
TRAVEL AND TOURISM

9395/31

Paper 3 Destination Marketing

October/November 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 **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>Explain how the country-branding emojis are examples of both owned media and shared media for the benefit of the FPB.</p> <p>Award one mark for each explanation of what owned media and shared media is and up to two marks for explanation of how this benefits the FPB.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Owned media is the content that the destination brand guardians create and includes media, content and assets that the destination brand guardians control, like websites, blogs, newsletters and brand social media accounts (1) FPB commissioned the design of the emojis and own the copyright to the designs so these are an example of owned media (1) • Brand social web participation and interaction with customers on content on sites like Facebook, Twitter and Instagram that results in content, is 'shared media' since it is a result of a shared interaction. This is largely influenced by social media activity (1). The emojis will be used by people on these platforms to reinforce the brand messages, thus acting as shared media for FPB (1) <p>Other relevant responses should also be credited.</p>	4

Question	Answer	Marks
1(b)	<p>Assess the effectiveness of using emojis in establishing the brand identity of Finland as a destination.</p> <p>Candidates are expected to be familiar with characteristics of an effective destination brand. They should be able to combine their theoretical knowledge of these concepts with information from Fig. 1.1, to present an applied response specific to the context of Finland.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Memorable • Attractive • Matched to destination attributes • Consistent with destination’s positioning • Easily understood by customers • Integrated into promotional activities at a local, national and global level • Sustained over a significant period of time • Reflective of customers’ actual experiences • Targeted at both existing customers and at prospective visitors • Accepted by stakeholders • Credible <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 will show a clear understanding of the question and include detailed identification and assessment of the effectiveness of using emojis in establishing the brand identity of Finland as a destination. Candidates effectively assess a range of valid factors and clearly attempt to weigh up the significance of each. Analytical language will be used. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (4–6 marks) Candidates will show an understanding of the question and include identification and explanation of some valid ways of using emojis in establishing the brand identity of Finland. There may be some attempt to assess the effectiveness and some analytical language may be used. The answer is largely relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p> <p>Level 1 (1–3 marks) Candidates identify/describe some ways of using emojis in establishing a brand identity. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to assess. The answer is basic and shows limited knowledge and understanding of 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
1(c)	<p>Evaluate the likely impacts of using social media to raise awareness of Finland’s brand identity with the different target markets for the destination.</p> <p>Candidates should use their knowledge and understanding of social media as a communication method, and apply this to the context of Finland.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • People have online connectivity through an ever-broadening range of digital platforms • Large numbers of people own smartphones, tablets and laptops and this provides them with access to the internet virtually everywhere they go/convenience • As a result of this increased mobile technology it is hardly surprising that tourism providers have recognised the power and potential of social media in communicating with customers. • Most tourism authorities have their own social media accounts so that they can reinforce destination brand messages using this communication method. Facebook, Twitter, YouTube and Instagram are common social media tools used to engage with potential and existing customers. • Especially popular with younger customers, who use these platforms extensively every day. • May not be seen by the older generations who are more likely to be technophobic. • May not be seen by people in LEDCs where access to the internet may be limited or load sharing occurs. • Speed and ease of communication in this way. • Social media also plays a crucial part in the digital ‘word of mouth’ process <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 will show a clear understanding of the question and include detailed identification and evaluation of the likely impacts of using social media to raise awareness of Finland’s brand identity with the different target markets for the destination. Candidates effectively evaluate a range of valid impacts and clearly attempt to weigh up the significance of each. Analytical language will be used. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (5–8 marks) Candidates will show an understanding of the question and include identification and explanation of some valid likely impacts of using social media to raise awareness of Finland’s brand identity with the different target markets for the destination. There may be some attempt to evaluate and some analytical language may be used. The answer is largely relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p>	12

