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TRAVEL & TOURISM **0471/23**

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
BOD	Benefit of doubt given
VG	Content of response too vague
NAQ	Not answered question
REP	Repetition
SEEN	Page or response seen by examiner
BP	Blank page
K	Knowledge
APP	Application
AN	Analysis
EVAL	Evaluation

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.

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Question	Answer	Marks
1(a)(i)	**Suggest <u>one</u> type of market research that could have been used to collect the data shown in Fig 1.1.** Award one mark for the correct identification of a market research type. • Primary/secondary (1) • Questionnaires (1) • Online/telephone surveys (1) • Interviews (1) Credit these types only.	**1**
1(a)(ii)	**State <u>two</u> types of tourist likely to go on a cruise holiday.** Award one mark for the correct identification of each type of tourist. • Couples (1) • Families (1) • Groups (1) • Individuals (1) • Leisure (1) • Special needs (1) Credit these types only.	**2**
1(b)	**Explain <u>two</u> benefits to customers of booking a cruise by telephone.** Award one mark for the correct identification of a benefit and a further mark for the correct explanation of each benefit. • Book whenever there is time (1) can be done at home (1) • No need to travel anywhere (1) saves transport costs/saves time (1) • Can ask questions (1) get an immediate answer (1) • Easier to bargain when on phone (1) get special offers/cheaper price (1) • Phone calls are often freephone numbers (1) customers can discuss their booking at length because they do not have to worry about the cost of the call (1) • Older customers may prefer to use phone (1) may not have access to computer or ability to use one (1) • Convenient/easy (1) benefits customers who have difficulties getting out (1) Credit all valid responses.	**4**

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Question	Answer	Marks
1(c)	**Explain <u>two</u> reasons why marketing is important to cruise providers.** Award one mark for the correct identification of a reason and a further one mark for the correct explanation of each reason. • Gains competitive advantage (1) helps the cruise providers to stand out in the market (1) • Cruise providers using various marketing channels to increase brand awareness (1) attract new customers who may not have considered cruising (1) • Builds brand image/customer loyalty to cruise providers (1) encourages repeat business/increase in sales and profits (1) • Can help cruise providers to overcome any negative occurrences in the past (1) reassures customers so that they may become returners (1) • Diversify types of customers (1) increases market share (1) • Creates awareness (1) attracts customers/gets customers to buy (1) Credit all valid responses.	**4**
1(d)	**Discuss the benefits of printed publicity material being used as a communication method for cruise operators**. Use **Table B** to mark this question. Responses may include the following and any other valid points should be accepted. **AO2 Application** • Showcases what they have to offer • Tangible and easily accessible, people can take it home with them. • It is suitable for people who have no access to or knowledge about internet/website usage • Includes important information/reminder for customers • Builds brand awareness making cruise operators more well known **AO3 Analysis** • Cruise providers can include everything that they have to offer all in one place using printed brochures, billboards, leaflets. flyers. This is easier than customers having to search on websites for the information. • Having a brochure means that customers can view the information at any time and do not need an internet connection or device to access it, particularly the older age group customers and those customers who do not have access or knowledge of how to use the internet. • Brochures about cruise holidays will contain all of the information that customers will require with regards to what they need to pack, excursions they can go on and full itinerary. • Printed publicity material can help to build brand awareness for cruise providers. Brochures and other printed materials often feature high quality images and graphics which will showcase the providers brand and style.	**9**

Question	Answer	Marks
1(d)	**AO4 Evaluation** • For the providers, printed publicity material is an excellent way to promote their services to potential customers. Brochures contain various types of cruises to suit all budgets, destinations visited and amenities they offer on board their ships. Special deals or promotions can be highlighted enticing customers to book. Booking and contact details are in the brochure along with any trips or activities which can be booked prior to the cruise. • Nowadays a lot of people have access to the internet, however, there are still many people who do not have access, particularly the elderly population who make up a large part of the cruise market's tourists. Having printed publicity material means that everybody has access to the information about cruises. Brochures can also be taken home and looked at in the customers own time, also it can be shared with family and friends who may also be interested in a cruise. • There is a lot of information customers will be required to know and remember, from the overall itinerary to what they will need to pack. Brochures include all the on-board activities, different eating places, classes available and excursions at each port of call. Having a brochure to hand will act as a reminder and a point of reference for customers, they can spend their time choosing what they would like to take part in and book anything if necessary. • Printed publicity material serves as a tool for reinforcing a cruise providers brand identity and image. Through constantly using logos, colours, typography and visuals customers are able to recognise and associate the brand with positive experiences. They are also able to target specific demographics by tailoring their design and distribution channels cruise providers are easily able to reach their desired audience. Credit all valid responses.	**9**

