CAMBRIDGE INTERNATIONAL EXAMINATIONS

International General Certificate of Secondary Education

MARK SCHEME for the October/November 2

0471 TRAVEL AND TOURISM

0471/23 Paper 2 (Alternative to Coursework), maximum raw mark 100

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 will not enter into discussions about these mark schemes.

Cambridge is publishing the mark schemes for the October/November 2013 series for most IGCSE, GCE Advanced Level and Advanced Subsidiary Level components and some Ordinary Level components.

1 (a) (i) Identify <u>two</u> target markets for Rail of India.

Award one mark for each of two valid market segments.

- Tourists from Japan (1)
- Tourists from Australia (1)
- People who prefer rail travel (1)
- Leisure tourists (1)
- Cultural tourists (1)
- English speaking tourists (1)

(ii) Explain <u>one</u> reason why marketing is important to travel and tourism providers, such as Rail of India, when launching a new product. [2]

Award one mark for the identification of the reason, and a second mark for a valid explanation of this reason.
Correct ideas include:

- Marketing is very important in the Introduction stage (1) to raise awareness of the new product in the market (1)
- Marketing can attach the new product to the existing brand image (1) so that repeat customers recognise that the organisation is offering something new (1)
- Launching the new product is expensive (1) marketing helps to ensure profitability (1)

(b) Explain <u>one</u> advantage and <u>one</u> disadvantage of market penetration as a suitable pricing policy for the 'Gateway to India' product. [6]

Award up to **three** marks for the explanation of each of one advantage and one disadvantage.

e.g.
Advantages:
Market penetration is a price set low to attract customers while a new brand is formed (1) increased sales (1) increased customer satisfaction (1)

Disadvantages:
The price may be not be sufficient for profit (1) customers may expect continuation of low price (1) competitors may lower prices (1)

(c) Identify and explain <u>two</u> ways in which Rail of India has developed its product to cater for the needs of customers from Japan and Australia. [6]

Award **one** mark for each of two identified ways that the product has been developed and up to **two** additional marks for explanation of each.
Correct ideas include:

- Welcome packs (1) different languages help customer to understand information (1) customer satisfaction (1) specific cultural points (1)
- Local representative (1) – secure for international tourists (1) customer satisfaction (1) support for specific needs (1)
- Places of interest (1) selected as special interest to Japan and Australia (1) attracts customers (1) no need to research itinerary (1)

(d) Discuss the range of distribution channels that would b attract new customers from Japan and Australia.

The candidate is expected to demonstrate knowledge of th and to apply these to the case study.

Expected responses include:

- Global Distribution systems
- Internet
- Retailers
- Wholesalers

N.B. Direct selling is probably less suitable

Use levels of response criteria:

Level 1 (1–3 marks) at this level candidates will identify or list one, two or more of the distribution channels with no explanation.
Level 2 (4–6 marks) at this level candidates will explain one, two or more of the distribution channels and attempt to link to Rail of India.
Level 3 (7–9 marks) at this level candidates will analyse or evaluate the relative merit of a range of distribution channels and may make a judgement. Clear reference must be made to the need of Rail of India to extend its promotional campaign to Japan and Australia.

2 (a) Explain <u>two</u> ways in which tourism providers in Bulgaria can use the information from Fig. 2 to plan their marketing campaign for 2013. [4]

Award **one** mark for the identification of each of two valid factors and a second mark for an explanation of each. Correct ideas include:

- Identify target market (1) target cultural tourists (1) or promote architectural attractions (1) or show images of villages or rural attractions on leaflets (1)
- Send promotional material to native Bulgarians (1) use promotional pricing for local tourists (1) or use personal selling with local tourists (1)
- Send promotional materials to Greece, Romania, Germany (1) direct marketing in language of these to attract visitors (1)

(b) Explain how tourism providers in Bulgaria might use the following pricing policies to increase sales of its food and travel services. [6]

Award up to **two** marks for the explanation of how each policy might be used within this context.

- Special offers: excursion and meal inclusive price (1) promotional price at food outlets (1) vouchers for tourists at food/travel outlets (1)
- Discount pricing: attract customers at a cheaper price than the all-inclusive deal (1) % reduction on food or travel packages (1)
- Variable pricing: attract customers of different age groups or in off-peak season (1) special prices for children/seniors or winter specials (1)

(c) Explain how the following factors might affect the pricin tourism providers.

Award up to **three** marks for the valid explanation of each fac

- Competition: need to overcome the effects of co promotional pricing as additional incentive (1) unlikel
- Customers' expectations: prices must be at the affordable within the likely budget of customers (1) s

(d) Compare and contrast the suitability of television advertisements with leaflets as methods of promoting cultural tourism. [9]

Candidates are expected to consider both TV and leaflets in the context of cultural tourism.

The main ideas discussed are likely to be:

- Cost of TV advertising (disadv)
- Impact of TV – visual/immediate (adv)
- Cannot be easily changed (disadv)
- TV can be viewed/recorded (adv)
- Leaflets can be given face to face (adv)
- Leaflets cost less to produce (adv)
- Leaflets can be updated but at a cost (adv)
- Leaflets can be sent by direct mail to cultural tourists (adv)
- Many leaflets are thrown away (disadv)
- To show cultural features, both can show attractive pictures, but TV can have a commentary (adv)

Use levels of response criteria:

Level 1 (1–3 marks) At this level candidates will list one, two or more of the main features of TV or leaflets. Peg at 2 marks if only one **described**.
Level 2 (4–6 marks) At this level candidates will use comparative language to compare or contrast e.g. whereas, on the other hand one, two or more features
Level 3 (7–9 marks) At this level candidates will analyse the advantages **and** disadvantages of **both** with reference to cultural tourists and will make a judgement as to relative effectiveness.

