
TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

May/June 2019

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.

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 **9** 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>Explain <u>two</u> likely roles of Botswana Investment and Trade Centre (BITC) as guardian of the national brand.</p> <p>Award one mark for each of two identified roles, 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">• Marketing activities for launching the brand (1) to plan and agree the range of marketing activities with stakeholders to ensure that the destination brand gains attention (1)• Communicating the destination brand (1) to work with a range of inter-dependent stakeholders in the destination branding process to choose appropriate communication methods in raising awareness of the national brand identity (1)• Monitoring (1) to judge how effective marketing strategies are to check if the brand has been well received (1) <p>Other relevant responses should also be credited.</p> | 4 |

| Question | Answer | Marks |
|----------|--|-------|
| 1(b) | <p>Analyse the reasons why Botswana wants to establish a national destination brand.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Change the perception of unfavourable stereotypes/its reputation of a destination – accelerates innovation and tourism development • Create a common vision for the future of the community and its potential as a tourist destination – agreed set of community values • Provide a consistent representation of the destination – promoting a single identity • Enhance local, regional, national and/or global awareness of a destination – highlights the country’s national assets • Make it more appealing – business potential, increase tourist arrival numbers and visitor spend • Make it more unique to differentiate it from competitors <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 provide an analysis of the reasons for branding a destination, with a specific focus on Botswana. 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 Botswana.</p> <p>Level 2 (4–6 marks) Candidates provide an explanation of up to three reasons why destinations brand themselves, with some reference to Botswana. The answer is relevant and shows reasonable knowledge and understanding of specific marketing concepts and principles, with some use of appropriate terminology.</p> <p>Level 1 (1–3 marks) Candidates identify/describe up to three reasons why destinations brand themselves. The answer shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology. There may be limited reference to Botswana.</p> <p>Level 0 (0 marks) No content worthy of credit.</p> | 9 |

| Question | Answer | Marks |
|----------|---|-------|
| 1(c) | <p>Discuss the methods that BITC might use to monitor the effectiveness of its national brand.</p> <p>Indicative content:</p> <p>Methods used to monitor costs and marketing activities:</p> <ul style="list-style-type: none"> • resources invested • marketing activities, e.g. number of brochures distributed • visitor surveys/feedback • 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 <p>KPIs, such as the below, might also be mentioned but must be related to brand effectiveness:</p> <ul style="list-style-type: none"> • destination popularity ranking • changes in arrival numbers • changes in visitor spend • changes in average length of stay • changes in occupancy rates • job creation within the tourism sector • changes in market share • brand awareness • return on investments (ROI) • new/repeat business <p>Other relevant responses should also be credited. Mark according to the levels of response criteria below:</p> <p>Level 3 (9–12 marks)</p> <p>Candidates will show a clear understanding of the question and include detailed discussion of the methods that BITC might use to monitor the effectiveness of its national brand. Candidates effectively discuss some of these methods and clearly attempt to show the importance of each one mentioned. An overall judgement about which method will be most effective 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 Botswana.</p> | 12 |

| Question | Answer | Marks |
|----------|--|-------|
| 1(c) | <p>Level 2 (5–8 marks) Candidates provide an explanation about the relevance of different monitoring methods in the context of Botswana. Answers will show an understanding of the question and include identification and explanation of one, two or more methods that BITC might have used to monitor the effectiveness of the national brand. 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 Botswana.</p> <p>Level 1 (1–4 marks) Candidates identify/describe up to four monitoring methods. These may be mentioned generically rather than applied specifically to the context of Botswana. Candidates might identify these in list format, or describe one, two or more methods that BITC may have used in monitoring the effectiveness of the national brand. The answer may be basic and show limited knowledge and understanding of specific concepts and principles with limited use of appropriate terminology.</p> <p>Level 0 (0 marks) No content worthy of credit.</p> | |

| Question | Answer | Marks |
|----------|---|----------|
| 2(a) | <p>Explain the appeal of the ‘Imagine your Korea’ brand to <u>two</u> different market segments.</p> <p>Award one mark for an appropriate example of a market segment and a second mark for the nature of the appeal.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Psychographic segmentation/reference to any of Plog’s tourist typologies (allocentric, psychocentric etc.)/Free Independent Travellers (FIT) (1) favour a more individualistic approach to travel/desire to experience new ways of life/usually are enthusiastic, adventurous, off-the-beaten-track explorers with a thirst for experiencing the “real thing.” (1) • By travel motivation/cultural/history-based tourists (1) to experience the traditional values, customs and dances as well as the architecture (1) • Geographic (1) linked to appeal of Korea through similarity or differences with source market tourists (1) • Demographic (1) linked to image of young people with vibrancy/income level for reference to shopping <p>Accept any other reasonable answer.</p> | 4 |

| Question | Answer | Marks |
|----------|---|----------|
| 2(b) | <p>Discuss how the four core values of South Korea are used to position tourism within the ‘Imagine your Korea’ brand.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Visitor perceptions of destination through image/reputation – images used to portray each of the four core values • Relationship of destination to competitors through differentiation strategies – adding new values to the visitor’s experience • The importance of a Unique Selling Point (USP) – trying to be intriguing and creative to stand out • Communication and presentation of clear and attractive image/position – core value terminology communicates a very strong message – diverse, vibrant, creative and intriguing are powerful promises to the customer <p>Application of core values e.g.</p> <ul style="list-style-type: none"> • Diversity – something for everyone • Vibrant – fun/active, healthy lifestyle • Creativity – changing nature, dynamic – evoking curiosity/excitement as product positioning evolves • Intriguing – mysterious <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 provide a discussion of how the core values contribute to positive product positioning within the context of Korea. Candidates clearly attempt to show the importance of each core value mentioned or the combined importance of the core values to the brand. An overall judgement about the contribution of the core values to the product positioning 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 Korea.</p> <p>Level 2 (4–6 marks) Candidates provide an explanation of how the core values contribute to positive product positioning within the context of Korea. Answers will show an understanding of the question and include identification and explanation of one, two or more core values and how they might affect the product positioning of tourism for Korea. The answer is relevant and shows reasonable knowledge and understanding of specific concepts and principles with some use of appropriate terminology.</p> <p>Level 1 (1–3 marks) Candidates identify/describe how the core values contribute to positive product positioning. There may be little or no specific reference to Korea. The answer shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology.</p> <p>Level 0 (0 marks) No content worthy of credit.</p> | 9 |

| Question | Answer | Marks |
|----------|---|-------|
| 2(c) | <p>Evaluate the ways the ‘Imagine your Korea’ brand identity could be enhanced.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Brand name • Slogan/tagline – specific improvements to this new slogan • Logo – how this new logo could be further enhanced • USP • Use of colour – specific reference to improving the colours mentioned • Price in association with image • Distinctive packaging • Corporate identity (uniforms, furnishings, etc.) <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 provide evaluation about enhancing brand identity through a variety of means. Candidates will effectively evaluate some ways of enhancing the brand identity. An overall judgement about ways of enhancing brand identity 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 Korea.</p> <p>Level 2 (5–8 marks) Candidates provide an explanation of how brand identity can be enhanced. 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 Korea.</p> <p>Level 1 (1–4 marks) Candidates identify/describe how brand identity can be enhanced. Answers may be in list format or may describe one or more ways of enhancing brand identity. There may be little or no specific reference to Korea.</p> <p>Level 0 (0 marks) No content worthy of credit.</p> | 12 |