



Cambridge International A Level

TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

May/June 2023

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.

Cambridge International is publishing the mark schemes for the May/June 2023 series for most Cambridge IGCSE, Cambridge International A and AS Level and Cambridge Pre-U components, and some Cambridge O Level components.

This document consists of **11** 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.

**Social Science-Specific Marking Principles
(for point-based marking)****1 Components using point-based marking:**

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

- a DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)
- b DO credit alternative answers/examples which are not written in the mark scheme if they are correct
- c DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require n reasons (e.g. State two reasons ...).
- d DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)
- e DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities
- f DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).
- g DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Calculation questions:

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

4 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

Question	Answer	Marks
1(a)	<p>Explain <u>two</u> ways a destination can create a brand identity.</p> <p>Candidates should be familiar with the different ways that destinations can create a destination brand identity.</p> <p>Answers may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Brand name (1) something catchy but which clearly identifies the name of the destination (1) • Slogan/tagline (1) some destinations like to reflect the characteristics of the destination through a slogan or tagline e.g. Incredible India (1) • Logo (1) creating a strong visual identity (1) • USP (1) identifying what makes a destination unique is a good way to create a brand identity (1) • Use of colour (1) within the logo, the slogan, staff uniforms at the tourism office, colours within a hotel décor etc. (1) • Price (1) exclusive resorts such as Sandals use a luxury price tag to create their brand identity (1) • Distinctive packaging (1) build an association with the design of packaging – different packages all have similar packaging (1) • Corporate identity (1) staff uniforms, office décor, letterheads etc. (1) <p>Accept any reasonable answers.</p>	4
1(b)	<p>Assess the reliability of website traffic as a method used to monitor marketing activities for destinations such as València.</p> <p>Candidates are expected to be familiar with different methods used to monitor costs and marketing activities.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Website traffic will show number of hits, usually via a counter at the bottom of the website – but without more analysis this could be misinterpreted as number of people visiting the website – this may not be accurate as the same person may visit the website more than once, distorting the number of hits. • Website traffic might give a rough measure of the popularity of the destination brand and the interest rate of potential visitors, but it is not as reliable as conversion rates, i.e. the number of people who visit the site and subsequently book a trip. • It is more difficult to measure global reach by monitoring website traffic – or to understand more about where potential visitors originate from. This makes it more difficult to understand whether the brand is hitting the target market or not. • Other forms of monitoring are more reliable and effective in tracking the success of the brand – visitor surveys give more concrete evidence, including detailed opinion-based feedback; social media response rates will enable the brand marketers to calculate levels of engagement linked directly to their target audience via the number of likes, comments and reposts received etc. <p>Other relevant responses should also be credited.</p> <p>Mark according to the levels of response criteria below.</p>	9

Question	Answer	Marks
1(b)	<p>Level 3 (7–9 marks) Candidates will show a clear understanding of the question and provide an assessment of the reliability of website traffic in monitoring the success of marketing efforts. Candidates effectively assess the reliability and clearly attempt to weigh up the significance of website traffic. 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 and provide an explanation of the reliability of website traffic in monitoring the success of marketing efforts. There may be some attempt to assess and some analytical language may be used. 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 ways website traffic data may be used. Information may be a list of points but explanations are incomplete and arguments partial (if present). There is no attempt to assess. 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>	
1(c)	<p>Discuss the factors that the Visit València Foundation (VVF) will consider when it selects its marketing activities.</p> <p>Candidates should be familiar with the range of factors taken into consideration when choosing an appropriate mean of communicating a destination brand. They should discuss the relative importance of these factors for the VVF.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Costs – VVF is a public sector organisation and as such has a limited budget for marketing so must carefully select the most effective communications method that fits with its designated budget – TV adverts might be the most visual, but VVF might not be able to afford to advertise using above the line methods. • Global reach – some methods are restricted to the local area or the region rather than being national or international, for example use of local radio stations to advertise the destination. Marketers at VVF will look to extend the reach of their communication as extensively as possible, beyond València to ensure they raise the brand’s awareness as much as possible. • 24-hour marketing – we live in a technologically advanced society where we are used to having information at the touch of a button – online communication methods give us the opportunity to connect with an audience 24/7 with no time zone issues – VVF will choose an online method to take advantage of this. 	12

