
TRAVEL AND TOURISM

0471/21

Paper 2 Alternative to Coursework

October/November 2018

MARK SCHEME

Maximum Mark: 100

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.

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This document consists of **10** printed pages.

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 descriptors 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.

| Question | Answer | Marks |
|----------|--|----------|
| 1(a)(i) | <p>Define the term brand image.</p> <p>the general impression/representation/association/perception of a product, organisation or destination (1) which differentiates one brand from another (1) to stand out from the competition (1) presented to existing or potential consumers through marketing and promotion (1)</p> <p>Accept any reasonable response.</p> | 2 |
| 1(a)(ii) | <p>State <u>two</u> ways, other than using promotion, tourism providers create brand image.</p> <p>product features (1) packaging/colour (1) price (1) target market segments (1) brand loyalty (1) brand name (1)</p> <p>Accept any reasonable response.</p> | 2 |
| 1(b) | <p>Explain <u>three</u> advantages to SLTPB of using electronic media as a method of promotion.</p> <p>speedy transmission (1) it requires only a few seconds to communicate through electronic media messages are instantaneous (1) wide coverage (1) the world has become a global village and communication around the globe is now entirely possible (1) low cost (1) electronic communication saves time and money. For example, text sms is cheaper than sending traditional mail (1) visually attractive (1) use of colourful and moving images can engage with audience (1)</p> <p>Accept any reasonable response.</p> | 6 |

| Question | Answer | Marks |
|----------|--|-------|
| 1(c) | <p>Explain the benefits to SLTPB of encouraging the use of the following distribution channels in the tourism industry:</p> <p>retailers wider customer base (1) some customers prefer to use the services of a travel agent (1) this gives the travel and tourism providers in Sri Lanka a wider potential market for their products and services (1) joint marketing efforts (1) the SLTPB can share costs (1) and benefit from the marketing expertise of retailers (1)</p> <p>direct selling avoids expensive overheads (1) does not require expensive premises (1) as much of the business can be done online or over the phone (1) providers have no need to pay commission (1) this reduces the price that customers will pay (1) and thus will encourage more customers for the provider (1)</p> <p>Accept any reasonable response.</p> | 6 |
| 1(d) | <p>Analyse the effectiveness of familiarisation trips in helping to develop the product portfolio for a retail travel agent.</p> <p>Indicative content: Increases product knowledge Leads to more personal recommendations Customers feel more assured Staff feel more confident in selling role Networking with other industry partners</p> <p>Use level of response criteria.</p> <p>Level 1 (1–3 marks) At this level, candidates will identify 1, 2 or more reasons why familiarisation trips help retail travel agents.</p> <p>Level 2 (4–6 marks) At this level candidates will explain 1, 2 or more reasons why familiarisation trips help retail travel agents.</p> <p>Level 3 (7–9 marks) At this level candidates will analyse 1, 2 or more reasons why familiarisation trips help retail travel agents.</p> | 9 |

| Question | Answer | Marks |
|----------|---|----------|
| 2(a)(i) | <p>Define the term holiday package</p> <p>a holiday organised by a travel company (1) for which you pay a fixed price (1) a holiday that includes the cost of the accommodation/food and transport, and sometimes excursions/activities/services of a holiday rep (1)</p> <p>Accept any reasonable response.</p> | 2 |
| 2(a)(ii) | <p>Identify <u>two</u> target markets for the advertised holiday package.</p> <p>people who like to go on cruises/first time cruisers (1) diving enthusiasts (1) the elderly/the grey market (1)</p> <p>Accept any reasonable response.</p> | 2 |
| 2(b) | <p>Explain <u>two</u> pricing policies shown in the advertisement.</p> <p>prestige pricing (1) paying for exclusive packages (1) association with quality and luxury (1) discount pricing (1) price reductions to attract more customers (1) at certain times of the year (1) variable pricing (1) special rates for the elderly (1) to help target a particular market segment (1)</p> <p>These are the only acceptable pricing policies.</p> | 6 |
| 2(c) | <p>Explain the importance of the following factors that influence the choice of locations for the advertised holiday package:</p> <p>availability of staff the organisation need staff who are available to work on the cruise boat (1) and also need to choose a location where there will be qualified diving instructors (1) the location will also need sufficient staff to work in the hotels to meet guests' needs (1)</p> <p>character and features of the area the locations chosen will have specific natural and man-made attractions (1) to draw customers attention to the destination (1) for example coral reefs for diving (1) the locations must be crime free and safe (1) tourists will not wish to put their lives in danger (1) especially as Egypt has recently experienced negative media coverage as a result of terrorist related events (1)</p> <p>Accept any reasonable response.</p> | 6 |

| Question | Answer | Marks |
|----------|--|----------|
| 2(d) | <p>Discuss how this tour operator could develop its products and services to cater for the needs of families.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> offer family cabins with additional beds/cots for young children interconnecting cabins so that parents are able to keep a close eye on young children or elderly family members children’s menu in the restaurants family entertainment/children’s club on offer each day on board excursions to destinations which would appeal to families e.g. somewhere with a leisure park <p>Use levels of response criteria.</p> <p>Level 1 (1–3 marks) At this level candidates will identify 1, 2 or more ways in which the products and services can be developed.</p> <p>Level 2 (4–6 marks) At this level candidates will explain 1, 2 or more ways in which the products and services can be developed.</p> <p>Level 3 (7–9 marks) At this level candidates will discuss 1, 2 or more ways in which the products and services can be developed.</p> | 9 |

