Cambridge Assessment International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/22**

Paper 2 Alternative to Coursework **October/November 2023**

MARK SCHEME

Maximum Mark: 100

Published

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the October/November 2023 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 descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

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Social Science-Specific Marking Principles (for point-based marking)

1 Components using point-based marking:

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

a DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)

b DO credit alternative answers/examples which are not written in the mark scheme if they are correct

c DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons …).

d DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)

e DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities

f DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).

g DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Calculation questions:

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

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4 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

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Question	Answer	Marks
1(a)(i)	**Define the term 'single traveller'.** Award one mark for a correct definition. A person (traveller) who travels alone (on their own)	**1**
1(a)(ii)	**Other than single travellers, state <u>three</u> types of travel and tourism customers.** Award one mark for each customer type identified. • Leisure tourist • Domestic tourist • International tourist • Eco tourist • Adventure tourist • Religious tourist • Historical/cultural tourist • Health/medical tourist • Special interest tourist • Business tourist • Backpackers • Grey market • Couples • Families • Groups • VFR Accept any reasonable response in context.	**3**
1(b)	**Explain <u>three</u> ways Solo Travellers meet the needs of single travellers..** Award one mark for the correct identification of a way and a further one mark for the explanation of each way. • No single supplement (1) reduces costs (1) • No need to share/choice to stay in the room on your own (1) can have privacy (1) • Local expert/guide (1) recommendations/take you to places of interest so don't have to find out about it or go on your own/so you don't get lost (1) • Free time if you want to spend time on your own (1) or feel safe with other travellers (1) • Welcome meeting (1) get to know other single travellers (1) Accept any reasonable response in context.	**6**
1(c)	**Explain <u>two</u> benefits to customers of Solo Travellers including links to attractions on their websites**. Award one mark for the correct identification of a benefit and a further two marks for the correct explanation of each benefit. • Improves the customers experience (1) connects to another/multiple webpages (1) saves time having to search other websites (1) • A path from one website to another (1) provides additional information (1) customers can choose more attractions/often makes booking easier (1) • Many customers prefer to find information this way (1) more likely to be a genuine website (1) reduces fraud/loss of money (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
1(d)	**Evaluate the disadvantages to customers of travel and tourism providers selling their products online.** Indicative content: • Not everybody can use the internet, people may have poor internet connections or no connection. Some people fear using internet to make payments due to fraud, identity theft and hackers. • Sites can crash so customers will be unable to purchase or complete a purchase. • Lack of privacy, customers have to provide personal details which cannot always be protected. • No immediate feedback or advice. Harder to change/amend bookings online. • Some people prefer to use travel agents directly for a professional experience with product knowledge and advice on what they have to offer. Alleviates fears of losing money through fake websites. Accept any reasonable response in context. Use level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss 1, 2 or more disadvantages to customers of providers selling their products online. For top of the level a judgement should be made of the overall disadvantages. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more disadvantages to customers. **Level 1 (1–3 marks)** At this level candidates will identify 1, 2 or more disadvantages. **Level 0 (0 marks)** No content worthy of credit.	**9**
2(a)(i)	**Define the term 'seasonality'.** Award one mark for the correct definition. Seasonality causes destinations to have many visitors at some times of the year and at other times a very low number of tourists.	**1**
2(a)(ii)	**Identify <u>three</u> ways walking holidays have been encouraged in Scotland.** Award one mark for the correct identification of each way. • Investment put into improving pathways • Walkers welcome scheme • Promoted/focused on fantastic landscapes • Promoted/focused on health benefits Accept any reasonable response in context.	**3**

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Question	Answer	Marks
2(b)	**Explain <u>three</u> ways a brand image is used to market specialist tourism.** Award one mark for the correct identification of a way and a further one mark for the explanation of each way. • Use of a slogan/logo/name (1) brings customer awareness (1) • Use of images/colours (1) easily recognisable (1) • Use of target market (1) identify the product within the market/differentiate products (1) • USP (1) specialist tourism has unique features (1) • Perceived as a luxury item (1) can charge higher prices (1) • Reliable and consistently good (1) builds trust/confidence/customer loyalty (1) • Offer interesting products and services (1) specialist tourists/target market will be attracted to it (1) Accept any reasonable response in context.	**6**
2(c)	**Explain the suitability of the following pricing policies for specialist tour operators:** Award up to three marks for suitability of each pricing policy correctly explained. **prestige pricing** Specialist tourism has an exclusive appeal (1) often they are of exceptional value (1) high prices are often set based on the assumption people associate high prices with high quality (1) **market skimming** Used when the product is relatively new to the market and competition is low (1) high prices are charged attracting customers who want to be the first to try something new (1) high revenue/increased profits (1) competitors enter the market with substitute products which forces the prices down (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
2(d)	**Evaluate the benefits of using magazines as a method of promotion for specialist tourism.** Indicative content: • It is good as it targets potential customers, can find the right magazine for the correct audience and place an advertisement, there are different magazines for all types of specialist tourists. • Can be kept and referred back to, it has a longer shelf life. • Magazines can be picked up in various waiting rooms and could pique an interest leading to future customers. • Actually reading a magazine can make a consumer more aware of a product or service. • Many magazines are well respected and have a good brand image, it is trusted which builds brand recognition and brand loyalty, advertisements can be viewed as recommendations. • Magazines can be passed on to family and friends which leads to more potential customers. Accept any reasonable response in context. Use level of response criteria. **Level 3 (7–9 marks)** At this level candidates will evaluate 1, 2 or more benefits of using magazines as a method of promotion. For top of the level a judgement should be made of the overall importance of the benefits. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more benefits of using magazines as a method of promotion. **Level 1(1–3 marks)** At this level candidates will identify 1, 2 or more benefits. **Level 0 (0 marks)** No content worthy of credit.	**9**
3(a)(i)	**Identify <u>two</u> features of Dubai that make it a suitable destination for tourists.** Award one mark for each correct feature identified. • Observation deck of Burj Khalifa,828m skyscraper • Golf • World famous shopping malls Accept any reasonable response in context.	**2**

