Cambridge Assessment International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/23**

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)	**Using the statement numbers from Fig. 1.1 complete the table below. Choose only <u>one</u> statement under each heading.** Award one mark for each correct statement identified. **Political** **1** There is a ministry of tourism to devise plans and strategies **11** There is competition between regions in India to attract tourists **12** The hotel industry receives government incentives **Economic** **3** Some tourists have more disposable income **7** Cheaper flights mean more people travel by air **8** Large percentage of India's GDP is from tourism **Social** **2** India is a diverse nation with many different languages, cultures, traditions and cuisines; this makes it an ideal destination for cultural tourists **5** India has a rich history attracting many scholars **6** Many festivals throughout the year **Technology** **4** Poor facilities at airports and stations **9** Increased use of the internet for researching destinations and booking trips. **10** India is now a destination on Asian cruise circuits Accept these responses only.	**4**

Political	**Economic**
1,11,12	3,7,8
Social	**Technological**
2,5,6	4,9,10

Question	Answer	Marks
1(b)	**Explain <u>three</u> benefits to countries, such as India, of doing a PEST analysis.** Award one mark for the correct identification of a benefit and a further one mark for the explanation of each benefit. • Identifies any influences on the market (1) able to understand what the influences are/effects it will have on business (1) • can assess how great risks are (1) can aim to minimise the impact on business/tackle issues (1) • Can identify the positive impact on business (1) economic changes make travel more accessible/can use the information to further develop the industry (1) • Focuses on developing infrastructure (1) constructs bigger airports and hotels to accommodate more tourists (1) Accept any reasonable response in context.	**6**
1(c)	**Explain <u>one</u> impact of seasonality on each of the following social factors identified by a PEST analysis.** Award up to three marks for the correct explanation of each impact. **employment** Local seasonal employment (1) only get work in peak season (1) lack of income (1) unemployment in the winter months/off peak (1) difficulties in recruiting and retaining full time staff (1) temporary jobs for low skilled workers (1) **overcrowding** Overcrowding during peak season (1) lower standard of services (1) increased crime rates (1) increased traffic/congestion (1) can affect the ability to get to work on time (1) increased air/noise pollution (1) increased litter (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
1(d)	**Discuss how low-cost airlines use the marketing mix to increase customer numbers.** Indicative content: **Price** – vary the price of the flight so it is cheaper the earlier it is booked, seat availability, seasonal pricing, different prices for children, standby seats. **Product** – limit the number and type of services offered to keep costs down. Food, snacks and refreshments could be offered at additional cost. **Place** – only use regional airports because the costs here are lower. Selling online is more convenient, they will make more sales. **Promotion** – to attract customers use special offers, advertise online, use banners on websites, blogs and emails where costs are less, increases customer base. Accept any reasonable response in context. Use level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss how 1, 2 or more. ways the marketing mix can help to increase customer numbers. For top of the level a judgement should be made of the overall benefits of using the marketing mix. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more ways the marketing mix can help to increase customer numbers. **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**

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Question	Answer	Marks
2(a)(i)	**Define the term 'market segmentation'.** Award one mark for a correct definition. Market segmentation is a process in which a target market is selected for the products and services offered customers are grouped or classified based on different characteristics.	**1**
2(a)(ii)	**Identify <u>three</u> market segments likely to be targeted by Visit Norway.** Award one mark for the correct identification of each market segment. • Cultural • Historic • Families • Groups • Singles • Education groups • Leisure • Independents • Couples Accept any reasonable response in context.	**3**
2(b)	**Explain <u>three</u> marketing functions of national tourist offices, such as Visit Norway** Award one mark for the correct identification of a marketing function and a further one mark for the explanation of each function. • Carry out research (1) to find out customer preferences (1) • Identify target market (1) focus activities and products on the target market (1) • Choose appropriate promotional activities (1) attend trade fairs (1) • Product development (1) provides information via websites/leaflets/brochures (1) • Implement and monitor national tourism policies (1) promotes tourism (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
2(c)	**Explain the suitability of the following methods of promotion for the Nordland Railway:** Award up to three marks for each correct explanation of the method of promotion. **videos** Will reach global audience (1) can be translated into different languages (1) can be customised for different target markets (1) audience retain more information compared to reading (1) visual experience (1) gain customer interest (1) more sales (1) **sales promotions** Can take many forms and is a common method of promotion by travel and tourism providers (1) can be money off coupons/vouchers to attractions i.e. child free with full paying adult (1) competitions in newspapers and magazine i.e. win a free holiday (1) special offers i.e. buy one get one free (1) loyalty incentives i.e. frequent flyer programmes and Airmiles (1) attract budget conscious customers (1) value for money. Accept any reasonable response in context.	**6**

