CAMBRIDGE
International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/22**

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)	**Identify <u>three</u> reasons why the Green Button campaign was launched.** Award one mark for the correct identification of each reason. • Restart tourism in Ireland (1) • Reaches people in 12 different new markets (1) • Use the green button to go and book now (1) • Encourage overseas tourists (1) Accept only these responses.	**3**
1(b)	**Explain <u>two</u> reasons why timing was important when planning the Green Button Campaign.** Award one mark for correct identification of a reason and a further mark for a correct explanation of the reason. • The Green Button Campaign needs to coincide with the purchasing patterns of the target market (1) able to gain positive return on investment (1) • Wrong timing of the Green Button Campaign could result in less/no sales (1) it should not be too late or customers may have chosen another product or provider/will have no time to book (1) • The campaign should not be launched too early/too far in advance (1) potential customers may forget about it (1) • Timing of the Green Button Campaign is important as it determines best point to present promotional material (1) when people are most likely to respond to it (1) • Are there any other events/promotions on at the same time as the Green Button Campaign (1) must leave enough time to make any changes along the way (1) Accept any other reasonable response in context.	**4**
1(c)	**Explain <u>two</u> reasons why public relations are used by travel and tourism organisations.** Award one mark for the correct identification of a reason and a further mark for the correct explanation of each reason. • Plays a vital role in marketing and promotion (1) helps a brand stand out in a competitive market (1) • Gets information out to the public/familiarisation (1) consistent ongoing presence which generates awareness (1) • Gains a positive reputation/brand image (1) leading to increased sales/profits (1) • Helps to maintain good relationships/connections (1) with shareholders, investors and customers (1) • Stimulates public's desire to travel (1) turns desires into purchases (1) • Can get free publicity (1) no need to pay for advertising (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
1(d)	**Discuss the importance of costs when launching a promotional campaign.** 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** • Promotion and marketing are expensive. • Requirement for market research. • Marketing budget is needed. **AO3 Analysis** • Promotional materials incur a cost, there are design experts and printing of publicity materials such as posters which can be expensive. • Market research is important for developing informed promotional campaigns because it may result in a higher chance of reaching target audiences or persuading customers to engage with a product or service. • Marketing is expensive so an affordable budget should be set to cover all six stages of the campaign. **AO4 Evaluation** • In order to launch a successful promotional campaign there will need to be advertising to bring attention to the brand or products and services it can offer. Advertising could use traditional marketing, digital marketing or both. This can be expensive so choices will have to be made which will fit in the budget. Costs can vary depending on any required software, type of advertising efforts and if promotional merchandise is used. • Market research costs are expensive, they might include paying for access to reports or journals or for developing and distributing surveys in order to determine the target market. • Costs must not exceed the budget set for the campaign, this is because it is a discretionary expenditure which can significantly affect the profit of the firm. If costs outweigh the results of the campaign, it could result in the decline of the organisation.	**9**

