
TRAVEL AND TOURISM

9395/32

Paper 3 Destination Marketing

May/June 2017

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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Question	Answer	Marks
1(a)	<p>Describe <u>two</u> market analysis tools or techniques that will allow the tourism authorities to define the tourism market in Cork.</p> <p>Award one mark for each of two identified market analysis tools or techniques plus an additional mark for a description of how these might define the tourism market in Cork.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Statistical analysis of travel trends, customer behaviours and preferences for destinations, and the popularity of destinations (1) Cork will identify its popularity as a city (1) • SWOT Analysis (1) Cork will identify its strengths, weaknesses, opportunities and threats within the tourism market (1) • PEST Analysis (1) Cork will identify political, economic, social and technological threats to its tourism provision (1) • Competition amongst destinations (1) Cork will identify which other city destinations are its biggest rivals for visitors (1) • Stage on the Butler Destination Lifecycle Model (1) Cork will use this to determine whether there are extension strategies available (1) • Ansoff Matrix (1) this will be used to determine how to develop Cork's tourism product or market, using differentiation strategies (1) • Boston Matrix (1) this will help Cork analyse its market growth and its market share (1) <p>Other relevant responses should also be credited.</p>	4
1(b)	<p>Discuss the likely role of <u>each</u> of the key stakeholders in the destination branding process for Cork.</p> <p>Candidates are expected to be familiar with the interdependency of different stakeholders in the destination branding process and the role each plays. They should be able to combine their theoretical knowledge of this with information from Fig. 1, to present an applied response specific to Cork as a destination.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Cork County Council – the local government authority, representing the local community, setting regulations, allocating funding, agreeing licenses etc. Public sector. • The Port of Cork authority – representing cruise and ferry operators and their passengers • Cork Airport authority – representing airlines and airline passengers • Cork Chamber of Commerce – representing local tourism businesses • Fáilte Ireland – the national tourism agency, key role in marketing and promotion, inspecting accommodation, grading schemes and tourism awards <p>Other relevant responses should also be credited.</p>	9

Question	Answer	Marks
1(b)	<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 particular roles played by key stakeholders in Cork (listed above). Candidates effectively assess some of these roles and clearly attempt to show the importance of each to the destination branding process. 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 Cork.</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 roles played by key stakeholders in Cork (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 Cork.</p> <p>Level 1 (1–3 marks) Candidates identify, in list format, or describe one, two or more roles played by key stakeholders (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 Cork.</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	
1(c)	<p>Evaluate how reviewing the marketing mix as part of ‘brand refinement’ will benefit tourism providers in Cork.</p> <p>Candidates should use their knowledge and understanding of the marketing mix in order to evaluate the importance of reviewing each element for tourism providers in Cork in refining the destination’s brand.</p> <p>Candidates may mention the following:</p> <ul style="list-style-type: none"> • Product (what the destination currently offers) • Price (approaches and strategies used to charge customers for using the products and services of the destination) • Place (distribution channels in making the destination accessible to customers) • Promotion (using a range of promotional methods to raise awareness of the destination with customers) <p>Other relevant responses should also be credited. Mark according to the levels of response criteria below:</p>	12

Question	Answer	Marks
1(c)	<p>Level 3 (9–12 marks) Candidates will show a clear understanding of the question and include detailed identification and explanation of how reviewing the marketing mix will benefit tourism providers in Cork (listed above). Candidates effectively evaluate the elements of the marketing mix and clearly attempt to show the importance of refining each one. An overall judgement about how this will benefit tourism providers in Cork is provided. 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 Cork.</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 elements of the marketing mix and the benefits they bring (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 Cork.</p> <p>Level 1 (1–4 marks) Candidates identify, in list format, or describe one, two or more elements of the marketing mix or the benefits they bring (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 Cork.</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	

Question	Answer	Marks
2(a)	<p>Explain <u>two</u> ways a destination, such as Mauritius, might use visitor profiling.</p> <p>Award one mark for each of two identified ways Mauritius might use visitor profiling plus an additional mark for an explanation of each.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Length of stay (1) this influences the type of package offered by tour operators in Mauritius (1) • Accommodation preference (1) this influences the types of hotel provider attracted to Mauritius (1) • Spending power (1) customer's spending power will affect the prices charged for products and services (1) • Choice of products and services (1) providers will try and cater to the specific wants and needs of customers by offering the products and services favoured (1) • Media type (1) knowing where customers most view promotion enables providers to select these media types for advertising and promotion (1) • Booking method (1) recognising how most customers prefer to book will influence the distribution channels offered for the destination – direct or via travel agents (1) <p>Other relevant responses should also be credited</p>	4
2(b)	<p>Assess the importance of an island, such as Mauritius, providing a consistent representation of itself as a destination.</p> <p>Candidates are expected to be aware of the reasons why destinations use branding. They should be able to combine their theoretical knowledge of why providing a consistent representation of the destination is important with information from Fig. 2, to present an applied response specific to Mauritius as a destination.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • High rate of repeat visitors will expect the same experience upon their return • Highly competitive market – customers will expect to receive the experience promised, otherwise will look to one of Mauritius' competitors for their next visit • There is a broad range of tourism providers in any destination – it is important they all communicate the same brand messages <p>Other relevant responses should also be credited. Mark according to the levels of response criteria below:</p>	

Question	Answer	Marks
2(b)	<p>Level 3 (7–9 marks) Candidates will show a clear understanding of the question and include detailed identification and explanation of the importance of consistency in representation for a destination and the likely benefits of this (listed above) Candidates effectively assess some of the reasons 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 Mauritius</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 reasons why consistency in representation is important for a destination (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 Mauritius.</p> <p>Level 1 (1–3 marks) Candidates identify, in list format, or describe one, two or more benefits for destinations of consistency in representation (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 Mauritius.</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	
2(c)	<p>Discuss the view that the destination brand of Mauritius is likely to reflect customers’ actual experiences of the destination.</p> <p>Candidates should use their knowledge and understanding of the characteristics of effective destination brands to evaluate the destination brand for Mauritius.</p> <p>Candidates may mention the following:</p> <ul style="list-style-type: none"> • Reflective of customers’ actual experiences • Renowned as one of the world’s premier luxury holiday destinations • Targeted at existing customers • ‘It’s a pleasure’ should reflect how customers feel about their experiences in Mauritius <p>Other relevant responses should also be credited. Mark according to the levels of response criteria below:</p>	

Question	Answer	Marks
2(c)	<p>Level 3 (9–12 marks) Candidates will show a clear understanding of the question and include detailed identification and explanation of the particular characteristics of the brand for Mauritius which make it effective. Candidates effectively discuss the importance of a brand matching customer expectations and experiences, and clearly analyse why this is important. 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 the Mauritius brand.</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 characteristics of the Mauritius brand which make it effective. 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 Mauritius.</p> <p>Level 1 (1–4 marks) Candidates identify, in list format, or describe one, two or more characteristics of an effective brand. 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 Mauritius</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	