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**TRAVEL & TOURISM**

**9395/31**

Paper 3

**May/June 2018**

MARK SCHEME

Maximum Mark: 50

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**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.

Cambridge International will not enter into discussions about these mark schemes.

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This document consists of **8** 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)	<p><b>Explain <u>two</u> benefits to a travel and tourism organisation, such as Tahiti Tourisme, of carrying out an exit survey.</b></p> <p>Award one mark for each of two identified benefits, 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"> <li>• Easy to target actual customers (1) to gain up to date feedback (1)</li> <li>• Obtain specific details about customer preferences (1) to understand the wants and needs of customers (1)</li> <li>• Gain opinions directly from visitors to the destination (1) to understand what contributes to customer satisfaction (1)</li> <li>• To understand the market better (1) to know who their customers are (1)</li> <li>• Can be efficient and economical (1) Use touch screen media to gather satisfaction data (1)</li> </ul> <p>Other relevant responses should also be credited.</p>	<b>4</b>

Question	Answer	Marks
1(b)	<p><b>The ‘Discover Mana’ campaign focuses on the product component of the marketing mix.</b></p> <p><b>Discuss how this may change the destination’s overall product positioning.</b></p> <p>Candidates are expected to be familiar with the marketing mix and with the concept of product positioning. They should be able to combine their theoretical knowledge of these concepts with information from Fig. 1, to present an applied response specific to Tahiti as a destination.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> <li>• Product (what the destination offers): traditionally the overwater bungalow accommodation, lagoon and coral reef recreational activities; new focus is on the people and the place – the cultural identity, the warm hospitality, as well as the exotic paradise location</li> <li>• Product positioning: changing visitors’ perception of the destination through image and reputation; the importance of a renewed Unique Selling Point (USP); communication of a clear and attractive image/position rather than over-reliance on traditional reputation</li> </ul> <p>Other relevant responses should also be credited. Mark according to the levels of response criteria below:</p> <p><b>Level 3 (7–9 marks)</b> Candidates provide a <b>discussion</b> of the ways in which the destination’s product is used to change its product positioning. Candidates will show a clear understanding of the question and include detailed discussion of the links between the changes in the product part of the marketing mix and the destination’s positioning (listed above). 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 Tahiti.</p> <p><b>Level 2 (4–6 marks)</b> Candidates provide an <b>explanation</b> of up to three ways the destination’s product is used to change its product positioning. Candidates will show an understanding of the question and include identification and explanation of one, two or more changes to the product part of the marketing mix (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 Tahiti.</p> <p><b>Level 1 (1–3 marks)</b> Candidates <b>identify/describe</b> up to three appropriate ways a destination’s product is used to change its product positioning. This may not be specific to the Discover Mana campaign of Tahiti. The answer is basic and shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology.</p> <p><b>Level 0 (0 marks)</b> No content worthy of credit.</p>	9

Question	Answer	Marks
1(c)	<p><b>Evaluate the range of marketing activities involved in launching the new ‘Embraced by Mana’ tagline.</b></p> <p>Candidates should use their knowledge and understanding of marketing activities in order to evaluate their relevance and importance in the ‘Discover Mana’ campaign and in raising awareness of the ‘Embraced by Mana’ tagline.</p> <p>Candidates may mention the following marketing activities:</p> <ul style="list-style-type: none"> <li>• Agreeing the timing – trialled in the US, then followed up with roll out in other key source markets</li> <li>• Agreeing costs and resources – working within a promotional budget</li> <li>• Deciding the guardians of the brand – Tahiti Tourisme representatives, other key stakeholder groups</li> <li>• Setting objectives – promoting a more diverse island experience, developing the corporate incentive programme</li> <li>• Deciding the communication methods and events – video, digital and print advertising</li> <li>• Designing the promotional materials – creating the videos, the digital content, the advertisements</li> <li>• Agree the overall campaign – planning the launch</li> </ul> <p>Other relevant responses should also be credited. Mark according to the levels of response criteria below:</p> <p><b>Level 3 (9–12 marks)</b> Candidates provide <b>evaluative comments</b> about the relevance of different marketing activities within the applied context of the Discover Mana campaign. Candidates will show a clear understanding of the question and include detailed identification and explanation of the different marketing activities. 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 Tahiti.</p> <p><b>Level 2 (5–8 marks)</b> Candidates provide an <b>explanation about</b> the relevance of different marketing activities within the applied context of the Discover Mana campaign. Candidates will show an understanding of the question and include identification and explanation of one, two or more marketing activities (listed above). The answer is relevant and shows reasonable knowledge and understanding of specific concepts and principles with some use of appropriate terminology.</p> <p><b>Level 1 (1–4 marks)</b> Candidates <b>identify/describe</b> up to four marketing activities. These may be mentioned generically rather than applied specifically to the Discover Mana campaign. The answer is basic and shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology.</p> <p><b>Level 0 (0 marks)</b> No content worthy of credit.</p>	<b>12</b>

