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CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge Ordinary Level

MARK SCHEME for the October/November 2015 series

7096 TRAVEL AND TOURISM

7096/23 Paper 2 (Alternative to Coursework), maximum raw mark 100

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1 (a) (i) Identify <u>two</u> characteristics of a National Park [2]

Award one mark for each of two factors. Correct ideas include:

- Government controlled (1)
- Area of outstanding natural beauty (1)
- Patrolled by rangers (1)
- Traffic-free roads (1)
- Peaceful environment (1)

(ii) Identify <u>two</u> natural features which may attract visitors to the Acadia National Park. [2]

Award one mark for each of two correct identifications. Correct answers are:

- Mountain/s (1)
- Lakes (1)
- Forests (1)
- Coastline (1)

Can accept named example, e.g. Cadillac Mountain

(b) Explain briefly <u>three</u> reasons why a website might be a suitable method of promoting a visitor attraction such as Acadia National Park. [6]

Award up to two marks for the explanation of each reason.

Correct ideas include:

- Easy to show attractive visual pictures (1) or video clips (1) good for an area of beauty (1)
- Internet now available to almost everyone (1) Can be used via mobile technology (1)
- Cheap to set up and maintain information (1) better for government who may not have big advertising budget (1)

(c) Explain fully <u>two</u> advantages to the Acadia National Park authority of developing its product to attract school groups. [6]

Award up to three marks for the explanation of each of two advantages.
Correct ideas include:

- Attract new range of customers (1) large numbers at once (1) school group can visit in off-peak times (1)
- School groups could lead to repeat business later (1) set the brand image (1) create customer awareness (1) improved public relations (1)

Credit all valid reasoning in context.

Answer must be from the perspective of the National Park Authority, not from the students' perspective

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(d) Assess the importance of <u>costs</u> to the tourism provider when producing effective promotional materials such as the website shown in Fig.1 [9]

Indicative content:

- Promotional materials incur a cost – design experts needed and there is a cost of producing/printing publicity materials or posters. A photographer may be needed to take pictures.
- A website also costs money – expert web designer needed.
- Costs must not exceed the budget set for the campaign to be successful.
- If the costs outweigh the results of the campaign, the business may decline.
- There is also a cost to market research to determine the target market.

<u>Use levels of response criteria:</u>

Level 1 (1–3 marks) At this level candidates will identify 1, 2 or more examples/features of costs.

Level 2 (4–6 marks) At this level candidates will explain up 1, 2 or more reasons why costs have an impact.

Level 3 (7–9 marks) At this level candidates will evaluate 1, 2 or more aspects of costs. Other aspects may be considered in relation this – customer expectation for example: competitors' charges, seasonality, subsidies.

Credit all valid reasoning in context.

2 (a) (i) Identify from Fig.2 (Insert) <u>two</u> threats to the Republic of Ireland's food tourism industry. [2]

Award one mark for each of two reasons.

- The numbers of visitors from Britain has declined (1)
- Competition from Scotland (1)

(ii) Identify <u>two</u> examples of catering facilities which provide Irish food for visitors. [2]

Award one mark for each of two valid catering facilities.

- Hotels (1)
- Restaurants (1)
- Cafes (1)

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(b) Explain briefly how <u>each</u> of the following might be used by organisations such as Tourism Ireland, to create a brand image. [6]

Award up to two marks for valid exemplification of each aspect.

Correct ideas will include:

<u>Slogan</u>
- memorable phrase to create image (1)
- easy to identify and associate with product (1)
- strapline (1)

<u>Target market segment</u>
- people interested in food/culinary enthusiasts (1)
- quality product association (1)

<u>Product</u>
- special food events (1)
- USP Irish menus (1)
- Traditional food (1)

Credit all valid reasoning in context.

(c) Other than creating a brand image, explain fully <u>two</u> roles that organisations, such as Tourism Ireland, are likely to play in the marketing process. [6]

Award up to three marks for explanation or exemplification of each of two roles.

Correct ideas include:

- carry out primary market research and collect data from situation analysis to gain understanding of the position in the market (1) use secondary research to assess the competition from Scotland (1) respond to customer needs so that sales increase (1)
- develop an effective marketing mix to increase food tourism (1) to develop the 4 P's to gain market share (1) gain customer satisfaction (1) increase profit (1)
- determine food tourism market and plan effective promotion (1) liaise with other organisations (1) increase customer base by carrying out promotion (1)

Credit all valid reasoning in context.

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(d) Tourism Ireland has decided to carry out a joint marketing campaign with the food industry and event organisers. [9]

Evaluate the importance of a joint marketing campaign to organisations, such as Tourism Ireland.

Indicative content:

- Could share some marketing costs with industry/event organisers.
- Could enhance brand image by association with industry and event organisers.
- Could share market research information to inform campaign.
- Could use existing expertise to help develop products and so gain an edge over the competition.

Use levels of response criteria:

Level 1 (1–3 marks) At this level candidates will identify 1, 2 or more examples of how joint planning may work.

Level 2 (4–6 marks) At this level candidates will explain 1, 2 or more examples of joint marketing.

Level 3 (7–9 marks) At this level candidates will evaluate 1, 2 or more ways in which joint planning could be advantageous, e.g. by linking to outcomes such as increased sales, improved brand image, customer satisfaction, competitive advantage. Top of level may be awarded for one aspect fully evaluated.

3 (a) (i) Identify from Fig. 3 (Insert), two ways in which this holiday package offers value for money. [2]

Award one mark for each of two valid answers.

