

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

**MARK SCHEME for the October/November 2009 question paper
for the guidance of teachers**

0471 TRAVEL AND TOURISM

0471/02

Paper 2 (Alternative to Coursework),
maximum raw mark 100

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.

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1 (a) (i) State the difference between primary and secondary research data. [2]

Primary is first hand/field research, whereas secondary is using someone else's data or desk research. (2 × 1)

(ii) Give two disadvantages of using primary research. [2]

Accept any from:

- Time-consuming
- Costly
- Can be biased by the interviewer

(2 × 1)

(b) (i) State which characteristic has been used to identify these target market segments. [1]

Accept either by lifestyle or by psychographics

(ii) Using the information from Fig. 1, suggest which tourism product would be most suitable from the following list. Give one reason for your choice of product for each segment. [6]

Award one mark for the correct identification of a product and a second mark for valid reason for choice.

Possible answers include:

Horse enthusiasts: quality package (1) because they have high disposable income (1) can afford quality (1)

Outdoor active family: budget package (1) because they have limited income (1) they enjoy outdoor activities such as a family picnic (1)

Cultural tourist: day trip (1) not enough interest to focus solely on equine tourism (1) also includes museum visit, which is a cultural attraction (1)

(1 + 1 × 3)

(c) Explain three benefits that the 'Land of the Horse' marketing campaign could have for the tourism industry of Ireland. [6]

Award 1 mark for the identification of up to three benefits and a second mark for an explanation of each of these three benefits.

Benefits are likely to include:

- Stimulating demand (1) to increase the number of visitors (1)
- Increasing sales (1) so the industry makes more money (1)
- Gaining competitive advantage (1), become more popular as a destination for equine/cultural tourism over other destinations (1)
- Creating positive image for the country as a holiday destination (1) so that more people choose Ireland for their holiday (1)
- Generating jobs (1), creates employment opportunities in hotels, restaurants, shops etc. (1)
- Creates brand loyalty (1) leading to repeat business (1)
- Generates foreign currency earnings (1), contributes to the country's GDP (1)

(3 × 2)

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- (d) (i) Refer to Fig. 1. At which stage of the product life cycle would you place tourism in Ireland? Give a reason for your answer. [2]

Award one mark for the correct stage and a second mark for an appropriate reason.

Stage: accept either maturity, saturation or decline (1)

Reason: visitor numbers falling away over a ten year period (1)

(2 × 1)

- (ii) Name *one* example of other tourism products or destinations at each of the following stages on the product lifecycle. Give a reason for your choice. [6]

Award one mark for each named example and a second mark for an attempt to explain the reasoning.

This question will require a degree of professional judgement – reasoning must link to the characteristics of the stage in the PLC model.

e.g. **Research and development:** space tourism (1), limited evidence (1), lots of investigation by organisations around the world (1)

e.g. **Launch:** Antarctica (1), limited number of providers (1), limited number of participants (1)

e.g. **Growth:** cruise market (1), very competitive (1), large numbers of providers (1), increase in popularity (1)

(1 + 1 × 3)

- 2 (a) (i) Explain what a SWOT analysis is. [4]

A list of strengths, weaknesses, opportunities, and threats scores a maximum 2 marks. The additional two marks are to be awarded for a candidate who explains that SWOT is a marketing tool used by organisations to identify their internal and external influences.

- (ii) Give *three* reasons why it is important for tourism organisations such as the Ministry of Tourism in Himachal Pradesh to use SWOT analysis. [6]

Award one mark for basic identification of each of three reasons for carrying out SWOT analysis and second mark for exemplification of each.

Reasons include:

- To assess market position (1) so that they can make strategic changes to improve this position (1)
- To identify areas for improvement (1), to overcome weaknesses such as poor infrastructure to better support tourism activities (1)
- To evaluate competition (1) by analysing the external environment, they can see which destinations pose the greatest threat (1)
- To aid strategic planning and decision making processes (1), to increase tourism value and volume (1)
- To provide evidence for change (1) by assessing the full situation, they can take necessary steps for future development (1)

(3 × 2)

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- (b) (i) Identify the main threat for increased tourism in the area from the list of statements. [1]**

Statement number 2 – Environmental factors create access difficulties for some regions. (1)

- (ii) Discuss how the Ministry of Tourism might use the marketing mix to maximise tourism spending. [9]**

Candidates cannot access L2 unless all four P's are mentioned.

Level of Response

Level 1 (1–3 marks): Candidates at this level will identify the 4 P's but will be unable to apply them to the scenario.

Level 2 (4–6 marks): At this level at least two of the 4 P's will be applied, even if not always accurately e.g. inappropriate pricing policy selected but explained.

Level 3 (7–9marks): Responses at this level will demonstrate good understanding of all 4 P's and an attempt will have been made to analyse for 7 marks and/or evaluate for 8 or 9 marks the importance of each within the context of the scenario.

Indicative content

Marketing mix – Product, Price, Place and Promotion should all be exemplified within the answer.