Question	Answer	Marks
2(a)	<p><b>Explain, using an example, how the national tourism organisation (NTO) of Turkey might carry out joint marketing activities with the private sector.</b></p> <p>Award one mark for an appropriate example of joint marketing, and up to three marks for explaining the role of the NTO, the role of the private sector and how this works.</p> <p>Responses may include the following and/or other relevant information:</p> <p>Examples: Promotion of a festival, major sporting event, expo, etc. (1)</p> <p>Role of NTO – to raise awareness of the destination as a whole (1); to provide key tourist information about the event (1); to provide links to other tourism providers via webpages, etc. (1) to use public relations to raise brand awareness – trade fairs, press releases, etc. (1) to act as the main brand guardian for the destination (1)</p> <p>Role of the private sector – to help with funding for above the line and mass media advertising (1) to promote specific branded tourism products and services (1) to reinforce the destination brand messages (1) to provide professional marketing expertise (1)</p> <p>How joint marketing works – public and private sector stakeholders will decide to carry out a joint marketing venture, pooling expertise, resources, etc. to maximise exposure of the destination and its brand to maximise the customer base (1)</p> <p>Other relevant responses should also be credited.</p>	<b>4</b>

Question	Answer	Marks
2(b)	<p><b>Assess the reasons why Turkey aims to make its ‘brand value sustainable, by ensuring continuity and stability of promotion’.</b></p> <p>Candidates are expected to be aware of reasons for making a destination brand which will last. They should be able to combine their theoretical knowledge of these reasons with information from Fig. 2, to present an applied response specific to Turkey as a destination.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> <li>• Create a common vision for the future of the community and its potential as a tourist destination</li> <li>• Provide a consistent representation of the destination</li> <li>• Remain competitive in an oversaturated market</li> <li>• Regain trust from a market which has been threatened by terrorist activity</li> </ul> <p>Candidates may make specific reference here to how destinations might create a sustainable brand identity.</p> <p>Other relevant responses should also be credited. Mark according to the levels of response criteria below:</p> <p><b>Level 3 (7–9 marks)</b> Candidates provide an <b>assessment</b> of the reasons why Turkey wishes to make its brand sustainable. Candidates will show a clear understanding of the question and include detailed identification and explanation of the reasons (listed above). Candidates effectively analyse some of these reasons and clearly attempt to show the importance of each one. 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 Turkey.</p> <p><b>Level 2 (4–6 marks)</b> Candidates provide an <b>explanation</b> of the reasons why Turkey wishes to make its brand sustainable. Candidates will show an understanding of the question and include identification and explanation of one, two or more reasons (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 Turkey.</p> <p><b>Level 1 (1–3 marks)</b> Candidates <b>identify/describe</b> up to three reasons why destinations wish to make brands sustainable. 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 no reference to Turkey.</p> <p><b>Level 0 (0 marks)</b> No content worthy of credit.</p>	9

Question	Answer	Marks
2(c)	<p><b>Discuss the usefulness of social media response rates in monitoring brand effectiveness for the ‘Turkey Home’ brand.</b></p> <p>Candidates should use their knowledge and understanding of different methods used to monitor brand effectiveness. They will discuss social media response rates in the context of Turkey and in consideration with other monitoring tools.</p> <p>Responses might cover:</p> <ul style="list-style-type: none"> <li>• Specific reference to different social networking platforms and statistical evidence from the text</li> <li>• other resources invested</li> <li>• other marketing activities mentioned in the text</li> <li>• visitor surveys</li> <li>• website traffic – data from the text</li> <li>• search engine optimization</li> <li>• attendance at trade fairs, familiarisation trips, incentives, etc.</li> </ul> <p>Other relevant responses should also be credited. Mark according to the levels of response criteria below:</p> <p><b>Level 3 (9–12 marks)</b> Candidates provide <b>discussion</b> about monitoring brand awareness through social media response rates and other means. Candidates will show a clear understanding of the question and include detailed identification and explanation of the different means of monitoring brand effectiveness (listed above). Candidates effectively evaluate some of the other means as well as social media response rates. 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 ‘Turkey Home’ campaign. An overall conclusion will be made about the importance of social media response rates.</p> <p><b>Level 2 (5–8 marks)</b> Candidates provide an <b>explanation</b> of how social media response rates enable monitoring of brand awareness. Candidates will show an understanding of the question and include identification and explanation of the importance of social media response rates (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 the ‘Turkey Home’ campaign</p> <p><b>Level 1 (1–4 marks)</b> Candidates <b>identify/describe</b> how social media may be used to monitor brand awareness. The answer is basic and shows limited knowledge and understanding of specific concepts and principles with limited use of appropriate terminology. There may be no reference to the ‘Turkey Home’ campaign.</p> <p><b>Level 0 (0 marks)</b> No content worthy of credit.</p>	12