
TRAVEL AND TOURISM

9395/31

Paper 3 Destination Marketing

October/November 2017

MARK SCHEME

Maximum Mark: 50

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.

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Question	Answer	Marks
1(a)	<p>Describe <u>two</u> different media that the Tourism Authority of Thailand (TAT) might use in communicating the country's brand identity.</p> <p>Award one mark for each of two identified media types plus an additional mark for a description of each.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none">• Owned (1) are communication channels that are within one's control, such as websites, blogs, or email (1)• Paid for (1) refers mostly to traditional advertising means (1)• Earned (1) refers to publicity gained through promotional efforts other than advertising (1)• Shared (1) social web participation and interaction with consumers of content on sites like Facebook, Twitter and YouTube (1) <p>Other relevant responses should also be credited.</p>	4

Question	Answer	Marks
1(b)	<p>Discuss Thailand’s position as a tourist destination using an analysis of its strengths, weaknesses, opportunities and threats (SWOT).</p> <p>Candidates are expected to be familiar with market analysis tools including SWOT analysis. They should be able to combine their theoretical knowledge of this tool with information from Fig. 1, to present an applied response specific to Thailand as a destination.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Strengths – offers visitors good value for money; high contribution to GDP; some government policy reform; target marketing; • Weaknesses – political unrest; • Opportunities – former strong international brand image; use of niche markets; use of modern communication channels; working with travel trade partners; • Threats – natural disasters; global economic crisis; <p>Other relevant responses should also be credited. Mark according to the levels of response criteria below:</p> <p>Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include detailed identification and explanation of aspects of Thailand’s market position (listed above). Candidates effectively discuss some of these aspects and clearly attempt to show the importance of each one mentioned within the context of the SWOT analysis. An overall judgement about which is most useful in assessing Thailand’s brand position will be made. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology as well as specific reference to Thailand.</p> <p>Level 2 (5–8 marks) Candidates will show an understanding of the question and include identification and explanation of one, two or more aspects of the SWOT analysis (listed above). The answer is relevant and shows reasonable knowledge and understanding of specific marketing concepts and principles with some use of appropriate terminology. There will be some reference to Thailand.</p> <p>Level 1 (1–4 marks) Candidates identify, in list format, or describe one, two or more aspects of the SWOT analysis (listed above). The answer is basic and shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology. There may be some reference to Thailand.</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	9

Question	Answer	Marks
1(c)	<p>Evaluate the importance of the relationship between TAT and its travel trade partners, in the destination branding process.</p> <p>Candidates should use their knowledge and understanding of the importance of interdependent stakeholders in the destination branding process and apply this to Thailand.</p> <p>Candidates may mention the following:</p> <ul style="list-style-type: none"> • National Tourism Organisations – Tourism Authority of Thailand • Regional tourism organisation • Local tourism organisations • Commercial travel and tourism organisations – travel agents, accommodation providers etc. • Non-commercial travel and tourism organisations • The local community <p>Other relevant responses should also be credited. Mark according to the levels of response criteria below:</p> <p>Level 3 (9–12 marks) Candidates will show a clear understanding of the question and include detailed identification and explanation of the importance of interdependent working between various stakeholder groups in Thailand (listed above). Candidates effectively evaluate some of the reasons for this importance. An overall judgement about how partnership working may impact on the destination's brand will be made. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology as well as specific reference to Thailand.</p> <p>Level 2 (5–8 marks) Candidates will show an understanding of the question and include identification and explanation of one, two or more reasons for interdependent working between stakeholder groups in Thailand (listed above). The answer is relevant and shows reasonable knowledge and understanding of specific concepts and principles with some use of appropriate terminology. There will be some reference to Thailand.</p> <p>Level 1 (1–4 marks) Candidates identify, in list format, or describe one, two or more stakeholder groups or reasons for interdependent working (listed above). The answer is basic and shows limited knowledge and understanding of specific concepts and principles with limited use of appropriate terminology. There may be some reference to Thailand.</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	12