Product – adventure tourism activities

Place – use internet as distribution channel; likely to attract the appropriate target market; young, fit males and females

Price – penetration-pricing policies might be most appropriate given high level of competition emerging in this market

Promotion – in specialist outdoor enthusiasts magazines and at exhibitions such as the 'outdoor show'

- (c) (i) Identify what the acronym PEST stands for. [4]**

Do not accept Economical

Political (1)

Economic (1)

Social (1)

Technological (1)

(4 × 1)

- (ii) State how PEST analysis differs from SWOT. [1]**

PEST only examines external influences (1)

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3 (a) (i) List *three* main products of a hotel. [3]

Award one mark for up to three correct identifications from:

- Accommodation (1)
- Meals (1)
- Drinks (1)
- Bed and breakfast (1)
- Restaurants (1)
- Bars (1)
- Conference facilities (1)
- Leisure facilities (1)

(3 × 1)

(ii) State *three* services you would expect a hotel to provide for its customers. [3]

Award one mark for the correct identification of each of three services a hotel might provide from:

- Laundry (1)
- Childminding (1)
- Room service (1)
- Porterage (1)
- Waitering (1)
- Housekeeping (1)
- Turndown services (1)
- Transport (1), pick up/drop off (1)
- Excursions (1)
- Visitor Information (1)
- Bureau de Change (1)
- First Aid (1)

(3 × 1)

(b) A package holiday is often described as a *total tourism product*. Explain what this means. [2]

1 mark if package holiday is correctly defined, second mark for reference to TTP i.e. amalgam.

The complete experience from leaving home to return (1); made up of a series of products and services (an amalgam or composite product) (1), max 2.

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- (c) Explain how a hotel can develop a product portfolio, in order to appeal to a wide range of market segments. [9]**

Reference to market research to find out customer needs/wants = Level 1 (1)

Level of Response

Level 1 (1–3 marks): At this level, candidates identify a range of products offered by hotels (there may be some repetition from the previous questions) or identify at least two client types.

Level 2 (4–6 marks): Candidates at this level describe at least two different products and the types of customers that may use them.

Level 3 (7–9 marks): Responses at this level will demonstrate a good level of understanding to explain how a hotel will cater for the needs of as many customer types as possible and will provide good exemplification e.g. for families a swimming pool and games room and for single travellers extra security features on bedrooms.

Indicative content

- For families – child friendly facilities, kids clubs kids menus etc.
- Single travellers – no single supplements
- Business travellers – wifi broadband access
- Corporate/conference clients
- Special client groups e.g. weddings

The list is by no means exhaustive.

- (d) (i) Describe two pricing policies that a hotel may use in order to attract customers. [4]**

Award one mark for the pricing policy and second mark for its explanation.

Correct responses include:

Variable pricing (1), different rates or tariffs at different times of the week e.g. Mon – Thurs and Fri – Sun tariffs (1); special offers (1) buy one get one free (1); stay for three nights, pay for 2 etc. (1)

Accept any reasonable pricing policy, but candidates must explain how/why (2 × 2)

- (ii) Explain why the Internet is often used by leisure travellers when making a hotel reservation. [4]**

Candidates may choose to give two reasons, and explain each of these or may choose one main reason and give up to three development points linked to this reason.

E.g. convenience – able to access from home (1), 24 hours a day (1), get up-to-date availability information (1), receive instant confirmation of reservation (1)

(2 × 2 or 1 + 3)

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4 (a) Describe how each of the following promotional methods works:

Award one mark for a basic description and a second mark for fuller exemplification of each of the methods:

(i) Sponsorship

Financial or other support from one organisation to another (1) in order to gain public recognition for own products or services (1)

(ii) Sales promotion

The use of coupons, competitions, special offers, loyalty incentives etc (1) to raise awareness of a product (1)

(iii) Direct marketing

The use of direct mail, telemarketing etc. (1) to make direct contact with customer using details from a database (1)

(3 × 2)

(b) The following are the six stages of a promotional campaign. Put them in the correct order. [6]

Award one mark for each stage correctly placed.

Only accept these in this order.

- 1 Choose audience
- 2 Set message
- 3 Select media
- 4 Set timing
- 5 Agree budget
- 6 Measure results

(6 × 1)

(c) Explain the *external* factors that will influence the price a customer may pay to visit the new Sea World attraction. [5]

Level of Response

Level 1 (1–3 marks): Candidates are able to identify the external factors. At this level candidates may confuse these for internal factors such as target market, position in product life cycle etc.

Level 2 (4–5 marks): Candidates at this level are able to explain how at least one external factor from those listed below may influence prices.

Indicative content

- Subsidies/grants
- Competition
- Customers' expectations
- Economic conditions
- Seasonality

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- (d) Discuss which features of *place* will influence the choice of location for *any new visitor attraction*. [8]

Level of Response

Level 1 (1–3 marks): Candidates at this level will identify features of place listed in the assessment objectives but are not able to explain these.

Level 2 (4–6 marks): At this level, candidates will begin to explain how at least one of these features are important in the decision making process.

Level 3 (7–8 marks): Responses at this level will analyse/evaluate a range of the features and may prioritise their importance. Some justification or conclusions may be offered.

Indicative content

- Costs – land and labour
- Availability of suitable premises/land
- Character of area – crime rates, natural features, CBD
- Population – for staffing and customers
- Adjacent facilities – hotels, cafes, banks etc
- Access and transport links – ease of getting there