Question	Answer	Marks
1(c)	<p>Level 1 (1–4 marks) Candidates identify/describe some impacts of social media and/or different target markets. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	
2(a)	<p>Explain <u>two</u> external influences which affect the marketing of Macedonia as a destination.</p> <p>Award one mark for an appropriate external influence and a second mark for the explanation.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Political influences/strong government support (1) nationalist messages may not be seen as favourable by all (1) • Economic influences (1) government funding for the Skopje project and the branding campaigns/high cost of public spending (1) • Social (1) positive and negative impacts of the branding – raising the cultural awareness of the destination but also the potential damaging image as a nationalist society (1) • Technological (1) improved infrastructure through the project would be a favourable impact (1) • Legal (1) changing policies/legislation/guidelines on marketing e.g. acceptable use on social media (1) <p>Other relevant responses should also be credited.</p>	4
2(b)	<p>Discuss how the objective of increasing tourist numbers in Macedonia might be achieved through an effective destination branding campaign.</p> <p>Candidates are expected to be aware of the aims of establishing a market for a destination and the reasons for branding. They should be able to combine their theoretical knowledge of these concepts with information from Fig. 2.1, to present an applied response specific to Macedonia as a destination.</p> <p>Responses may include the following and/or other relevant information:</p> <p>Aims of establishing a market:</p> <ul style="list-style-type: none"> • Customer needs and wants • The competition • Travel trends and customer behaviours • Customer preferences for destinations • Popularity of destinations • Competition amongst destinations • Stage on the Butler 'Destination Lifecycle' model (exploration, involvement, development, consolidation, stagnation, decline or rejuvenation) 	9

Question	Answer	Marks
2(b)	<p>Reasons for branding:</p> <ul style="list-style-type: none"> • Change the perception of unfavourable stereotypes of a destination • Create a common vision for the future of the community and its potential as a tourist destination • Provide a consistent representation of the destination • Enhance local, regional, national and/or global awareness of a destination • Make it more appealing <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 will show a clear understanding of the question and include detailed identification and discussion of how an effective branding campaign might increase tourist numbers in Macedonia. Candidates effectively discuss a range of valid way and clearly attempt to weigh up the significance of each. Analytical language will be used. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (4–6 marks) Candidates will show an understanding of the question and include identification and explanation of some valid ways an effective branding campaign might increase tourist numbers in Macedonia. There may be some attempt to discuss and some analytical language may be used. The answer is largely relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p> <p>Level 1 (1–3 marks) Candidates identify/describe some ways an effective branding campaign might increase tourist numbers. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to discuss. The answer is basic and shows limited knowledge and understanding of 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(c)	<p>Evaluate why Macedonia’s destination brand is unlikely to succeed.</p> <p>Candidates should use their knowledge and understanding of the difficulties in implementing a destination brand within the context of Macedonia.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • A destination is made up of composite products, not just one product – Macedonia has three concurrent brand campaigns • Intangibility of tourism offering – ‘land of business opportunities and delights’ • The destination’s reputation and image are not created by the destination management organisations in charge of its marketing and promotion – Skopje Project – government involvement • Diverse range of organisations and partners involved in crafting and delivering the brand – government has different objectives compared with the commercial sector and local community • Lack of funding for marketing efforts – Skopje Project cost €560m • Difficult to create a unique identity – Macedonia is a new country, late to the market compared with other destinations • Destination image is affected by natural disasters, political unrest, acts of terrorism and other social, economic and political factors – earthquake destroyed national heritage assets, political opposition to Skopje Project <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 will show a clear understanding of the question and include detailed identification and evaluation of why Macedonia’s destination brand is unlikely to succeed. Candidates effectively evaluate a range of valid reasons and clearly attempt to weigh up the significance of each. Analytical language will be used. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using appropriate terminology.</p> <p>Level 2 (5–8 marks) Candidates will show an understanding of the question and include identification and explanation of some valid reasons why Macedonia’s destination brand is unlikely to succeed. There may be some attempt to evaluate and some analytical language may be used. The answer is largely relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p> <p>Level 1 (1–4 marks) Candidates identify/describe some reasons why destination brands might not succeed. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	12