Cambridge Assessment International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/23**

Paper 2 Alternative to Coursework **October/November 2022**

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 October/November 2022 series for most Cambridge IGCSE™, Cambridge International A and AS Level components and some Cambridge O Level components.

This document consists of **13** printed pages.

© UCLES 2022

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.

© UCLES 2022

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.

© UCLES 2022

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.

© UCLES 2022

Question	Answer	Marks
1(a)(i)	**Define the term 'brand image'.** Award one mark for the definition of brand image. It signifies what the brand stands for, its differences from other products Set of beliefs held about a specific brand, consumers perception about the product	**1**
1(a)(ii)	**Other than using a brand slogan, state <u>three</u> ways a destination might create a brand image.** Award one mark for each identified way. Logo Name Price Mascot Uniform USP Colour Packaging Accept any other reasonable response in context.	**2**
1(b)	**Explain <u>three</u> benefits of using a website to promote tourist destinations such as Malawi.** Award one mark for an identified benefit and another mark for explanation of the benefit in context. Takes less time to run online campaigns (1) than making a printed advertisement (1) Costs less to reach customers online (1) than printing materials/buying advertising space (1) Can reach larger number of potential customers (1) different clients from different countries/24/7/it is available worldwide/in different languages (1) Have the ability to measure the effectiveness of online campaigns (1) have the ability to remove them if they are not working (1) Can show more visual information (1) this will get more exposure and attract more customers (1) Accept any other reasonable response in context.	**6**

Question	Answer	Marks
1(c)	**Describe <u>three</u> characteristics of the growth stage of the Product Life Cycle.** Award one mark for each identified characteristic and one mark for the description of the characteristic. Public become aware of the product (1) demand starts to rise steadily (1) Sales volumes are increasing (1) increased profits/growth in the market share (1) Low competition (1) competitors are working on substitute products (1) Critical stage to the success of the product (1) it could succeed or fail (1) Product quality might be improved (1) additional features added (1) Accept any other reasonable response in context.	**6**
1(d)	**Discuss the importance of brand image for destinations such as Malawi.** Indicative content: • Identifies and differentiates one destination from others/competitors in the market place, clarifies what it is offering • Promotes the destination through the building of a linked brand and so makes it a good choice • Creates value on the destination from both tourists and stakeholders • Makes a memorable impression on the consumer, allows customers and clients know what to expect, clear vision and message • It is a perception that a customer holds about a place, its reputation, encourages sales and brand loyalty, leads to repeat business and customer loyalty • Attracts customers Accept any other reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss 1, 2 or more reasons for the importance of the brand image of a destination. For top of the level a judgement should be made of the overall importance of brand image. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more reasons for the importance of the brand image of a destination. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more reasons for having a brand image. **Level 0 (0 marks)** No content worthy of credit.	**9**

© UCLES 2022

Question	Answer	Marks
2(a)(i)	**Identify <u>two</u> market segments of River Fire Cruises.** Award one mark for each correct market segment identified. Families Single travellers Couples Award these responses only.	**2**
2(a)(ii)	**Identify <u>two</u> services offered by River Fire Cruises.** Award one mark for each correct service identified. Staffed Creche Kids club Massage Hairdresser Award these responses only.	**2**
2(b)	**Explain <u>three</u> advantages to the customer of price bundling.** Award one mark for the identification of an advantage and a second mark for the development of the advantage. Ease of purchase (1) pay one price for everything to be included (1) Value for money (1) the bundle may include additional products and services that the customer might otherwise have not purchased or experienced (1) Customer satisfaction (1) the bundle may satisfy a multitude of customer needs and wants at the same time (1) Customer may benefit from economies of scale (1) the bundle price may be cheaper than paying for each element of the bundle separately (1) Accept any other reasonable response in context.	**6**

© UCLES 2022

Question	Answer	Marks
2(c)	**Explain <u>three</u> reasons why tourism providers identify their target market.** Award one mark for each identified reason and a second mark for explanation of the reason. Every tourist is different: age, income, different tastes, etc. (1) identifying target market means providers are able to identify customer needs (1) Better able to understand specific demands of consumers (1) more satisfied customers, loyal customers, referrals (1) More sales quickly made (1) more profit (1) Become established as a specialist organisation (1) gives competitive advantage, reduces competition (1) Create effective marketing strategies to target specific target market (1) helps to allocate marketing expenses efficiently (1) Accept any other reasonable response in context.	**6**
2(d)	**Discuss the reasons why travel and tourism organisations might change their marketing mix to achieve their objectives.** Indicative content: • Gain recognition as an innovator in the market • Develop/stimulate the market in a destination • Extend their operations into new territories • Defend their market share when challenged by competitors • Copy the success of more successful competitors • Keep abreast of technological advances • Reposition themselves in the market Accept any other reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss 1, 2 or more reasons why organisations alter their marketing mix. For top of band, there will be a conclusion about which reasons are most important to the organisations in order to achieve their objectives. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more reasons why organisations alter their marketing mix. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more reasons. **Level 0 (0 marks)** No content worthy of credit.	**9**