Question	Answer	Marks
1(c)	<ul style="list-style-type: none"> • Lead times – producing marketing material takes time. Marketers at VVF will consider how long they have before they want to launch the brand and choose a communication method that will fit that timescale. • Options for personalisation – people are more likely to engage and respond to something that they feel is directed specifically to them so VVF should use direct mail shots that address the customer by name, which makes the customer feel connected and so is much more likely to succeed. • Ability to track success – measuring success enables the marketers at VVF to know what to try and what to avoid in future marketing campaigns. <p>Other relevant responses should also be credited.</p> <p>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 provide a discussion of the factors that the Visit València Foundation (VVF) will consider when it selects its online marketing activities. Candidates effectively discuss a range of factors and clearly attempt to weigh up the significance of each. 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 case study.</p> <p>Level 2 (5–8 marks) Candidates will show an understanding of the question and provide an explanation of the factors that the Visit València Foundation (VVF) will consider when it selects its online marketing activities. There may be some attempt to discuss and some analytical language may be used. The answer is relevant and shows reasonable knowledge and understanding of specific marketing concepts and principles, with some use of appropriate terminology and some reference to the Delicious València brand.</p> <p>Level 1 (1–4 marks) Candidates identify/describe up to three factors that the Visit València Foundation (VVF) will consider when it selects its online marketing activities. Information may be a list of points but explanations are incomplete and arguments partial (if present). There is no attempt to discuss. The answer shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology. There may be no reference to the Delicious València brand.</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	

Question	Answer	Marks
2(a)	<p>Explain <u>two</u> reasons why destinations rebrand themselves.</p> <p>Candidates should be familiar with the reasons why destinations brand themselves – the reasons for rebranding are the same.</p> <p>Answers may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Change the perception of unfavourable stereotypes of a destination (1) if a destination has a bad reputation, it may use a rebrand to try to change how visitors view it (1) • Gain relevance in a changing market (1) allowing a destination to keep up with changing trends (1) • Create a common vision for the future of a community and its potential as a tourist destination (1) the rebrand may be used to draw in more of the destination’s stakeholders and to map out its future (1) • Provide a consistent representation of the destination (1) a rebrand will encourage all stakeholders to use the new brand identity in all of their own marketing activities, alongside their own brand information (1) • Enhance local, regional, national and/or global awareness of a destination (1) press releases and public relations activities to launch the rebrand will help raise awareness at different levels, depending on the communication methods chosen (1) • Make it more appealing (1) A new look brand will attract more tourists and help increase the competitiveness of the destination (1) <p>Accept any reasonable answers.</p>	4
2(b)	<p>Analyse why it is important that the whole community of Stellenbosch accepts the rebranding of the destination.</p> <p>Candidates will be familiar with the concept of stakeholder acceptance. They should apply this knowledge to the case study of Stellenbosch.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Every destination is made up of a composite group of tourism providers from many sectors – each stakeholder must buy into the rebrand, to support the destination as it tries to establish its footing in the market. Stellenbosch is an amalgam destination with a variety of different stakeholders providing travel and tourism products – leisure tourism, business tourism, food and wine providers as well as those offering the wider tourism experiences with spas and wellness packages, guided tours and e-bike tours. • If different stakeholders within the community disagree with the new brand identity, this could make it more likely to fail, they will not reinforce brand messages – this is possible if the private sector providers disagree with the destination branding objectives put forward by the public sector organisations who act as Guardian of the brand. • Brand acceptance by the local community is important as it signifies an important stage on the Butler model – that of involvement – locals are happy to welcome tourists into the destination and to provide facilities for them, as well as share their amenities with visitors. The Stellenbosch case study does not refer specifically to the local community; however, these are the people who will be responsible for providing the guided tours, e-bike hire and give the spa treatments. 	9