| Question | Answer | Marks |
|----------|--|-------|
| 3(a)(i) | <p>Define, using an example for Iceland, the term geographic market segment.</p> <p>geographic segmentation is when a business divides its market on the basis of where customers come from (1) geographical segmentation can divide the market based on area, such as cities, counties, regions, countries, and international regions (1) examples for Iceland include: Germany, UK, USA, the Netherlands (1)</p> <p>Accept any reasonable response.</p> | 2 |
| 3(a)(ii) | <p>Identify <u>two</u> examples of psychographic market segments that Iceland sometimes targets.</p> <p>independent travellers (1) adventure tourists (1)</p> <p>These are the only correct answers.</p> | 2 |
| 3(b) | <p>Explain the benefits of using <u>each</u> of the following marketing and promotion techniques:</p> <p>face-to-face interviews personal contact allows respondent to ask the interviewer questions (1) to clarify what the questions mean (1) to gain more accurate results (1) good response rate (1) personal contact with the interviewer (1) more people are likely to participate (1)</p> <p>using external sources of information for a competitor analysis information already exists (1) no need to carry out extensive research (1) use published results (1) low cost (1) although many reports have to be purchased the cost is relatively low compared with primary resources (1) which are costly because the time taken to collect the data (1)</p> <p>Accept any reasonable response.</p> | 6 |
| 3(c) | <p>Explain <u>two</u> reasons why tourist authorities, such as Promote Iceland, use marketing strategies.</p> <p>to remain competitive (1) tourism is a very competitive business environment (1) to gain an advantage over their rivals (1) to increase the number of visitors (1) visitors bring foreign currency (1) to increase the country's GDP (1) positive image (1) tourist authorities wish to portray a good image of the country (1) this will attract visitors, investors, etc. (1) customer satisfaction (1) to ensure customers' needs and wants are met (1) as this will likely lead to customer loyalty (1)</p> <p>Accept any reasonable response.</p> | 6 |

| Question | Answer | Marks |
|----------|---|----------|
| 3(d) | <p>Discuss how travel and tourism providers in Iceland might overcome the issue of seasonality.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> Reduce prices Offer alternative activities, products, etc. Target different market segments Run promotional campaigns <p>Use levels of response criteria.</p> <p>Level 1 (1–3 marks) At this level candidates will identify 1, 2 or more ways in which marketing and promotion can be used to overcome seasonality.</p> <p>Level 2 (4–6 marks) At this level candidates will explain 1, 2 or more ways in which marketing and promotion can be used to overcome seasonality.</p> <p>Level 3 (7–9 marks) At this level candidates will discuss 1, 2 or more ways in which marketing and promotion can be used to overcome seasonality.</p> | 9 |

| Question | Answer | Marks |
|----------|---|-------|
| 4(a)(i) | <p>Explain, using an example, what is meant by the term specialised tour operator.</p> <p>A specialised tour operator is also known as a niche tour operator (1) because they provide niche (or specialised) tourism products. (1) This may be by concentrating on one particular destination, e.g. Italy (1) or on specific activities and experiences, e.g. skiing, (1) or a combination of these. (1)</p> | 2 |
| 4(a)(ii) | <p>Other than sports tourism, state <u>two</u> other types of tourism packages often offered by specialised tour operators.</p> <p>religious tourism (1) medical tourism (1) wedding tourism (1) film tourism (1) spa tour (1) cultural tourism (1) adventure tourism (1) ecotourism (1) educational groups (1)</p> <p>Accept any reasonable response.</p> | 2 |
| 4(b) | <p>Explain <u>three</u> reasons why business customers may choose a tailor-made package.</p> <p>they have limited time available (1) so wish to maximise how this time is spent (1) they get to choose what they pay for (1) and do not have to do things they are not interested in, just because it is part of the package (1) they can afford to pay the premium rates that a tailor-made package charges (1) because they are not using their personal money to pay (1) tailor-made packages offer more flexibility (1) business customers can choose to upgrade to an executive room at the hotel, for example (1) tailor-made packages allow business customers to add or remove ancillary products or services according to preference (1) for example for incentive customers, shuttle services can be offered from the hotel to the shopping malls (1)</p> <p>Accept any reasonable response.</p> | 6 |

| Question | Answer | Marks |
|----------|---|-------|
| 4(c) | <p>Explain how the following factors might determine the price that Sporting Moments charges customers to attend a major sporting event:</p> <p>customers' expectations tickets to major sporting events are often hard to come by (1) so customers are more likely to pay premium prices for a chance to attend a specific event (1) therefore the tour operator can use prestige pricing (1) offering a package with accommodation, meals, transport as well as tickets (1) allows price bundling to be used (1) this works out cheaper for customers than paying for each component separately (1)</p> <p>profitability this tour operator is a private business (1) which means its primary aim is to generate a profit (1) therefore prices charged will take fixed and variable costs into consideration and a cost-plus price will be charged based on profit margins (1)</p> <p>Accept any reasonable response.</p> | 6 |
| 4(d) | <p>Discuss the importance of each component of the marketing mix for a tour operator, such as Sporting Moments.</p> <p>Indicative content: Product – 500 different sporting events to choose from, tailor-made packages for individuals or for corporate hospitality business customers Price – price bundling for a package, prestige prices for highly sought-after tickets, discounts for corporate hospitality for large groups Place – Destinations around the world, distribution channels – use of retailers, direct selling to maximise customer base Promotion – use of major events and celebrities to draw attention, online promotion, brochures</p> <p>Use levels of response criteria.</p> <p>Level 1 (1–3 marks) At this level candidates will identify 1, 2 or more aspects of the marketing mix, not always linked to this business.</p> <p>Level 2 (4–6 marks) At this level candidates will explain 1, 2 or more aspects of the marketing mix within the context of this tour operator.</p> <p>Level 3 (7–9 marks) At this level candidates will discuss 1, 2 or more aspects of the marketing mix showing which aspect/s are most important to this tour operator.</p> | 9 |