3 (a) Identify <u>four</u> ways in which The Skanis Hotel has created a family-friendly product. [4]

Award **one** mark for each of four valid responses.
Correct ideas include the following:

- family rooms (1)
- playroom (1)
- entertainment for all ages (1)
- free babysitting service (1)
- free entrance to local attractions (1)
- lifeguard (1)
- special family rates (1)
- swimming pool (1)
- supervised sports (1)

(b) State and explain <u>two</u> advantages to travel and touris e-ticketing.

Award **one** mark for the identification of each valid advantage for an appropriate explanatory comment about each. Correct

- Cheaper (1) saves money on postage (1) saves mon
- Customer satisfaction (1) customers can access ti can do transaction at home (1)
- Increased sales (1) customers may choose the p customers may benefit from lower prices (1)
- Avoid paying intermediaries' service fees (1) travel agent or other processing agents add charges (1) savings can be passed on to customer (1)

(c) The Skanis Hotel has introduced price bundling for its new family rooms. Explain <u>one</u> advantage and <u>one</u> disadvantage to <u>customers</u> of price bundling. [6]

Award **one** mark for each of one valid advantage and one disadvantage and up to **two** additional marks for explanation. Correct answers include:

Advantage: price bundling is having one price if several products are bought together (1) this is convenient for the customer at time of purchase (1) may be lower prices as provider can negotiate deals (1) can take advantage of prices reduced by bulk buying by The Skanis Hotel (economies of scale) (1)

Disadvantage: price bundling is limiting (1) the customer may pay more than if bought separately (1) the customer may not find this flexible (1) the customer cannot take advantage of special discounts from individual provider (1)

(d) Discuss how travel and tourism organisations are likely to use the marketing mix. [9]

Candidates are expected to show knowledge of the 4Ps: Product, Price, Place and Promotion. Product can be differentiated to make it attractive compared to any competition and to attract the target market; example of product/service. Price can be used to select prices which will attract customers to the new product such as price bundling. Place can be used to sell the product via more than one distribution channel. Promotion can be used by advertising/sending brochures/using internet to attract families.

Use levels of response criteria:
Level 1 (1–3 marks) Candidates will identify one, two or more of the 4Ps, giving a generic definition.
Level 2 (4–6 marks) At this level, candidates will explain one, two or more of the 4Ps, with relevant examples.
Level 3 (7–9 marks) At this level, candidates will give full exemplification of the 4Ps and form a judgement as to the relative importance of each aspect of the marketing mix. Candidates may note the change of emphasis at particular points of product development. Candidates may apply the marketing mix and judgements to The Skanis Hotel.

4 (a) (i) Name <u>two</u> primary research techniques which may produce this news item.

Award **one** mark for each of two valid primary answers include:

- Questionnaires (1)
- Surveys (1)
- Interviews (1)
- Focus Groups (1)

(ii) Give <u>one</u> advantage and <u>one</u> disadvantage of using primary research data. [2]

Award **one** mark for a valid advantage and one for a valid disadvantage. Correct answers include:

- Gain customers' opinions (adv)
- Quick (adv)
- Costly (disadv)
- Can be unreliable (disadv)

(b) Windmills of Holland is at the maturity stage of the product life cycle. Explain <u>two</u> ways in which Windmills of Holland could use the characteristics of the maturity stage to plan its marketing campaign. [6]

Award **one** mark for the identification of each of two valid ways and up to an additional two marks for explanatory statements about each.

- Promotion (1) by targeting existing customers (1) using established brand image (1)
- Use pricing policies (1) to overcome new competition (1) loss leader or going rate pricing (1)

(c) Explain <u>three</u> reasons why brand image may be important to travel and tourism providers, such as Windmills of Holland, when planning effective promotional materials. [6]

Award **one** mark for the identification of each of three reasons and an additional mark for appropriate explanation of each reason.

- Attract repeat customers (1) with logos, image, slogan (1)
- Target new customers (1) use an exciting brand image to draw them in (1)
- Can be used to fulfil AIDA (1) brand image helps create interest and desire (1)
- Competition (1) promotional materials emphasise brand image to gain market share (1)

(d) Discuss the locational factors that may influence travel their choice of site for a visitor attraction.

Candidates will need to consider a range of factors associat ideas will include:

- Access and transport links. There needs to be suita so that tourists can access the visitor attraction
- Availability of staff. Customer service depends on enough people in the area who can manage the mus
- Costs. To make a profit, the cost of establishing the needs to within the budget of the provider
- Adjacent facilities. The attraction should not be too close to potential competitors but should be located so that visitors can take advantage of facilities such as fuel, food and accommodation.
- Characteristics of the area. Existence of historic windmills.

Use level of response criteria:
Level 1 (1–3 marks) Candidates will identify one, two or more factors.
Level 2 (4–6 marks) Candidates will explain one, two or more factors
Level 3 (7–9 marks) At this level candidates will analyse/evaluate one, two or more factors and will make some judgement as to the relative importance of these factors.