

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Specimen for 2007

IGCSE

MARK SCHEME

MAXIMUM MARK: 100

SYLLABUS/COMPONENT: 0471/02

TRAVEL AND TOURISM
Paper 2

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| Q. No. | Expected Answer/Marks available | Mark | A.O. |
|-----------|--|---------------------------------|---------------------------------|
| 1 (a) | Any 2 from: to increase customer awareness; to create a positive image of the city; to stimulate greater demand; to increase usage and therefore profitability; to improve competitive advantage over other tourist areas. (2x1) | max 2 | A1(a) |
| (b) (i) | Quantitative; (accept external secondary sources) (1) | 1 | A2(a) |
| (b) (ii) | Any 2 from: Primary Research methods; customer questionnaires; exit interviews; telephone surveys (2x1) | max 2 | A2(a) |
| (c) | Strengths: C, G; Weaknesses D, E (Could accept A here too, rather than as a threat)' Opportunities: B, F; Threats: A, H (8x1) | max 8 | A2(b) |
| (d) (i) | D - image of crime and poverty | 1 | A2(b) |
| (d) (ii) | A - updating information systems | 1 | A2(b) |
| (d) (iii) | C - Federal support for strategy | 1 | A2(b) |
| (d) (iv) | B - Group tours spend 2 hours in city | 1 | A2(b) |
| (e) | <u>Use level of response criteria</u> Level 1(0-3 marks) – response identifies basic differences between two models (product-led – development of tourist facilities and infrastructure rather than market-focused – tourism development linked closely to type of visitor and their needs). Little or no attempt to refer to Pushkin. Level 2 (4-6 marks) – response describes the significant differences between the two models (as above) and begins to examine Pushkin — tourism providers likely to work in isolation with their product rather than join initiatives providing wider benefit. Level 3 (7-8 marks) – a fuller response, examining all aspects of maximising economic benefits of tourism, looking at competition and aiming for total customer satisfaction. Market focus allows closer monitoring/evaluation therefore more likely to lead to long-term success than pure product focus. | 0 - 3 4 - 6 7 - 8 | A1(a) B2(a) C2(c) |

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| Q. No. | Expected Answer/Marks available | Mark | Reference | |
|--|---------------------------------|---|----------------|-------|
| 2 | (a) (i) | Any 2 from: gender; age; household composition; occupation; educational background; ethnicity; work status (2x1) | max 2 B1(a) | |
| | (ii) | e.g. use information about income levels to develop differentiated travel products targeted at specific price brackets – budget fares; economy fares; business class fares and first class fares (1x2) | max 2 B1(a) | |
| | (iii) | Using lifestyle characteristics to identify target markets (1) | 1 B1(a) | |
| | (b) (i) | Any 2 from: reduced cost seats on smaller planes; short haul flights; limited range of destinations; limited on-board catering; limited baggage allowance; airports often away from city centre locations (2x1) | max 2 C1(a) | |
| | (ii) | Growth – still gaining popularity. (1x2) | max 2 C2(a) | |
| | (c) | Identification of any type of customer or any four characteristics from: independent travellers; families; frequent flyers; VFR tourists; lower levels of disposable income; regular short haul business trips; people who do not mind making own transfer arrangements; (4x1 for each identification, or 2x2 for identification with explanation). | max 4 B2(a) | |
| | (d) | Use level of response criteria Level 1(0-2 marks) – basic list of distribution channels to include some from direct selling, telephone sales, Internet, but does not consider the wider implications of using new technologies. | 0 - 2 | E2(a) |
| | | Level 2 (3-4 marks) - more extended answer, examining the benefits of 24-hour technologies from either a customer's point of view or an organisation's, therefore reaching wider international audience. | 3 - 4 | |
| | | Level 3 (5-6 marks) – fuller response looking at wide range of distribution channels and their advantages to both the customer and the airlines - disadvantage of having to promote company to raise awareness if direct selling methods are employed; advantage of having no middleman to pay commission to. | 5 - 6 | |
| | (e) | Use level of response criteria Level 1(0-2 marks) – only a basic understanding of branding demonstrated- and not necessarily linked to specific low cost budget airlines. | 0 - 2 | E2(a) |
| Level 2 (3-4 marks) – more extended answer, examining the association of low cost name and image with product features and targeting specific market segment. | | 3 - 4 | | |
| Level 3 (5-6 marks) – fuller response looking at wide range of issues associated with brand and demonstrating good understanding that brand association can increase market share through customer loyalty, repeat business etc. | | 5 - 6 | | |