Question	Answer	Marks
2(a)(i)	**Define the term 'premium pricing'.** Award one mark for a correct definition. • Premium pricing is a pricing strategy that involves setting high prices for products or services that are perceived as being of exceptionally high quality or offering unique features or benefits. Credit all valid responses.	**1**
2(a)(ii)	**Identify <u>two</u> services sold by Golf To You.** Award one mark for each type of service identified. • Package holidays (1) • Limousine airport transfers (1) • 5-star accommodation at spa hotels (1) • Evening entertainment (1) Credit these services only.	**2**
2(b)	**Explain <u>two</u> possible reasons Golf To You uses premium pricing.** Award one mark for each correct reason identified and a further one mark for the explanation of each reason. • Differentiate itself as specialised travel (1) more exclusive than conventional travel (1) • Golf tourism offers high quality products and services (1) premium pricing allows golf tourism operators to recover costs and profit (1) • Golf tourists are willing to pay premium prices (1) often involves customised packages/lessons/entry to prestigious events (1) • Golf is associated with luxury/prestige/high quality (1) tourists are willing to pay more (1) Credit all valid responses.	**4**

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Question	Answer	Marks
2(c)	**Explain <u>two</u> actions Golf To You could take to avoid going into the decline stage.** Award one mark for each correct action identified and a further one mark for the explanation of each action. • Diversify products and services (1) can attract customers/repeat customers (1) • Offer services for non-golfers (1) could offer spa facilities/wellness programmes/gourmet dining (1) • Target new market segments (1) offer family packages/beginner friendly courses to attract people who have not considered golf before (1) • Use more technology to improve the experience for tourists (1) online booking for accommodation/tee times/weather information (1) • Adopt sustainable practices (1) water conservation/renewable energy sources/wildlife preservation/biodegradable golf balls (1) • Improve marketing and promotional campaigns (1) use a variety of channels/trade shows/events/familiarisation trips to raise awareness of golf tourism and attract potential customers (1) • Offer promotions/discounts (1) increase customer numbers (1) Credit all valid responses.	**4**
2(d)	**Discuss the benefits to tourism organisations of using market segmentation.** Use **Table A** to mark this question. Responses may include the following and any other valid points should be accepted. **AO1 Knowledge and understanding** • Better understanding of their prospective customer's needs. • By knowing their target market tourism organisations will be able to make sure their marketing is effective towards them. • Tourism organisations that match the needs, pricing and marketing to their target market will ensure that they gain a competitive advantage. • Choosing pricing policies that suit their target market, tourism organisations will gain more customers and increased profitability. **AO3 Analysis** • By segmenting the market organisations can gain a deeper understanding of their customers' needs, preferences and behaviours. Overall being able to understand their audiences better. • Market segmentation enables travel organisations to develop marketing campaigns that are more likely to appeal to each group's unique preferences, interests and values. • By focusing on specific customer segments, travel organisations can optimise their pricing strategies and maximise profitability. • Market segmentation helps travel organisations to stay competitive in a crowded marketplace. With so many players in the industry it is important to differentiate yourself from the competition.	**9**

