

Cambridge International A Level

TRAVEL & TOURISM**9395/32**

Paper 3 Destination Marketing

May/June 2025**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 2025 series for most Cambridge IGCSE, Cambridge International A and AS Level components, and some Cambridge O Level components.

This document consists of **17** 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 descriptions 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.

Annotations guidance for centres

Examiners use a system of annotations as a shorthand for communicating their marking decisions to one another. Examiners are trained during the standardisation process on how and when to use annotations. The purpose of annotations is to inform the standardisation and monitoring processes and guide the supervising examiners when they are checking the work of examiners within their team. The meaning of annotations and how they are used is specific to each component and is understood by all examiners who mark the component.

We publish annotations in our mark schemes to help centres understand the annotations they may see on copies of scripts. Note that there may not be a direct correlation between the number of annotations on a script and the mark awarded. Similarly, the use of an annotation may not be an indication of the quality of the response.

The annotations listed below were available to examiners marking this component in this series.

Annotations

Annotation	Meaning
✓	Correct point
✗	Incorrect point
BOD	Benefit of doubt given
REP	Repetition
NAQ	Not answered question
VG	Content of response too vague
SEEN	Page or response seen by examiner
BP	Blank page
KU	Knowledge and understanding
APP	Application
AN	Analysis
EVAL	Evaluation

Assessment objectives**AO1 Knowledge and understanding**

Demonstrate knowledge and understanding of facts, terms and concepts of travel and tourism.

AO2 Application

Apply knowledge and understanding of facts, terms and concepts to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis

Analyse travel and tourism issues, showing an understanding of the possible impacts of those issues on travel and tourism, and use appropriate research techniques.

AO4 Evaluation

Evaluate information to develop arguments, understand implications, draw inferences and make judgements, recommendations and decisions.

Tables **A–D** will be used for specific questions. Please refer to the question for which tables should be used when appropriate.

Table A

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis and research 3 marks	AO4 Evaluation 3 marks
	Description	Description	Description
3	3 marks The response contains a range of explained valid points.	3 marks The response is well-balanced and considers the significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point mentioned are given.	3 marks The response contains a well-supported evaluation or recommendation/s with supporting evidence or reasoning given.
2	2 marks The response contains some explained valid points.	2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against most of the valid points mentioned are given.	2 marks The response contains evaluation or a recommendation with some supporting evidence or reasoning given.
1	1 mark The response is likely to be a list of valid points with little or no explanation.	1 mark The response gives some consideration to the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains evaluation or a recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Table B

Level	AO2 Application 3 marks	AO3 Analysis and research 3 marks	AO4 Evaluation 3 marks
	Description	Description	Description
3	3 marks The response includes an explanation of why each of the points mentioned are relevant/suitable to the context of the question.	3 marks The response is well-balanced and considers significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point mentioned are given.	3 marks The response contains a well-supported evaluation or recommendation/s with supporting evidence or reasoning given.
2	2 marks The response includes an explanation of why some of the points mentioned are relevant/suitable to the context of the question.	2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against some of the valid points mentioned are given.	2 marks The response contains evaluation or a recommendation with some supporting evidence or reasoning given.
1	1 mark At least one point has an explanation of why it is relevant/suitable to the context of the question.	1 mark The response gives some consideration of the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains evaluation or a recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response	0 marks No creditable response	0 marks No creditable response

Table C

Level	AO1 Knowledge and understanding 4 marks	AO3 Analysis and research 4 marks	AO4 Evaluation 4 marks
	Description	Description	Description
4	4 marks The response contains a range of valid points with a detailed explanation of each.	4 marks The response is well-balanced and considers the significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point are given.	4 marks The response contains a well-supported and reasoned evaluation or recommendation/s. Judgements are made why some points are more valid than others.
3	3 marks The response contains a range of valid, explained points.	3 marks The response considers the significance of most of the valid points mentioned. OR The arguments for and against most valid points are given.	3 marks The response contains a well-supported evaluation or recommendation/s with supporting evidence or reasoning given.
2	2 marks The response contains some explained valid points.	2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against some valid points are given.	2 marks The response contains evaluation or a recommendation with some supporting evidence or reasoning given.
1	1 mark The response is likely to be a list of valid points with little or no explanation.	1 mark The response gives some consideration of the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains evaluation or a recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Table D

