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TRAVEL & TOURISM **0471/21**

Paper 2 Managing and Marketing Destinations **October/November 2024**

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.

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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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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, or there are some evaluative comments throughout the response. 2 marks
1	The response is likely to be a list of valid points with little or no explanation or one valid explained point. 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 or there is an evaluative comment in the response. 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, or there are some evaluative comments throughout the response. 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 or there is an evaluative comment in the response. 1 mark
0	No creditable response.	No creditable response.	No creditable response.

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Question	Answer	Marks
1(a)(i)	**Identify <u>three</u> types of tourists the MTPB are targeting.** Award one mark for the correct identification of each target market • Domestic (1) • Cultural (1) • Business (1) • International (1) • Ecotourists (1) Accept only these responses.	**3**
1(b)	**Explain <u>two</u> reasons why the MTPB uses marketing campaigns.** Award one mark for the correct identification of a reason and a further mark for a correct explanation of the reason. • Tourism is a very competitive business environment (1) gains an advantage over rivals and remain competitive (1) • Attract tourists/increase the number of visitors (1) increase length of visitors stay (1) • Gain exposure/awareness (1) can lead to increased tourism numbers (1) • Gain a positive image/reputation (1) the board wants to portray a good image in order to attract investors (1) • Increase the country's GDP (1) visitors bring in foreign currency (1) • To ensure customers' needs are met (1) customer satisfaction leads to customer loyalty (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
1(c)	**Explain <u>one</u> advantage and <u>one</u> disadvantage of using face to face interviews for market research.** Award one mark for the correct identification of an advantage and a disadvantage and a further mark for the correct explanation of each. **Advantage** • Can collect more information (1) questions are usually open ended and responses can be more spontaneous (1) • More flexibility (1) can ask follow on questions (1) • High return rate (1) most people can answer questions (1) • Can clarify answers (1) avoids misunderstandings (1) • To see customers expressions (1) this gives an indication of how they are feeling about the product/service (1) **Disadvantage** • Costs a lot to carry out (1) a lot of people are needed to conduct the surveys (1) • Limited sample size (1) dependent on the number of interview staff (1) • More time consuming (1) people may refuse to take part (1) • Often difficult to find people who are willing to answer the questions (1) people may be shy/don't like being stopped in the street/no time (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
1(d)	**Discuss the benefits to tourist organisations of adding a blog to their website.** Use Table A to give marks for each candidate response. AO1 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO1 Knowledge and Understanding**. • Reach more potential customers/increased website traffic/raise awareness by having a blog as well as the website • Brings online presence to the brand as new content often gets prioritized on the internet • Value for money as blogs are relatively cheap, even free to set up • Customers are able to leave feedback on the blog **AO3 Analysis** • The increased website traffic can lead to sales generation • Blogs can contain internet links that can direct readers to specific travel packages or services • People that may be just looking at tourist products are helped towards making a purchase by the blog. The organisation is seen as a trusted resource. • A blog with current posts shows potential customers that you are open for business which is the first place of entry for potential customers • A blog is a useful and smart way to use the marketing budget due to low or no costs involved **AO4 Evaluation** • Blogs are constantly updated which keeps people interested and can lead them to planning and booking. It can also lead to sharing it with their families and friends which could mean more prospective customers. • Blogs provide valuable information and awareness without just pushing for sales, which creates a more comfortable environment for potential customers. This approach often builds trust and relationships with readers, many are likely to return when ready to book again/customer loyalty. • Blogs consistently provide updated high-quality content about destinations, trends and travel advice making them a credible source of information. • A blog helps to build the organisations reputation as a brand, an authority in their field and a friend. Using customer feedback organisations can get to know their customers. With new and original content blogs can make the brand more prominent amongst its competitors. • The more invested in the blog strategy then the more potential to grow the brand. When a blog shows signs of growth from increased customers or increased revenue, they are then able to command a higher price, customers will pay more.	**9**