Question	Answer	Marks
2(d)	**AO4 Evaluation** • By analysing consumer behaviour, demographics, psychographics and other relevant factors organisations can create detailed customer profiles for each segment. Experiences can be personalised so that they cater to specific customer groups. They can tailor their products and services to meet their specific requirements. By catering to different segment's needs organisations can increase customer satisfaction and loyalty. • Travel organisations can tailor their marketing strategies, messaging and promotions to effectively target and attract specific customer segments. This approach allows organisations to better meet the expectations of their customers and drive business growth. This can increase the effectiveness of their marketing efforts and drive higher conversion rates. • Market segmentation helps travel organisations to work out the best pricing strategies for different customer segments. By understanding the price sensitivity of each segment, they can set prices that give them maximum profit without alienating customers. By putting prices that match with the value of their products and services organisations can increase their revenue and profit margins. • Market segmentation can help organisations to understand the preferences and desires of different customer segments so that organisations can provide targeted recommendations and personalised offers. This level of personalisation creates a sense of value and enhances the overall customer experience. This increases customer satisfaction and loyalty. Satisfied customers are more likely to become repeat customers and recommend the organisation to others. This will increase the competitive advantage. Credit all valid responses.	**9**
3(a)(i)	**Define the term 'carrying capacity'.** Award one mark for the correct definition. • The maximum number of visitors a destination or attraction can welcome without causing environmental damage or spoiling the tourism experience. Credit all valid responses.	**1**
3(a)(ii)	**Identify the <u>two</u> methods being used to reduce visitor numbers to national parks** Award one mark for the correct identification of each method. • Two timed entries a day (1) • Visitor numbers must not exceed carrying capacity (1) Award these responses only.	**2**

Question	Answer	Marks
3(b)	**Explain <u>two</u> ways that day permits can manage visitor numbers to national parks.** Award one mark for the correct identification of a way and a second mark for the explanation of each way. • Day permits are issued in limited numbers (1) stops customers exceeding carrying capacity (1) • Can be booked in advance (1) organisations will know in advance how many customers to expect (1) • Manages overcrowding (1) helps to maintain a high-quality experience for all visitors (1) • Charging different prices for day permits depending on different factors such as peak season and weekends (1) higher prices charged during these periods may encourage customers to visit during less crowded times (1) • Timed duration of visit (1) not overused at peak times (1) Credit all valid responses.	**4**
3(c)	**Explain <u>two</u> ways national parks can manage damage to flora and fauna caused by visitors.** Award one mark for the correct identification of a way and a further one mark for the explanation of each way. • Awareness/education programmes/brochures/guided tours and online resources (1) national parks can educate visitors on the importance of preserving the flora and fauna (1) • Use signage (1) placed at the entrance to the park/near protected flora and fauna (1) • Use designated trails in the parks (1) this will ensure that visitors avoid fragile habitats or areas with endangered species (1) • Use boarding/bridges/stepping stones in sensitive areas (1) prevents trampling and soil erosion (1) • Limit visitor numbers (1) by controlling numbers in certain areas at specific times will prevent overcrowding and disturbance to wildlife (1) • Enforce regulations (1) avoid off-trail hiking/feeding wildlife/collecting plants can protect sensitive areas and prevent damage (1) • Provide adequate infrastructure (1) well designed parking areas/toilets/picnic areas can ensure visitors use the correct places (1) • Add wildlife viewing platforms (1) visitors can enjoy the wildlife without disturbing them (1) • Monitor and research (1) enables parks to identify patterns of damage and use strategies to avoid it (1) Credit all valid responses.	**4**

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Question	Answer	Marks
3(d)	**Discuss the role of NGOs, such as national parks, in managing conservation.** Use **Table B** to mark this question. Responses may include the following and any other valid points should be accepted. **AO2 Application** • National parks help to protect and conserve the environment by inputting strategic plans to prevent over crowdedness. • Several different methods are used to educate locals and tourists about the environment and its protection. • National parks help to preserve cultural heritage, ensuring these areas remain undamaged. • National parks promote responsible and sustainable tourism to ensure the environment is protected. **AO3 Analysis** • National parks are protected by governments to conserve natural resources whilst providing opportunities for visitors to experience and appreciate the beauty. Limiting tourist numbers using day permits, timed entrances. • National parks are often seen as outdoor classrooms where visitors can learn about various environmental issues and conservation practices • National parks have a cultural and historical significance. They often contain archaeological sites, indigenous areas and landmarks that hold cultural values. • National parks provide opportunities for outdoor recreation such as hiking, camping, wildlife viewing and photography. It is essential to ensure that these activities are conducted responsibly. **AO4 Evaluation** • By establishing national parks governments aim to provide recreational opportunities for visitors while safeguarding the environment resources for the enjoyment of present and future generations. If overcrowding can be avoided, it will ensure less environmental damage is caused. • Education programmes raise awareness about the park's values and conservation goals using guided tours, signage, brochures and online resources. They provide guidelines for responsible behaviour while visiting. • National parks promote responsible/sustainable tourism practices to minimise the impact of visitors. Including, managing visitor numbers, implementing waste management systems and promoting energy efficiency. Public transport is encouraged it helps visitors enjoy these areas but still preserve them for the future. • National parks protect cultural and historical heritage by creating sites within the boundary of the park. Implementing measures such as restoration and maintenance of structures and artifacts. By designing these areas as heritage sites. national parks ensure they are preserved and safeguarded from any threats such as urban development. Credit all valid responses.	**9**