- No hidden costs (1)
- 2 extra nights free (1)
- All inclusive (1)
- Free evening entertainment (1)

(ii) Identify two components of this package holiday. [2]

Accept any two valid answers:

- Accommodation (1)
- Transfers (1)
- Flights (1)

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(b) Explain briefly how <u>each</u> of the following locational factors might influence a tour operator, such as Sunkavos Holidays, when choosing a holiday destination. [6]

Award up to two marks for valid explanation of each factor.

<u>Adjacent facilities</u>
- close to tourist attractions for excursions (1)
- cafes and shops for leisure away from resort (1)
- towns for entertainment (1)

<u>Character of area</u>
- natural attractiveness, coast (1)
- sandy beaches (1)
- away from industrial sites (1)
- away from a high crime area (1)

<u>Availability of staff</u>
- enough skilled workers nearby (1)
- staff/customer service are vital to the success of the resort (1)
- range of skills needed such as catering, foreign language, etc. (1)

(c) Explain fully <u>two</u> reasons why tour operators, such as Sunkavos Holidays, might choose to offer all inclusive packages as part of their product range. [6]

Award up to three marks for the valid explanation of each reason.

- Product differentiation to attract customers who perceive the all inclusive holiday as value for money (1) Some people prefer to pay one price up front rather than budget for costs at a resort (1) Allows flexibility for families so they will be attracted (1)
- More profit as few purchases in local economy (1) Can buy components in bulk and increase profit margin (1) Tour Operator can build a brand as customer satisfaction is focussed on one company (1)

Credit all valid reasoning in context.

Answer must be from the perspective of the Tour Operator, not the customer

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(d) Discuss the range of factors that influence the final price that a customer is charged for a package holiday. [9]

Indicative content:

- The actual cost – such as fixed and variable costs. Cost of accommodation, flights and costs of the provider (overheads).
- Fuel surcharges.
- Profitability. This margin is decided by the provider and added to the costs. The tour operator will need to make a profit but the level will be decided by brand image and competitors.
- Subsidies/taxes. Subsidies may be offered for developing tourism products in new areas – this would reduce the price. Taxes would increase the price to the customer.
- Competitors. A tour operator may set prices at or below the prices offered by competitors to attract customers.
- Seasonality – prices vary according to seasonal demand.
- Customer expectation – prices will be set according to the price customers are willing to pay (affected by recession for example).

Use levels of response criteria.

Level 1 (1–3 marks) At this level candidates will identify 1, 2 or more aspects of price (listed above).
Level 2 (4–6 marks) At this level candidates will explain 1, 2 or more factors which determine price.
Level 3 (7–9 marks) At this level candidates will evaluate 1, 2 or more factors. Top of level may be awarded if one factor is fully evaluated.

4 (a) Complete the SWOT analysis table below. Choose only one statement under each heading. [4]

Strength 4 or 6	Weakness 1 or 7
Opportunity 2, 3 or 8	Threat 1 or 5

(b) Explain briefly three reasons why domestic tourists are an important target market for a destination such as Queensland. [6]

Award up to **two** marks for valid exemplification of each of the three reasons.
Correct ideas include:

- Domestic tourists may be easier to target with promotional materials (1) or promotional methods such as direct selling (1)
- Domestic tourists may not need to fly (1) so reduced transport costs (1) more customers (1) in global recession, fewer international visitors can afford to travel (1)
- Domestic tourists can be offered more products such as short break/overnight stay (1)
- Easier to understand the needs and wants of domestic tourists (1) carry out market research (1)

Credit all valid reasoning in context.

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(c) Explain fully <u>two</u> ways in which the following aspects of the marketing mix could be used to attract tourists to Queensland: [6]

Award up to three marks for the exemplification of each aspect of the marketing mix.
Correct ideas include:

<u>Product</u>
- quality and value aspects of the product emphasised to attract tourists (1)
- range of activities and sports in each resort to appeal to domestic and overseas visitors (1)
- new facilities and hotels to attract families from other parts of the country (1)

<u>Price</u>
- pricing policies such as going rate – at same level or lower than competition to attract customers (1)
- seen as value for money compared to other locations (1)
- discounts or special offers to Australians offered via vouchers (1)
- variable pricing could attract visitors as different prices could be set during off peak times or to different customer groups (1)

Credit all valid reasoning in context.

(d) Discuss the suitability of using publicity materials to promote Queensland as a destination to overseas visitors. [9]

Indicative content:

- Publicity materials are brochures, fliers, leaflets.
- Brochures are good as they show attractions, maps and resorts in colour, with photographs and illustrations. This can show potential tourists what is on offer in Queensland.
- Brochures can be designed with the AIDA principle – to gain maximum interest and action.
- Brochures can be placed in travel agents or emailed.
- Leaflets have less information and fewer pictures but can give an impression of a clean and safe/enjoyable holiday environment.
- Fliers are unlikely to be used except as inserts in national newspapers.

<u>Use level of response criteria:</u>

Level 1 (1–3 marks) At this level, candidates will identify 1, 2 or more valid features of publicity materials.

Level 2 (4–6 marks) At this level, candidates will explain 1, 2 or more features of publicity materials.

Level 3 (7–9 marks) At this level, candidates will evaluate 1, 2 or more publicity materials in creating an impression for overseas tourists. They may comment on the difficulty of having brochures in local languages or point out that they are expensive to produce and keep up to date. Top of level may be awarded for one publicity material fully evaluated or for an evaluation that other forms of promotion are more suitable

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