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Question	Answer	Marks
2(a)	**Identify <u>three</u> features of the food adventure package in Fig. 2.1.** Award one mark for each correct feature identified. • Transport • Excursion/guided tour • Cookery class Accept only these responses.	**3**
2(b)	**Explain <u>two</u> factors that may affect the pricing policy used by Barcelona Food Adventures.** Award one mark for each correct factor identified and a further mark for the correct explanation of the factor. • Costs (1) Barcelona food adventures must make sure they have money left after paying for the costs of transport/food/staff (1) • Economic factors/recession/inflation (1) may cause price to be decreased/increased (1) • Seasonality/demand (1) during peak season the price will be high/off peak season the price will be lower (1) • Target market (1) different pricing policies would be used for different market segments (1) • Profitability (1) Barcelona food adventures need to have a pricing policy which will give them a profit (1) • Barcelona food adventures must be aware of competitors (1) prices need to be the same or less than competitors to attract customers (1) • Customers' expectations (1) if customers have confidence in Barcelona food adventures and feel it is value for money, they will buy it (1) Accept any other reasonable response in context.	**4**
2(c)	**Explain <u>two</u> reasons why destination branding is important.** Award one mark for the correct identification of a reason and a further mark for the correct explanation. • Helps to market/promote a destination (1) gives a positive and clear image of destination to appeal to tourists (1) • Creates awareness (1) more customers/sales/profits (1) • Tourists remember destination brands (1) leads to confidence and trust/ brand loyalty (1) • Identifies special features of destination/USP/differentiates (1) leading to competitive advantage (1) • Builds on cultural experiences (1) leading to local pride (1) • Communicates its appeal to tourists/good reputation (1) makes tourists want to visit (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
2(d)	**Discuss the advantages to Barcelona Food Adventures of using retailers as a distribution channel.** 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** **For the application marks, the context can be advantages for Barcelona Food Adventures (BFA) or a specialist/local tour operator.** **Advantages are:** • Retailers have access to a wider market than BFA • travel agents/retailers have their own customer base/mailing list which BFA can benefit from • provide access to overseas/other markets that BFA can't access • BFA can give the retailer marketing materials to distribute to customers • persuade/influence customers to buy the package • provide skills BFA doesn't have – such as persuasion/sales/knowledge • saves BFA time/more convenient for BFA **AO3 Analysis** • Having access to wider/different markets means there is more chance of selling packages/will gain more customers • Distributing marketing materials will help to raise awareness • Retailers meeting customers face to face can convince customers to purchase as they can answer questions on the spot • Retailers being overseas means any language communication barriers can be dealt with and the package can be explained • Tour operators have more time to develop more products and services as some of their work is being done by the retailer • As well as high street retailers (travel agents) there are also online travel agents who can advertise which has become the fastest growing distribution demand for travel products **AO4 Evaluation** • The biggest advantage to BFA of using a retailer is the time they save meaning they are able to develop other products, which in turn will help them to grow their business and become more successful. • Using a retailer brings many benefits, the most important is that it will widen the audience for BFA's marketing materials and will in turn mean they are more likely to fill all their tours and gain more profits/revenue.	**9**

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Question	Answer	Marks
3(a)	**Other than those in Fig. 3.1, state <u>three</u> accommodation types used by tourists.** Award one mark for each correct accommodation type identified. • Hostels (1) • Guest Houses (1) • Homestays (1) • Motels (1) • Boats (1) • Cottages (1) Accept any other reasonable response in context.	**3**
3(b)	**Explain <u>two</u> reasons why tourists choose holiday homes or serviced accommodation.** Award one mark for each correct reason identified and a further mark for a correct explanation. • More spacious (1) able to accommodate more people/families (1) • Cheaper (1) more for your money compared to hotels/more money to spend on other needs/attractions (1) • Flexible (1) visitors can come and go as they please (1) • Privacy (1) do not have the formalities of a hotel/safer (1) • Home from home (1) more like being at home whilst being on holiday (1) • Cleaning is included (1) no cleaning means more time to spend enjoying the holiday (1) • Concierge services are included (1) customers can ask for help with appliances in their room/ask for recommendations of places to visit/directions (1) Accept any other reasonable response in context.	**4**
3(c)	**Explain <u>two</u> reasons why improving infrastructure can create economic benefits for a destination.** Award one mark for the correct identification of a reason and a further mark for the explanation of each reason. • More appealing to tourists (1) gain more customers who will spend at the destination/increased revenue (1) • Creates improved efficiency/saves time (1) people and goods can be moved around the area easier (1) • Local people can travel for employment (1) they have access to better/more transport facilities (1) • Encourages more investment/new businesses (1) organisations and investors are assured of supplied energy/water/transport infrastructure (1) • Employment for local people (1) money earned stays in the destination/leads to multiplier effect (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
3(d)	**Discuss how perishability affects organisations in the accommodation sector.** 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** • Once date has passed rooms can no longer be sold • Providers need to sell as many rooms prior to the date as possible • Providers have to offer low prices/offers for early bookings **AO3 Analysis** • Accommodation is time dependent, providers only have one chance to rent a room on a specific night, after the end of that day it is no longer possible to sell it • Demand is difficult to forecast as it can vary by season or even time of day so selling in advance is vital • It is impossible to fill rooms by walk-ins only, so accommodation providers need to sell as early as possible • If accommodation is not sold then the providers will make no money so they often use last minute offers to ensure rooms are booked **AO4 Evaluation** • Providers can avoid empty, unsold rooms if they focus on retaining repeat and loyal customers with loyalty programmes. It is more costly to land new customers than to keep existing. • The best way accommodation providers can tackle perishability is to offer special rates for booking early as this will guarantee they have the income from as many rooms as possible. • Rooms are also sometimes oversold or overbooked and at premium rates which anticipates any possible cancellations or no-shows, leading to revenue and maximum profits. • Rooms are often paid in full when booked in advance and not refundable so that providers do not lose money from cancellations or no-shows.	**9**
4(a)	**Identify <u>three</u> family friendly facilities at Sunlight Felipe Beach Resort.** Award one mark for the correct identification of each facility. • Children's pool (1) • Kids club (1) • Children's section of the restaurant (1) • Children's playground (1) • Family rooms (1) Accept only these responses.	**3**