Level	AO2 Application 4 marks	AO3 Analysis and research 4 marks	AO4 Evaluation 4 marks
	Description	Description	Description
4	<p>4 marks The response includes detailed explanation of why each point mentioned is relevant/suitable to the context of the question.</p>	<p>4 marks The response is well-balanced and considers the significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point are given.</p>	<p>4 marks The response contains a well-supported and reasoned evaluation or recommendation/s. Judgements are made why some points are more valid than others.</p>
3	<p>3 marks The response includes an explanation of why most of the points mentioned are relevant/suitable to the context of the question.</p>	<p>3 marks The response considers the significance of most of the valid points mentioned. OR The arguments for and against most valid points are given.</p>	<p>3 marks The response contains a well-supported evaluation or recommendation/s with supporting evidence or reasoning given.</p>
2	<p>2 marks The response includes an explanation of why some of the points mentioned are relevant/suitable to the context of the question.</p>	<p>2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against some valid points are given.</p>	<p>2 marks The response contains evaluation or a recommendation with some supporting evidence or reasoning given.</p>
1	<p>1 mark At least one point made has an explanation of why it is relevant/suitable to the context of the question.</p>	<p>1 mark The response gives some consideration of the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.</p>	<p>1 mark The response contains evaluation or a recommendation, but no supporting evidence or reasoning is given.</p>
0	<p>0 marks No creditable response.</p>	<p>0 marks No creditable response.</p>	<p>0 marks No creditable response.</p>

Question	Answer	Marks
1(a)	<p>Explain <u>two</u> ways Japan National Tourism Organization (JNTO) has created a brand identity for its business tourism market.</p> <p>Award one mark for the identification of a way and a second mark for the explanation.</p> <ul style="list-style-type: none"> • brand name/branding campaign (1) JNTO has established a clear brand name through the use of 'Japan Meeting and Events' – everyone will see at a glance this is the business tourism brand for JNTO (1) • slogan/tagline (1) taglines encourage businesses to hold meetings to discuss new ideas (1) • logo (1) the logo represents the rising sun in red (use of colour specifically associated with Japan's national flag) with the delicate blossoms also often associated with Japan (famous for its cherry blossoms) (1) • USP (1) using a combination of factors (such as price in association with image, distinctive packaging, corporate identity, e.g. uniforms, furnishings) helps create a USP for JNTO's business tourism market (1) <p>Accept any reasonable answers.</p>	4

Question	Answer	Marks
1(b)	<p>Suggest how JNTO might improve the positioning of its business tourism product through hosting the World Expo in 2025.</p> <p>Use table B to mark candidate responses to this question.</p> <p>AO2 – out of 3 marks AO3 – out of 3 marks AO4 – out of 3 marks</p> <p>AO2 Application</p> <ul style="list-style-type: none"> visitor perceptions of Japan improve through image/reputation created by the World Expo relationship of destination to competitors through differentiation strategies – Japan stands out because of their Expo compared to previous hosts the importance of a Unique Selling Point (USP) – Japan can use its effective transport infrastructure, its culture, its cuisine as its USP communication and presentation of clear and attractive destination image/reputation – through the positive marketing of the Meetings and Events division of JNTO <p>AO3 Analysis</p> <ul style="list-style-type: none"> Hosting the World Expo in 2025 may help change visitors' perceptions about Japan as a business tourism destination. When visitors see the staging of the World Expo and the number of participants and visitors, more businesses may be interested in using Japan as a business tourism host. Japan can use the World Expo 2025 to differentiate itself from other business tourism destinations. Expos are only held every 5 years, each one bigger and better than those that came before, which gives Japan a unique selling point. Effective marketing and promotion of the World Expo will enable Japan to establish a clear and positive destination image and reputation. <p>AO4 Evaluation</p> <ul style="list-style-type: none"> Japan can capitalise on the World Expo 2025 to establish its product positioning within the business tourism market. The expo will attract huge volumes of visitors (20 million in 6 months). It will further improve its already well organised conference and exhibition products and can promote fully its excellent transport options for quick and easy travel around Japan if Expo goers wish to combine experience of the Expo with more of Japan. The Expo can be used as place marketing – in the same way that London 2012, and Rio 2016 were used to market the host destinations of the Olympic Games, the Expo can be used as a positive reinforcement of Osaka as host destination. This is a unique opportunity, making Japan stand out amongst its competitors, as the ultimate business tourism destination. In this way everyone around the world would be able to associate Japan with the World Expo, thus creating positive reinforcement of the destination's image. <p>Accept any reasonable answers.</p>	9