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Question	Answer	Marks
2(a)(i)	**Define the term 'inflation'.** Award one mark for a correct definition. • General increase in price (1)	**1**
2(a)(ii)	**Suggest <u>two</u> negative impacts on destinations of decreasing domestic tourism.** Award one mark for the correct identification of each negative impact. • Lower revenue/income (1) • Closure of local tourist businesses (1) • Lack of economic growth in local areas (1) • Could lead to poverty in some areas (1) • Loss of employment (1) Accept any other reasonable response in context.	**2**
2(b)	**Explain <u>two</u> pricing policies that could be used to improve domestic tourism in the UK.** Award one mark for each correct pricing policy identified and a further mark for the correct explanation. • Discount pricing (1) a percentage decrease in price to entice more people to holiday in the UK (1) • Variable pricing (1) offering differentiated prices in different UK destinations (1) • Seasonal prices (1) high prices charged in the summer/peak season and reduced prices in low season/winter (1) • Prices can vary according to customer type (1) reduced prices for children encourages holidays in the UK (1) • Special offers/promotional pricing (1) tourists will holiday in the UK as they feel they are getting value for money (1) • Price bundling (1) offering room, bed and breakfast and dinner at a special reduced rate cheaper than abroad (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
2(c)	**Explain <u>two</u> benefits of using printed promotional materials.** Award one mark for the correct identification of a benefit and a further mark for the correct explanation of each benefit. • Permanent record of information (1) establishes a brand (1) • Able to include a lot of detailed information/show their USP (1) mix of written words and photographs (1) • Ability to include vouchers and competitions (1) this encourages customers to take action (1) • Customers can take it home (1) read it at their leisure/share it (1) • Printed materials have been around for a long time (1) viewed as trustworthy (1) • Can be given directly to their target market (1) they will discover destinations that match with their interests (1) • More suitable for people who do not have access to internet (1) grey market who may not understand how to use internet/people who cannot afford internet (1) • Raises awareness to passers-by (1) eye catching/colourful/well designed brochure will stand out (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
2(d)	**Discuss the advantages to accommodation providers of using primary market research.** Use Table A to give marks for each candidate response. AO1 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO1 Knowledge and Understanding** • Identify customers wants and needs • Can gain original, current data and information. • Creates control as accommodation providers can just ask questions about accommodation. • Efficient spending for information. • Can find out/establish current trends **AO3 Analysis** • It allows organisations to search for only the exact information and data needed and not irrelevant information which will help them find out the wants and needs of their customers • Data and information collected is first hand, original and accurate, rather than using secondary research data which quickly becomes outdated • Researchers are able to control what information they want to collect when conducting the research, how it is collected and how they will use it later • Although some types of primary research can be expensive there are various types of research, such as internet surveys, which are very cost effective **AO4 Evaluation** • Using primary market research enables the researchers to focus their efforts and hard work on a specific audience or market rather than a wide range of areas. This enables accommodation providers to satisfy customers' needs leading to repeat business and customer loyalty. • Data collected is important in understanding the characteristics, attitudes and opinions of visitors. It assists in identifying new markets, trends and in monitoring the performance of the tourism sector. • Researchers have control over the method used, questions asked and data collected and the sample size which improves the relevancy of the research. Specific markets can be targeted rather than mass markets. • Collecting data can often prove to be costly and time consuming, but there are methods which are cheaper. Telephone interviews are a time and cost effective, a lot of data can be collected over a short period of time. Paper questionnaires are also fairly cheap to produce and can reach a large audience. Surveys can be completed in the hotels to get firsthand information.	**9**

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Question	Answer	Marks
3(a)	**State <u>three</u> benefits to tourists of using Fortune Suites serviced accommodation.** Award one mark for each correct benefit identified. • Lot of space to work, rest, relax and sleep (1) • Home away from home with cooking and laundry facilities (1) • Flexibility and freedom as tourists can come and go as they please (1) • Staff support to clean and maintain the accommodation (1) • Cost effective/affordable as it is cheaper than some alternative accommodation (1) • Self-contained with less communal areas (1) Accept any other reasonable response in context.	**3**
3(b)	**Explain how <u>each</u> of the following distribution channels would be suitable for accommodation providers:** Award two marks for the correct explanation of the suitability of each distribution channel. **Direct phone bookings** • More convenient way of booking (1) especially for older adults (1) • Can ask questions (1) helpful if the booking is complicated (1) • No intermediaries (1) no commission to pay (1) • Can collect guest information (1) builds strong customer relationship (1) • Accommodation providers can make their own bookings (1) no reliance on others to send bookings (1) • Bookings and payments can be made over the phone (1) avoids additional administration (1) **Wholesalers** • wholesalers are a link between travel agents and travel suppliers (1) helpful to book blocks of rooms (1) • Accommodation is bought in bulk (1) able to sell them at a cheaper price (1) • Packages can be put together (1) transfer and accommodation which can encourage sales (1) • Low amount of profit made (1) can however fill last minute spaces (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
3(c)	**Explain <u>two</u> ways tourism accommodation providers use promotion to increase their market share.** Award one mark for the correct identification of a way and a second mark for the explanation of each way. • Improve their website to draw the attention of customers (1) informs them all about the product (1) • Social media marketing helps to attract a large number of potential customers (1) influences them to visit the destination (1) • Introduce and offer incentives (1) brings awareness to the brand (1) • Create destination videos (1) shows what's new to prospective customers (1) • Identify lifestyle characteristics of target market (1) update promotional strategies to target those tourists who are likely to visit the destination (1) • Radio/TV advertisements (1) create awareness of what is being offered (1) • Events by the accommodation providers (1) tourists may stay longer to see the event (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
3(d)	**Discuss the ways that hotels can be more sustainable.** Use Table B to give marks for each candidate response. AO2 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO2 Application** • Energy use • Water use • Sustainable food • Recycling and composting • Reduce plastic use/use 3R's, reuse, reduce and recycle • Support the local community **AO3 Analysis** • Install methods to generate their own clean electricity and products which can control the output of electricity. Methods of shutting off electricity when guests leave their room. • The hotel can use signs in bathrooms asking guests to reuse towels rather than having them washed daily. • Hotels can source their food locally which will decrease carbon emissions from transporting food from further afield and other countries. • Hotel management need to commit to recycling and composting in their hotels by placing recycling/composting bins throughout the hotel. Prevent litter by adding bins for rubbish and recycling all around the hotel. • Hotels offer a lot of complimentary guest products such as shampoos and body lotion. To still offer a good guest experience hotels can use bulk filled solutions. • Hotels can support local communities by employing local people, using local farmers, producers and makers. **AO4 Evaluation** • Solar panels can be installed to produce enough energy for lighting and electricity for the whole hotel as it is more ecofriendly. Other forms of energy uses fossil fuels which produce greenhouse gases, CO2. • Food can be purchased seasonally from local farmers and producers as it also reduces air miles and the carbon footprint as well as giving the locals an income. • Using recyclable and biodegradable packaging in the hotel for shampoos and lotions or use packaging that could be reused by other guests. Plastic key cards can be replaced by using smart locks, access cards and keyless entry which will cut down on plastic use. • Employ local people as this prevents leakage and allows the money earnt to support the local community through the multiplier effect. Hotels can provide spaces for local merchants to sell their souvenirs further benefitting the local economy.	**9**