Question	Answer	Marks
4(b)	**Sunlight Felipe Beach Resort is at the growth stage of the product life cycle.** **Describe <u>two</u> characteristics of the growth stage.** Award one mark for each correct characteristic identified and a further mark for the description. • Demand is rising steadily (1) customer numbers increasing (1) • Levels of sales increase (1) product has established a following from target market (1) • Levels of profitability increasing (1) benefits from economy of scales (1) • Competitors working on substitute products (1) company invests profits in promotion to differentiate themselves from their competition (1) • Successful product (1) attracts new and existing customers (1) • Pricing strategy changes (1) more competitively priced (1) • Set high prices (1) in order to make profit as there are a good number of customers at this stage (1) Accept any other reasonable response in context.	**4**
4(c)	**Explain <u>two</u> ways that the availability of staff is important when choosing a location for a resort.** Award one mark for the correct identification of a way and a further mark for explaining the way. • Resorts need staff who are available to work (1) both skilled and unskilled workers (1) • Staff need to be able to easily get to the location (1) can call on staff if needed/avoids lateness (1) • Avoids having to pay additional costs (1) if staff are a distance away transport will have to be paid for (1) • Sufficient staff will be needed to meet customer's needs (1) this is vital for the success of the resort (1) • Local staff are knowledgeable about the area (1) their wages get re-circulated in the destination, multiplier effect (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
4(d)	**Discuss how the Sunlight Felipe Beach Resort can be managed sustainably.** 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** • Maintain biodiversity, conservation and regeneration at the Sunlight Felipe Beach Resort • Limiting tourist numbers to the Sunlight Felipe Beach Resort • Limiting pollution at the Sunlight Felipe Beach Resort • Reduce water wastage at the Resort by using grey water • Using local suppliers/workers in the Resort • Putting on cultural events within the Resort to protect the local culture and educate the tourists • Ensure the accommodation at the Sunlight Felipe Beach Resort is eco-friendly/built with local materials/built in a traditional way **AO3 Analysis** • Conservation should be encouraged and any areas with plants in the Resort should be protected/roped off so they are not damaged • Limiting visitor numbers to the Sunlight Felipe Beach Resort can minimise any environmental damage such as beach erosion caused by crowds of tourists / can also prevent overuse of resources and protect host communities from exploitation • Sunlight Felipe Beach Resort can help to reduce air pollution by providing bus transfers to/from the airport / providing bikes etc. • Accommodation at the Sunlight Felipe Beach Resort can be made ecofriendly by using renewable energy resources and energy efficient lighting which reduces fossil fuel use • Food can be sourced locally or grown on the premises which reduces carbon footprint / keeps traditional farming/agriculture jobs and more money in the economy • Sunlight Felipe Beach Resort can employ local people which keeps money in the local economy • Cultural events and educating tourists about the local culture protects it for future generations/encouraging locals to be proud of their culture	**9**

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Question	Answer	Marks
4(d)	**AO4 Evaluation** • Sunlight Felipe Beach Resort being and managing themselves sustainably increases its competitiveness. People nowadays want to be more responsible when they travel, so they are more likely to choose a resort that is responsible. • There are many things that Sunlight Felipe Beach Resort can do to manage themselves sustainably. It is not always easy to make changes to the way things are done, but it is worth it in the long run. • Areas of natural beauty in the Sunlight Felipe Beach Resort can be protected by limiting visitor numbers to the resort. Not only will this protect the area it will reduce overcrowding leading to a more satisfying experience. • Putting on cultural events and employing locals will minimise conflict between local communities and tourists and encourage mutual respect as tourists will be more understanding and responsible and locals will benefit from having their culture protected but also jobs and an improved standard of living.	

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