Question	Answer	Marks
4(a)	**State <u>three</u> characteristics of adventure holidays.** Award one mark for each correct characteristic stated. • Travel to take part in adventurous/physical activities (1) • Take part in activities with a degree of risk (1) • Travel to areas with unique natural landscapes (1) • Take part in cultural activities (1) Credit all valid responses.	**3**
4(b)	**Explain <u>one</u> advantage and <u>one</u> disadvantage of direct selling.** Award one mark for the correct identification of one advantage and one disadvantage and a further one mark for the explanation of each advantage and disadvantage. Advantages • Increased control over sales process (1) do not have to deal with intermediaries (1) • Better customer relations (1) by interacting directly organisations can gain insights into their preferences needs and expectations (1) • Higher profit margins (1) without intermediaries there is no commission to be paid (1) Disadvantages • Can be expensive (1) telemarketing and direct mail can be expensive (1) • Limited reach (1) it is limited to specific geographic area or target market (1) • Negative customer experience (1) sales staff can sometimes be pushy to get a sale causing customers to leave a bad review (1) Credit all valid responses.	**4**

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Question	Answer	Marks
4(c)	**Explain <u>two</u> ways that Wishing Wildlife Adventures could develop their product/service mix to target different market segments.** Award one mark for the correct identification of a way and a further one mark for the explanation of each way. • Conduct market research (1) find out preferences and needs of international tourists (1) • Use digital platforms such as social media, google search engines, online travel agents (1) can reach worldwide audiences (1) • Differentiate themselves by offering unique experiences such as themed tours, festivals and events (1) gain a competitive advantage and attract more international customers (1) • Develop their services such as shuttle bus, audio tours and multilingual guides (1) they will provide convenience and accessibility and a better service to international tourists (1) • Offer low price/budget/no frills packages (1) increase price sensitive customers (1) • Offer luxury accommodation (1) upgrade accommodation for high end tourists (1) Credit all valid responses.	**4**
4(d)	**Evaluate the use of direct marketing as a form of promotion for tour operators offering adventure tourism.** Use **Table B** to mark this question. Responses may include the following and any other valid points should be accepted. **AO2 Application** • Costs • Can be discarded/lost • Limited reach **AO3 Analysis** • Direct mail and leaflets for adventure tourism will incur the cost of designing and printing the promotional material as well as the additional costs of postage and distribution. However, it is not quite as expensive as other forms of promotion. • Adventure tourism leaflets can be picked up by tourists during their travels/shopping but they can end up being lost or just discarded. • Direct mail can only target tourists who are physically present in the area where the promotional material is being distributed.	**9**

Question	Answer	Marks
4(d)	**AO4 Evaluation** • Printing and delivery costs can be expensive, especially if an eye catching and professional looking mailer or leaflet is wanted. The size of the leaflet will impact on printing costs. Distribution will take place and this can be costly depending on the size of the target audience or if door to door distribution is used then staff will need to be hired. With the rise in emails and social media, direct mail has become less effective. However, compared to traditional forms of advertising such as television advertisements, direct marketing can be more cost effective, especially when trying to reach a niche market such as adventure tourism. • The effectiveness of direct mail and adventure tourism leaflets can be lost as they can be easily discarded by the recipient. This will result in a waste of resources. When people receive direct mail daily along with other promotional materials they can be overlooked by the recipient. Also with the popularity of emails and social media physical mail may be seen as less relevant. The same applies to leaflets which can easily end up in the trash. • Limited reach is the main disadvantage of direct mail and leaflets. They depend upon physical delivery unlike digital marketing channels which can instantly reach a global audience. Direct mail and leaflets can only be distributed to specific locations or mailing addresses which makes it difficult to reach a broader audience. Direct mail can capture people's attention but they do not always engage the audience and are often seen as junk mail. Young people who are more likely to go on adventure holidays are often not included on direct marketing lists so their target market will not be reached. Credit all valid responses.	**9**