Question	Answer	Marks
2(d)	**Discuss the most suitable pricing policies for encouraging new visitors to Norway.** Indicative content: **Discount pricing** – to increase visitor numbers, attracts customers as they feel that they are getting value for money. **Variable pricing** – different prices could be charged for the different ages of customers, different prices for different seasons/peak and off peak as different views can be seen at different times of the year. **Promotional pricing** – linked to the travel or the attraction as this will appeal to new customers. **Premium/prestige pricing** – could use luxury hotels and so charge higher prices. **Price bundling** – prices could include additional products and services such as tours or extended stays. **Market penetration** – new to the market so the price could be introduced low and then higher as it becomes more popular. **Competitive pricing** – if there is a high degree of similarities between products offered by different organisations the price may be determined by the 'going rate'. Prices sometimes match the competitors or are lower. Accept any reasonable response in context. Use level of response criteria. **Level 3 (7–9 marks)** At this level candidates will discuss how 1, 2 or more suitable pricing policies can be used to encourage new visitors to Norway. For top of the level a judgement should be made of the overall suitability of the pricing policies which could encourage new visitors to Norway. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more suitable pricing policies to encourage new visitors. **Level 1(1–3 marks)** At this level candidates will identify 1, 2 or more suitable pricing policies. **Level 0 (0 marks)** No content worthy of credit.	**9**
3(a)	**Describe <u>two</u> pricing policies used in Fig. 3.1.** Award one mark for the correct identification of a policy and a further mark for the correct description. • Discount pricing – a discount is offered on the original price such as percentage decrease • Variable pricing – different prices may be set for different seasons/ages/activities • Special offers/promotional pricing – used to pull customers away from rival attractions as they believe they are getting value for money or getting something free Accept any reasonable response in context.	**4**

Question	Answer	Marks
3(b)	**Explain <u>three</u> reasons why promoting products leads to an increase in customer interest.** Award one mark for the correct identification of a reason and a further one mark for each explanation of the reason. • Promotion makes customer feel the product has been produced especially for them (1) customer feels attracted/satisfied/leads to purchase (1) • Reinforces brand image (1) brand loyalty (1) • Customers trust the brand image (1) leads to repeat business (1) • Promotional campaign (1) will give specific detail/satisfies the needs of customers (1) • Promotion may lead to offers/deals (1) will satisfy customers/feel they are getting value for money (1) • Advertising (1) AIDA principle can increase interest (1) • Newspapers and other media (1) creates awareness (1) Accept any reasonable response in context.	**6**
3(c)	**Explain <u>one</u> advantage and <u>one</u> disadvantage of using the internet for advertising tourism products.** Award up to three marks for the correct explanation of an advantage and up to three marks for the correct explanation of a disadvantage **advantage** Costs less/cheaper (1) than using other forms of advertising such as billboards and TV (1) no printing costs (1) less employees needed (1) ability to target international/worldwide customers (1) the internet is able to bring a global presence which other forms of advertising are unable to do (1) available 24/7 (1) **disadvantage** Customers have to be aware of the website address (1) unable to access website without prior knowledge of address (1) not all customers have access to internet (1) not all customers have the ability to use internet (1) some customers may take no notice of the advertisement (1) even if they do see it online (1) does not spike their interest (1) some customers are scared of being scammed (1) may stop looking at the internet (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
3(d)	**Discuss how developing a range of products would increase appeal across different market segments.** Indicative content: • Can target different market segments and customer needs as they can have different interests and budget when it comes to planning a trip. • Some customers look for luxurious products and services, others look for budget friendly products and services. • Divert from niche/specialist tourism which is small scale to mass tourism. • Can adapt to changing market trends and customer demands. This way companies can stay ahead of the changes and meet the needs of their target market. • Can reduce the risks associated with seasonality, can diversify products so that they are not dependent on a single market. 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 how developing a range of products would increase the appeal across different market segments. For the top level, a judgement should be made of the overall results of developing a product portfolio. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more ways how developing a range of products would increase the appeal across different market segments. **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**
4(a)	**Identify <u>four</u> factors that may affect the price of a stay at the Acindina Resort.** Award one mark for each correct identification of an external factor. • Seasonality • Global recession/inflation • Demand • What customer is willing to pay/customer expectation • Competition • Fixed and variable costs • Profitability • Taxation • Economics Accept any reasonable response in context.	**4**

Question	Answer	Marks
4(b)	**Explain <u>three</u> benefits to customers of using travel agents to book a holiday.** Award one mark for each correct benefit identified and a further mark for the explanation of each benefit. • Save customers money (1) travel agents often have access to rates that would not be available on internet/they are more aware of current promotions (1) • Additional perks (1) travel agents often have relationships with tourism providers and can get room upgrades/free breakfast (1) • Convenient (1) suitable for customers who do not like to plan and research (1) • Travel agents are experts (1) advise customers on required documents/have excellent destination knowledge (1) • Decreases stress (1) if something does not go to plan travel agents can sort out problems before, during and after (1) • Offers ancillary services (1) saves customers time having to search and book them themselves (1) Accept any reasonable response in context.	**6**
4(c)	**Explain <u>two</u> benefits to the customer of market segmentation.** Award one mark for the correct identification of a benefit and a further two marks for the correct explanation of each benefit. • Meet customers' needs and wants (1) products and services are customised (1) diverse range of options (1) • Customer will only be given relevant information (1) makes customer more aware of products they may want to purchase (1) customer gets a sense of belonging to a brand (1) • Better customer service (1) customer satisfaction (1) leads to customer loyalty (1) Accept any reasonable response in context.	**6**

Question	Answer	Marks
4(d)	**Evaluate the factors Acindina Resort must consider when producing effective promotional materials.** Indicative content: • Costs/budget • Timing • Target market/audience • Brand image • AIDA • Where to distribute material, type of medium to use brochures or internet Accept any reasonable response in context. Use level of response criteria. **Level 3 (7–9 marks)** At this level candidates will evaluate the factors that must be considered when producing effective promotional material. For the top level, a judgement should be made on the factors that must be considered. **Level 2 (4–6 marks)** At this level candidates will explain 1, 2 or more factors that must be considered when producing effective promotional material. **Level 1(1–3 marks)** At this level candidates will identify 1, 2 or more factors. **Level 0 (0 marks)** No content worthy of credit.	**9**

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