Question	Answer	Marks
3(a)(ii)	**Identify <u>two</u> features of Mauritius that make it a suitable destination for tourists.** Award one mark for each correct feature identified. • Blue Lagoon • Mountain scenery • Beaches • Golf • Spas • Trekking • Water sports Accept any reasonable response in context.	**2**
3(b)	**Explain <u>three</u> reasons for the appeal of multi-centre holidays.** Award one mark for the correct identification of a reason and a further one mark for explanation of the reason. • Can visit two or more destinations/countries in one visit (1) they can fit more of what they enjoy into one holiday/if it is long haul, it is sensible to see different destinations/convenient (1) • Better than going to one place one year and the other the next (1) can experience more of the world/often cheaper than two holidays (1) • Can prevent boredom of staying in one place for a long time/not doing the same thing every day (1) new experiences (1) different cultures/customs/activities/scenery in each location (1) Accept any reasonable response in context.	**6**
3(c)	**Explain <u>two</u> benefits to tour operators of using discount pricing.** Award one mark for the correct identification of a benefit and a further two marks for the explanation of each benefit. • Attract more customers (1) makes customers feel good/getting value for money (1) this can be beneficial in future leading to repeat business/positive word of mouth/higher sales volume/profits (1) • Gain competitive advantage (1) customer satisfaction/retention (1) customers will choose discounted price over competitors' price (1) • Offer discount to unhappy customers (1) retain valuable customers/brand loyalty (1) sell additional products (1) • Helps in organisations new to the market/creates brand image (1) customers become interested/attracts new customers (1) book because of the discounted pricing (1) • Can be used to sell unsold packages (1) especially during off peak seasons (1) able to gain some income (1) Accept any reasonable response in context.	**6**

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Question	Answer	Marks
3(d)	**Discuss the benefits to customers of using online review sites when booking a holiday.** Indicative content • Views are from other customers and are not based on the publicity material from tourism organisations. • Extra charges can be easily identified. • The accuracy of details provided on websites can often be verified on social media. Can see if website is real. • Potential customers can identify any shortcomings or best practices that are not part of the organisation's packages. Accept any reasonable response in context. Use level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss the relative importance of the benefits to customers of using online review sites. For the top level a judgement should be made of the overall benefits. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more benefits to customers of using online review sites. **Level 1(1–3 marks)** At this level candidates will identify 1, 2 or more benefits of using online review sites. **Level 0 (0 marks)** No content worthy of credit.	**9**
4(a)	**State <u>four</u> features of Vietnam that would appeal to adventure tourists.** Award one mark for each correct identification of a feature. • Cycling • Sailing • Snorkelling • Trekking • Touring tunnels Accept any reasonable response in context.	**4**
4(b)	**Explain <u>three</u> features of this stage.** Award one mark for the correct identification of a feature and a further mark for the correct explanation of each feature. • Demand is growing (1) increase in the numbers of visitors/sales volume increasing (1) • Increase in production (1) levels of profit increasing (1) • Competitors working on substitute products (1) still investing in promotion to beat competitors (1) • Critical stage to the success of the product (1) marketing aimed at increasing product share (1) Accept any reasonable response in context.	**6**

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Question	Answer	Marks
4(c)	**Explain <u>two</u> ways tourism providers in Vietnam can use the information in Fig 4.1 to plan their marketing campaigns.** Award one mark for each correct way identified and a further two marks for the explanation of each way. • Public relations (1) press conference/trade shows/fairs/exhibitions/incentives/familiarisation trips (1) gives media exposure/able to present to industry partners (1) • Advertising/promotion (1) local and international websites/local and international TV campaign (1) leaflets and brochures distributed locally and via international embassies (1) • Sales promotion (1) free gifts/free activities/tours/vouchers (1) loyalty incentives (1) • Target specific markets (1) such as geographic segments/appeal to their interest/needs (1) countries from where travel might be hassle free/highlight products and services available (1) Accept any reasonable response in context.	**6**
4(d)	**Evaluate the benefits to destinations, such as Vietnam, of rebranding.** Indicative content • Want to offer new products and reach a new target market, attract new customers. • Show more accurate and different detail to remain competitive. • Customer's perception of the new brand may take a long time. • Customers can be made aware of a new place and product which can remove any negative images. • To boost the economy. • Attract more/new investors. • Rebranding can be used to help/avoid reaching the decline stage of the product life cycle. Accept any reasonable response in context. Use level of response criteria. **Level 3 (7–9 marks)** At this level candidates will evaluate the benefits of rebranding a country like Vietnam. For the top level, a judgement should be made on the benefits of rebranding. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more benefits of rebranding a country like Vietnam. **Level 1(1–3 marks)** At this level candidates will identify 1, 2 or more benefits. **Level 0 (0 marks)** No content worthy of credit.	**9**