Question	Answer	Marks
1(c)	<p>Evaluate key performance indicators a destination might use to monitor the effectiveness of its destination brand.</p> <p>Use Table C to mark candidate responses to this question</p> <p>AO1 = out of 4 marks AO3 = out of 4 marks AO4 = out of 4 marks</p> <p>AO1 Knowledge and understanding There are a number of KPIs identified in the syllabus including:</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/job losses within the tourism sector • changes in market share • increase/decrease in brand awareness <p>AO3 Analysis</p> <ul style="list-style-type: none"> • Destination popularity ranking – if a country moves up or down in the popularity rankings such as UNWTO barometer will act as a key performance indicator – to show whether a destination has grown or fallen in popularity against other destinations as a result of its brand image. • Increases or decreases in visitor arrival numbers indicate whether a destination brand image is working effectively or not. Any changes here can be monitored easily through airport and cruise ship data. • Visitor spending is another key indicator – if tourists are spending less, it would imply that they do not find the attractions in the destination value for money or worthwhile. If visitor spending increases, visitors are happy with the brand image. • Average length of stay indicates visitor's contentment with the products offered in a destination. An increase in length of stay shows that visitors find sufficient to entertain them in the destination; a decrease in the average length of stay implies there is little appeal to spend time in the destination. • Occupancy rates indicate how much of the accommodation stock available within a destination is occupied on a night-by-night basis. Changes to the percentage rate upwards indicate that visitors want to spend time staying overnight, a decrease implies visitors are not attracted to spend time or money staying within the destination's accommodation. • The more visitors there are, the more jobs that tourism can support within a destination. Job roles are created or lost according to tourist demand for services. This also takes into account the issue of seasonality of employment within the industry. 	12

Question	Answer	Marks
1(c)	<ul style="list-style-type: none"> Market share indicates the proportion of the total market of visitors that visit one destination, based on the appeal. Increased market share is a positive indicator that brand messages are positive. Recognition of the destination brand is an important indicator – as it suggests that customers have seen and acted upon brand messages. <p>AO4 Evaluation</p> <ul style="list-style-type: none"> All of the listed KPIs can be used separately or together to monitor the effectiveness of the destination brand. It is important to understand that changes in the data are indicative of brand performance but may also be affected by a number of other factors, so may be unreliable if not considered in the broader context. Increase or decrease in brand awareness is actually the most significant indicator of the effectiveness of the destination brand. If a potential visitor was unaware or had not considered visiting a destination, then saw brand communications about the destination and chose to visit based on the brand marketing, this is a clear indicator that the brand communications are working effectively. <p>Accept any reasonable answers.</p>	12

Question	Answer	Marks
2(a)	<p>Explain <u>two</u> ways visitor profiling might be used to target Montserrat's visitors.</p> <p>Award one mark for the identification of a way and a second mark for the explanation.</p> <ul style="list-style-type: none"> choice of products and activities (1) Montserrat's history and culture, arts and activities can be used to attract historical and cultural tourists (1) media type (targeted advertising methods) (1) those who enjoy film tourism and might wish to visit where the volcanic eruption documentary was filmed – Montserrat can advertise on the TV channel owned by the company which made the documentary to attract film tourism enthusiasts; film or tv magazines would also help to target the right market segment (1) booking method (1) visitors can be shown website addresses and telephone booking hotline numbers via the advertisements on TV or in film magazines (1) <p>Accept any reasonable answers.</p>	4