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| Q. No. | Expected Answer/Marks available | Mark | Assessment Objective |
|-----------|--|-------------------------|----------------------|
| 3 (a) | Correct sequence is: research; planning; preparation; implementation; evaluation (5x1) | max 5 | F1(a) F2(a) |
| (b) (i) | Research (1) | 1 | F1(a) |
| (b) (ii) | Planning (1) | 1 | F1(a) |
| (b) (iii) | Any 2 from: to ascertain whether the campaign raised awareness; to check whether sales increased as a result of the campaign; to monitor number of new customers or repeat customers; to check that budgets were adhered to; to assess whether the company/product image has improved as a result of the campaign; to identify future improvements; to check how successful the campaign has been. (2x1) | max 2 | F1(a) F2(a) |
| (c) | A= Attract attention - pictures, bold writing etc. I= Interest - something different, informative, relevant to target audience. D= Desire – emphasise the pleasure and enjoyment linked to product to make the customer want to buy. A= Action - make it easy for the customer to be able to respond - reply coupon, phone number, web address, freepost, - spontaneity is important - the impulse reaction. (4x1) | max 4 | F2(a) |
| (d) | <u>Use level of response criteria</u> Level 1 (0-2 marks) - response demonstrates limited understanding of the concept of public relations - makes brief reference to printed media, but not specific to question. Level 2 (3-4 marks) - good understanding of the concept of PR demonstrated and makes attempt to relate to question looking at the general advantages - might not be specific to tour operations. Level 3 (5-6 marks) - fuller response looking at whole range of benefits of PR to tour operator - i.e. free publicity through press releases, TV coverage in return for trade sampling of the product. | 0 - 2 3 - 4 5 - 6 | F1(a) |
| (e) | <u>Use level of response criteria</u> Level 1(0-2 marks) - response demonstrates limited understanding of the concept of direct marketing - reference to printed media, but not specific to question. Level 2 (3-4 marks) – good understanding of the concept of direct marketing demonstrated and makes attempt to relate to question looking at the general costs and benefits – might not be specific to hotel chain. Level 3 (5-6 marks) – fuller response looking at whole range of costs and benefits of direct marketing to hotel chain – i.e. wide target audience can be reached, but relatively expensive to send if no response is received; general response rate =<30% | 0 - 2 3 - 4 5 - 6 | F1(a) |

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| Q. No. | Expected Answer / Marks available | Mark | |
|---------|---|-------------------------|----------------|
| 4 (a) | Any 6 locational features or factors: island location; climate; beaches; resort complexes; exotic location; culture of area; other tourist facilities; landscape features. (6x1) | max 6 | E |
| (b) (i) | Accept any from: Prestige pricing; All-inclusive pricing; Variable pricing. (1) | 1 | D1(a) |
| (ii) | Depends on choice of policy in part (i) – any 2 justified reasons linked specifically to the characteristics of chosen policy e.g. prestige pricing – to project luxury image; to reflect quality of product offered etc. (2x1) | max 2 | D1(a) |
| (c) (i) | Any 2 from: loss leader pricing; discount pricing; promotional pricing or special offers; going rate. (1x2) | max 2 | D1(a) |
| (ii) | Likely to include: attracting customers back to area of perceived mistrust and danger; high level of reduction to entice different target market from original customer base to try to overcome plummet in sales, huge numbers of cancellations and companies making huge losses. <u>Use level of response criteria</u> Level 1 (0-2 marks) – response demonstrates limited understanding of immediate impact of terrorist attack on sales and the need for tourism providers to react with price amendments. Level 2 (3-4 marks) – more understanding of issues demonstrated and some consideration of how reduced prices may stimulate renewed demand. Level 3 (5-6 marks) – good understanding of need for immediate action by tourism providers to prevent loss of business, including recognition of appealing to different market segments to attract business. | 0 - 2 3 - 4 5 - 6 | D1(a) |
| (iii) | Likely to include: need to redress the balance to re-establish stability within market; unrealistic to expect mistrust to last permanently – consumer confidence renewed means need to re-establish market and prices accordingly. <u>Use level of response criteria</u> Level 1 (0-3 marks) – response demonstrates limited understanding of long-term impact on sales and the need for tourism providers to react with gradual price increases back towards original levels. Level 2 (4-6 marks) – more understanding of issues demonstrated and some consideration of how renewed demand will impact on price increases and return to original pricing policies. Level 3 (7-8 marks) – good understanding of need for gradual changes over the long-term by tourism providers to respond to changes in demand. | 0 - 3 4 - 6 7 - 8 | D1(a) D2(a) |