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Question	Answer	Marks
4(a)	**Identify <u>three</u> different packages offered by Fansite Sports Travel.** Award one mark for the correct identification of each tourism package. • Cricket (1) • Football (1) • Golf (1) • Tennis (1) • Rugby (1) • Formula 1 (1) Accept these responses only.	**3**
4(b)	**Describe <u>two</u> ways that the sports tourism market may be segmented.** Award one mark for each correct way identified and a further one mark for the explanation of each way. Geographic segmentation • Local areas (1) may only attract tourists in the communities (1) • Domestic (1) will travel to different areas of the country to watch/participate in sporting events (1) • Overseas segmentation (1) will travel for international sporting events (1) Demographic segmentation • Age (1) different ages will prefer different types of sport/young may enjoy extreme sports and older golf (1) • Gender (1) male and female have different interests in sport/women netball and men football (1) • Ethnicity (1) this will effect types of events tourists go to depending on their culture and heritage • Levels of disposable income (1) tourists with more disposable income may choose luxury sports related holidays while budget more locally based (1) Psychographic segmentation • customer lifestyle choices (1) tourists can either attend local events others major sporting events (1) • Different interests (1) tourists are more likely to visit sporting events that they have an interest in (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
4(c)	**Explain <u>two</u> social factors that affect the demand for sports tourism.** Award one mark for the correct identification of each factor and a further mark for the explanation of each. • Increase in leisure time (1) more time to travel, can travel further afield to attend favourite events (1) • Changing consumer needs (1) more people travel to take part in the sport/activity such as training/sports participation (1) • People are retiring earlier (1) more time to travel for sports/hobbies (1) • Mega sporting events such as Olympics and world cup (1) many people travel to spectate the sports (1) • Tourists make nostalgic visits to learn or reminisce (1) to places of historical sporting importance or to see memorabilia of sporting hero (1) • Health awareness (1) people's interest in different health issues (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
4(d)	**Discuss the importance of product in the marketing mix for specialist tour operators.** Use Table B to give marks for each candidate response. AO2 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO2 Application** • Product is the most important aspect of any business. • A tourism product is a combination of tangible and intangible elements. • Tour operators need to create a product that consumers want. • Customers are made aware of the products by successful marketing. • Helps tour operators to remain competitive. **AO3 Analysis** • The product is at the heart of the marketing mix and because of this a company can earn money. • Not every product is tangible, there is a mix of both tangible and intangible products such as a souvenir which is a tangible product and a train tour which is intangible. • Tour or activity providers must offer a specific tour or activity that is in demand by its target market. • Specialist tour operators offer niche products so the products need to be targeted towards a specific target market. • By producing their products for a specific target market, reaching the expectation of consumers gives tour operators a competitive edge **AO4 Evaluation** • A product is at the heart of the marketing mix because without a product you cannot implement any one of the other three elements of the marketing mix. Great products are easy to market as they serve both a need and a want. • The tourism product is made up of different elements such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest. • The product creates a relationship between the supplier and potential tourist so first impressions are extremely important. The product must have value and appeal, if any aspect fails to meet expectations the whole product could be regarded as a failure. The tour operator will result in loss of sales and profit. • The product needs to be marketed effectively. By knowing what the target market requires can establish the best way to present the products to prospective clients. • Specialist tour operators provide specialist products as they understand their clients, they are more personal. Working in such a competitive market only the most flawless products and services can expect to succeed long term.	**9**

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