourist attractions and needs to be within the budget (1) • Character and features of the area (1) an area with natural beauty, architectural style and cultural heritage will effectively serve customers but also enhance their experience (1) • Adjacent facilities (1) locating near other tourist attractions, accommodation, transport hubs and amenities will save time for tourists who may need assistance during their travels (1) • Availability of suitable premises (1) space should be enough to hold desks, brochures, maps and suitable for accommodating visitors comfortably (1) • Availability of staff (1) having adequate staff improves quality of service ensuring tourists receive accurate information (1) • Access and transport links (1) close to various modes of transport including public transport/transport hubs (1) Credit all valid responses.	**4**

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Question	Answer	Marks
4(d)	**Discuss the benefits of TICs using a virtual assistant.** Use **Table B** to mark this question. Responses may include the following and any other valid points should be credited: **AO2 Application** • 24/7 availability regardless of time zone or whether the TIC is open. • Efficient customer service, customer support as questions can be answered quickly and efficiently. • Cost effective as less staff will be needed. • Multilingual which helps it to get around language barriers. **AO3 Analysis** • Virtual assistants can provide assistance to customers any time of the day. This is useful to tourists who arrive in a new destination outside of regular hours. • TICs are often the first point of contact for visitors to a new destination. Virtual assistants are able to handle multiple questions at the same time which offers good customer service as tourists do not have to wait in long lines to ask questions. This is particularly useful during peak seasons when there are many enquiries to be handled. • Less staff are required in the TICs as the virtual assistant can answer multiple questions at the same time which means less money is needed for staff salaries. • Many people will be visiting from different countries with different languages. Physical staff will not always speak many languages, therefore the virtual assistant with knowledge of all languages will be able to answer any question. **AO4 Evaluation** • If customers are able to access information at any time, they are more likely to feel prepared and informed about their trip which can lead to a stress free and enjoyable experience. • As virtual assistants are able to answer customer questions this then frees up staff to focus on their more complex tasks and enquiries and provide better service to customers who require more personalised assistance. Virtual assistants can also be programmed to be more personalised based on the visitors' interest and preferences. • Virtual assistants do not require a salary or benefits and do the work of more than one human employee without needing a break. This results in less staff being needed which ultimately reduces salary costs. • Being able to answer questions in any language avoids pressure on staff and prevents queues. Virtual assistants will offer good customer service and support to all customers. Credit all valid responses.	**9**

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