Question	Answer	Marks
2(b)	<ul style="list-style-type: none"> • At rebrand/rejuvenation stage, some locals may have experienced negative relations with visitors and may therefore be more hostile to the idea of rebranding to try to draw more visitors back to the destination. • The rebrand might be the idea of the tourism authority but can only succeed if it has the support of everyone else within the local community. <p>Other relevant responses should also be credited.</p> <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 analyse why it is important that the whole community of Stellenbosch accepts the rebranding of the destination. Candidates effectively analyse a range of factors and clearly attempt to weigh up the significance of each. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles, using appropriate terminology. There will be specific reference to the case study</p> <p>Level 2 (4–6 marks) Candidates will show an understanding of the question and provide an explanation of why it is important that the whole community of Stellenbosch accepts the rebranding of the destination. There may be some attempt to analyse and some analytical language may be used. The answer is relevant and shows reasonable knowledge and understanding of specific marketing concepts and principles, with some use of appropriate terminology. Application to the case study will be obvious.</p> <p>Level 1 (1–3 marks) Candidates identify/describe up to three reasons why brand acceptance is important. Information may be a list of points but explanations are incomplete and arguments partial (if present). There is no attempt to analyse. The answer shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology. There may be no application to the case study.</p> <p>Level 0 (0 marks) No content worthy of credit.</p>	

Question	Answer	Marks
2(c)	<p>Discuss how the development of ‘Stay and Play’ branded packages might create a visitor profile for Visit Stellenbosch.</p> <p>Visitor profiles can be created through a number of means. Candidates should be familiar with the way in which choice of products and activities can be used to create a visitor profile. Answers may also refer to the other means of adding to a visitor profile to create a target market.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • The ‘stay and play packages’ will attract visitors by accommodation preference and by choice of products and activities – customers will choose a package which offers the type of accommodation they want (at a price they can afford) and a range of activities that appeal to them based on their interests. These will really help Visit Stellenbosch to identify the customers who are most attracted to the destination to use in future marketing campaigns. • Choice of products and activities is an important aspect of creating a visitor profile because it can be used to create specific packages to appeal to different customer types e.g., an adventure package which includes activity instruction from an expert together with inclusive accommodation/catering options suitable to the target audience – a 5 day kayaking adventure package with luxury camp facilities and inclusive of a chef to prepare meals at each camp site. • Choice of products and activities is a key target market identifier – people search for holiday packages that include products and services that appeal to them – more so than looking at destinations or prices first. • Choice of products and activities help Visit Stellenbosch differentiate between the family market, the adventure market and the day tripper market, for example. • Other visitor profiling data can also help Visit Stellenbosch to compile a target market but these are less likely to help identify a customer type in the same way as they are more generic and could equally refer to customers attracted to different destinations – length of stay, spending power, media type (where customers find adverts from) and booking method. <p>Other relevant responses should also be credited.</p> <p>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 provide a discussion of how the development of ‘Stay and play’ branded packages might create a visitor profile for Visit Stellenbosch. Candidates effectively discuss a range of factors and clearly attempt to weigh up the significance of each. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles, using appropriate terminology as well as a discussion of other information that will contribute to the visitor profile.</p>	12

Question	Answer	Marks
2(c)	<p>Level 2 (5–8 marks) Candidates will show an understanding of the question and provide an explanation of how the development of ‘Stay and play’ branded packages might create a visitor profile for Visit Stellenbosch. There may be some attempt to discuss and some analytical language may be used. 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 (1–4 marks) Candidates identify/describe how the development of ‘Stay and play’ branded packages might create a visitor profile for Visit Stellenbosch. Information may be a list of points but explanations are incomplete and arguments partial (if present). There is no attempt to discuss. 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>	