Question	Answer	Marks
2(b)	<p>Discuss the benefits to NTOs of using owned media to communicate a destination's brand identity.</p> <p>Use table A to mark candidate responses to this question</p> <p>AO1 – out of 3 marks AO3 – out of 3 marks AO4 – out of 3 marks</p> <p>AO1 Knowledge and understanding</p> <ul style="list-style-type: none"> Owned media refers to content that the guardian of the brand creates and controls. Owned media includes websites/blogs and brand social media accounts NTOs can employ editorial staff to help create this content or it can be produced in-house Owned media is often easily found through generic online searches Visitors often use the NTO website as a starting point in researching a destination so this can be used to create a good first impression Owned media can be inexpensive to create and to maintain, especially compared with other communication methods <p>AO3 Analysis</p> <ul style="list-style-type: none"> It is advantageous to create and control all brand communication, so that brand messages are consistent, positive and can be regularly updated. Specialist assistance can be hired to create the content and this frees up other members of the NTO to work on other aspects of the brand marketing process. Most people will use a search engine to find resources to research a destination, so using Search Engine Optimisation allows owned media to feature high in the search results, thus taking visitors straight to the NTO's webpage and creating that all important good first impression. Webpages are easy to update and relatively inexpensive to run especially compared with TV advertisements or glossy brochure printing, which may quickly become outdated and take time and money to update. <p>AO4 Evaluation</p> <ul style="list-style-type: none"> Mixed media used in communicating the destination brand is most effective as it covers all bases and ensures widespread awareness of the destination brand. NTOs will usually choose to operate their own website because it has wide reach, minimal lead time, can be customised and is available in multiple languages at the click of a button at no extra cost or inconvenience to the potential visitor. Visitors are able to get key information about the destination brand easily from the website as well as following hyperlinks to make bookings etc. Owned media also covers the concepts of branded blogs, newsletters etc. but these may have more limited appeal than the website as these seem more subjective than the website. Destination brands often also have their own social media accounts, operated by staff employed by the NTO. These accounts can share information about the destination at the click of a button – this information can then become shared media, if followers choose to repost or share the information with their own followers and friends. <p>Accept any reasonable answers.</p>	9

Question	Answer	Marks
2(c)	<p>Assess how Montserrat's future destination image might be affected by a range of social and environmental factors.</p> <p>Use Table D to mark candidate responses to this question</p> <p>AO2 = out of 4 marks AO3 = out of 4 marks AO4 = out of 4 marks</p> <p>AO2 Application</p> <ul style="list-style-type: none"> • Montserrat has a volcanic landscape and a history of volcanic disasters. • The Caribbean experiences hurricanes. • Montserrat has a declining population and a huge influx of visitors. • Film tourists can make residents feel uncomfortable if they ask personal questions about the local's experience of the volcanic disasters. <p>AO3 Analysis</p> <ul style="list-style-type: none"> • Volcanic activity has been experienced in Montserrat as recently as 2010. Another eruption is possible and could have catastrophic consequences as the ones in the 1990s did. • Hurricane season in the Caribbean can be serious – Montserrat could suffer structural damage from the high gusts of winds or flooding from heavy rainfall that accompanies the hurricanes. • Other Caribbean destinations have suffered earthquakes – it is not impossible with the volcanic activity on Montserrat that earthquakes could strike. • High visitor numbers and low population figures could put a strain on the island's carrying capacity. This may mean natural resources such as water could be limited, roads and other infrastructure may become congested etc. • Locals could resent the influx of visitors and this could lead to conflict between the residents and the visitors. <p>AO4 Evaluation</p> <ul style="list-style-type: none"> • Montserrat currently enjoys tourism and the MTD is looking for ways to increase the appeal of the island. However, the reputation of the destination depends on the stability of its social and environmental structures. • If a volcanic eruption were to occur in Montserrat, this would affect the image of the destination as visitors would perceive it as an unsafe place. • Similarly, if Montserrat experienced damage as a consequence of hurricane season, this too could damage the island's reputation as a tourism destination. People do not want to place themselves at unnecessary risk. • If the carrying capacity of the island is exceeded, Montserrat will suffer a loss of reputation as resources may become limited, local people may have to join queues for local facilities, and infrastructure may not be adequate. This in turn could cause resentment between the local community and the visitors, leading to a breakdown in relations, and damaging the destination image further. <p>Accept any reasonable answers.</p>	12