Question	Answer	Marks
2(a)	<p>Explain <u>two</u> likely challenges that Azerbaijan faces in setting a destination brand for itself.</p> <p>Award one mark for each of two identified challenges plus an additional mark for an explanation of each challenge in the context of Azerbaijan.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • A destination is made up of composite products (1) Azerbaijan has a mixed identity – partially Eastern European, partially Western Asian; modern cities and traditional villages (1) • Intangibility of the tourism offering (1) many people have no knowledge of the country, therefore it is difficult to envisage the tourism products and services offered (1) • Reputation and image are not created by those in charge of its marketing and promotion (1) UNWTO, Jumeirah hotel group, etc. (1) • mix of organisations involved including the Ministry of Tourism, The European Games Council, organisers of Formula 1, hotels, the airport etc (1) all with different aims and objectives from their involvement in the tourism brand (1) • lack of funding for marketing efforts (1) Azerbaijan is an emerging destination and does not necessarily have sufficient finance for a wide spread, high cost campaign (1) • Difficult to be unique with stiff competition (1) competition may come from destinations in Eastern Europe and Western Asia (1) • Image may be affected by natural disasters, acts of terrorism, political unrest etc. (1) Azerbaijan is an emerging destination whose image can easily be affected (1) <p>Other relevant responses should also be credited.</p>	4

Question	Answer	Marks
2(b)	<p>Assess whether Azerbaijan has the necessary characteristics to become a successful destination brand.</p> <p>Candidates are expected to be aware of characteristics of an effective destination brand. They should be able to combine their theoretical knowledge of these characteristics with information from Fig. 2, to present an applied response specific to Azerbaijan as a destination.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Memorable • Attractive • Matched to destination attributes • Consistent with destination’s positioning • Easily understood by customers • Integrated with promotional activities • Sustained over time • Reflective of customers’ actual experiences • Targeted at existing customers and new customers • Accepted by stakeholders • Credible <p>Other relevant responses should also be credited.</p> <p>Mark according to the levels of response criteria below:</p> <p>Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include detailed identification and explanation of the characteristics of a successful destination brand (listed above). Candidates effectively assess some of these characteristics and clearly attempt to show the importance of each one mentioned. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology as well as specific reference to Azerbaijan.</p> <p>Level 2 (4–6 marks) Candidates will show an understanding of the question and include identification and explanation of one, two or more characteristics of a successful destination brand (listed above). The answer is relevant and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. There will be some reference to Azerbaijan.</p> <p>Level 1 (1–3 marks) Candidates identify, in list format, or describe one, two or more characteristics of a destination brand (listed above). The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology. There may be some reference to Azerbaijan.</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	9

Question	Answer	Marks
2(c)	<p>Discuss the methods that Azerbaijan’s tourism authorities might use in monitoring costs and marketing activities for their destination brand.</p> <p>Candidates should use their knowledge and understanding of the methods that the country’s tourism authorities might use in monitoring costs and marketing activities.</p> <p>Candidates may mention the following:</p> <ul style="list-style-type: none"> • Resources invested • Marketing activities • Visitor surveys • Provider surveys • Website traffic • Search engine optimisation • Social media response rates • Attendance at trade fairs, take up for familiarisation trips. Incentive tours, numbers of sponsors etc. <p>Other relevant responses should also be credited.</p> <p>Mark according to the levels of response criteria below:</p> <p>Level 3 (9–12 marks) Candidates will show a clear understanding of the question and include detailed identification and explanation of each monitoring method that could be used. Candidates effectively assess some of these methods and clearly attempt to show the importance of each one mentioned. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of specific marketing concepts and principles using appropriate terminology as well as specific reference to Azerbaijan.</p> <p>Level 1 (1–3 marks) Candidates identify, in list format, or describe how one, two or more methods can be used to monitor costs and marketing activities. The answer shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology. There may be some reference to Azerbaijan.</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	12