Question	Answer	Marks
3(a)	**Using the statement numbers from Fig. 3.1 complete the table below:** Award only one mark for each correct identification, max of 1 mark per box. Strengths 3 8 Weakness 2 9 (1 6) Opportunities 5 7 Threat 1 6 4 10 (2) Accept these responses only.	**4**
3(b)	**Explain <u>three</u> reasons why national tourist boards carry out a SWOT analysis.** Award one mark for the identification of a reason and one further mark for the development of the reason. Build on strengths such as developed resorts (1) maintain these so that competitive advantage is not lost/develop strengths to further increase market share (1) Check their position in the market (1) know their competition (1) Take advantage of new opportunities (1) allocate funds to reach investors, growth in MICE/make greater profits (1) Weaknesses are identified (1) minimize or improve weaknesses before they become a problem/introduce new products (1) Identify threats, underdeveloped infrastructure (1) counteract the threats (1) Accept any other reasonable response in context.	**6**
3(c)	**Explain how <u>each</u> of the following methods can be used by national tourist boards to assess their position in the market.** Award two marks for each explanation. **market research** Using primary research such as questionnaires, surveys, etc. (1) to find out customers views (1) use secondary research (1) can analyse trends (1) **marketing mix** Ensure correct mix is used (1) understand how changes to the mix may improve the marketing environment (1) find out if all components in place (1) **competitor analysis** Identify direct and indirect competitors at the destination (1) understand the competition in the market (1) assess the strengths and weaknesses compared to competitors (1) know your competitors and their numbers, higher means it is hard to get a good place in the market (1) customer loyalty (1) price comparison of competitors (1) Accept any other reasonable response in context.	**6**

© UCLES 2022

Question	Answer	Marks
3(d)	**Discuss how a destination can use marketing and promotion to increase tourist numbers after a pandemic disease.** Indicative content: • Destinations need to ensure that visitors will feel safe at the destination, attraction, restaurant • Prepare health and safety messages and plan for the more cautious type of traveller – this can be shown on social media, websites, personal emails to existing/loyal customers, on billboards and advertisements • Promote the destination for domestic tourists who will not be arriving from other countries • Complete market research to understand how the behaviour of previous target group has changed • Complete market research to find out what visitors want from the destination – act on the results • Promote the destination responsibly – encourage visitors but at the same time avoid overcrowding by not highlighting too much of the destination on social media • Advertise for small groups, limit numbers • Branding and marketing to target the tourists who will be best fit for the destination Accept any other reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss 1, 2 or more ways that ways that marketing and promotion can be used after a pandemic disease. For top of the level a judgement should be made of the overall importance of these ways. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more ways that marketing and promotion can be used after a pandemic disease. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more ways. **Level 0 (0 marks)** No content worthy of credit.	**9**

© UCLES 2022

Question	Answer	Marks
4(a)(i)	**State what the initials GDS stand for:** Award one mark for each correct identification of an initial. Global Distribution System Accept these responses only.	**3**
4(a)(ii)	**Give <u>one</u> example of what GDS is used for.** Award one mark for the correct identification of what GDS is used for. Make accurate bookings via real time data about seat and room availability Central process to allow tickets to be produced instantly Accept any other reasonable response in context.	**2**
4(b)	**Explain <u>three</u> ways a tour operator, such as Island Hoppers, could develop its products to attract more families.** Award one mark for the correct identification of a way and a further mark for the development of that way. Offer package holidays/all-inclusive holidays (1) everything is included so family will know how much money they will need as there will be few/no extra costs (1) Budget packages (1) will cater for families with less disposable income (1) Free child places (1) allows families with less income to go on holiday (1) Kids club in the resort (1) parents will have the ability to relax whilst children are playing (1) Family based hotels (1) family rooms or interconnecting rooms (1) Activities/play areas specifically for children (1) children occupied (1) Accept any other reasonable response in context.	**6**

© UCLES 2022

Question	Answer	Marks
4(c)	**Explain the benefits of each of the following methods of promotion for tour operators:** Award up to three marks for explanation of the benefits of each method of promotion. Can be a list of 3 benefits, or detailed explanation of one or two benefits. **trade shows** Raises awareness of specific product and services/showcase (1) launch new products (1) Meet in person, networking (1) with other industry partners, travel agents, travel writers (1) Raises profile of organisation (1) Gain word of mouth promotions (1) Familiarisation trips helps to increase first-hand knowledge of destinations for travel agents (1) which may increase future sales (1) **electronic media** Can target potential customers (1) measurable results, detailed information on how customers are responding to advertising (1) New technology all the time (1) not expensive (1) reaches lot of people globally, find new markets (1) Personalisation (1) market directly if customer database is connected to website (1) Accept any other reasonable response in context.	**6**

© UCLES 2022

Question	Answer	Marks
4(d)	**Discuss the factors that might affect tour operators when choosing their pricing policies.** Indicative content • Fixed and variable costs – accommodation costs • Profitability – profit is needed for future investment and to pay start-up costs • Subsidies – governments might provide subsidies to reduce overheads • Competitors – ensure prices are less than competitors to encourage sales • Customer expectation – prices should match what the customers expect to pay, value for money • Seasonality – price reductions for off peak seasons to encourage business • Economic factors – taxes and exchange rates can affect the price Accept any other reasonable response in context. Mark using level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss 1, 2 or more factors that might affect choice of pricing policy. For top of the level a conclusion should be made. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more factors that might affect choice of pricing policy. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more factors affecting choice. **Level 0 (0 marks)** No content worthy of credit.	**9**

© UCLES 2022