
TRAVEL AND TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2018

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 <u>two</u> reasons why ‘Brand South Africa’ was launched in 2002.</p> <p>Award one mark for each of two identified reasons, 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"> Change the perception of unfavourable stereotypes of a destination (1) based on negative media coverage, past acts of unrest etc. (1) Create a common vision for the future of the community and its potential as a tourist destination (1) to enhance the opportunities for economic and social growth (1) Provide a consistent representation of the destination (1) so that there was one clear message (1) Enhance local, regional, national and/or global awareness of a destination (1) not only for increases in international tourism but for domestic tourism purposes (1) Make it more appealing (1) so more visitors would want to experience the destination (1) <p>Other relevant responses should also be credited.</p>	4

Question	Answer	Marks
1(b)	<p>Discuss the role of ‘Brand South Africa’ as guardian of the national brand.</p> <p>Candidates are expected to be familiar with marketing activities and the role that different stakeholders play in creating and maintaining the brand. They should be able to combine their theoretical knowledge of these concepts with information from Fig. 1, to present an applied response specific to Brand South Africa.</p> <p>Responses may include the following and/or other relevant information:</p> <p style="padding-left: 40px;">Decide upon ‘guardians of the brand’ and level of involvement of key personnel Role of different stakeholders: National Tourism Organisations (NTOs) Brand South Africa has total guardianship of the destination brand, and plays a huge role coordinating training, rolling out new brand initiatives to keep the brand alive and the brand messages positive and visible Brand South Africa works with other organisations in coordinating the marketing efforts, not only of South Africa as a destination but also for the representation of Southern Africa in all things tourism related.</p> <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 explanation of the role of Brand South Africa as guardian of the national brand. Candidates effectively discuss the role and clearly attempt to show the importance of each aspect mentioned. 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 Brand South Africa.</p> <p>Level 2 (4–6 marks) Candidates will show an understanding of the question and include identification and explanation of one, two or more aspects of the role played by Brand South Africa. The answer is relevant and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. There will be some reference to Brand South Africa.</p> <p>Level 1 (1–3 marks) Candidates identify, in list format, or describe one, two or more roles of a DMO such as Brand South Africa. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology. There may be some reference to Brand South Africa.</p> <p>Level 0 (0 marks) No rewardable content.</p>	9

Question	Answer	Marks
1(c)	<p>Evaluate the importance of winning awards as a form of market analysis.</p> <p>Candidates should use their knowledge and understanding of market analysis tools and techniques to evaluate the importance of winning awards as a benchmark</p> <p>Candidates may mention the following market analysis tools:</p> <p>Statistical analysis of travel trends, customer behaviours and preferences for destinations, and the popularity of destinations Competition amongst destinations Being voted fourth by readers of a travel magazine helps the DMO to analyse its popularity within the context of competition. This helps in decision making processes regarding further marketing opportunities. Other market analysis tools can also be utilised to reinforce research findings about the destination’s popularity with visitors.</p> <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 explanation of the importance of winning awards as a market analysis tool. Candidates effectively evaluate some of these the reasons and clearly attempt to show the importance of each one mentioned. An overall judgement about which tool is most useful will be made. 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 one, two or more reasons why winning awards is an important market analysis tool. 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, in list format, or describe one, two or more market analysis tools. The answer is basic and shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology. There may be some reference to winning awards.</p> <p>Level 0 (0 marks) No rewardable content.</p>	12

Question	Answer	Marks
2(a)	<p>Explain <u>two</u> ways that Windham Mountain can use the visitor profiling information it has gathered.</p> <p>Award one mark for each identified use of the data and a second mark for explanation.</p> <p>Responses may include the following and/or other relevant information:</p> <p>Target market is domestic tourist/living in the local area (1) advertise in local press, local outdoor sports gear retailers etc. (1)</p> <p>High income earners, looking for luxury product – can use this to choose a prestige pricing policy (1) the association of high price with high quality (1)</p> <p>Provide range of products and activities for family groups, including junior activities and crèche facilities (1) this will ensure customer satisfaction (1)</p> <p>Other relevant responses should also be credited.</p>	4

Question	Answer	Marks
2(b)	<p>Analyse the range of brand characteristics that are important for Windham Mountain as a destination.</p> <p>Candidates are expected to be aware of brand characteristics that affect customers' perceptions of a destination brand, they should be able to combine their theoretical knowledge of these reasons with information from Fig. 2, to present an applied response specific to Windham Mountain as a destination.</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 explanation of the range of brand characteristics that are important for Windham Mountain as a destination. Candidates effectively analyse some of these characteristics and clearly attempt to show the importance of each one mentioned. 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 Windham Mountain.</p> <p>Level 2 (4–6 marks) Candidates will show an understanding of the question and include identification and explanation of one, two or more brand characteristics that are important for a destination. The answer is relevant and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology. There will be some reference to Windham Mountain.</p> <p>Level 1 (1–3 marks) Candidates identify, in list format, or describe one, two or more brand characteristics that are important for a destination. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology. There may be some reference to Windham Mountain.</p> <p>Level 0 (0 marks) No rewardable content.</p>	9

Question	Answer	Marks
2(c)	<p>Discuss the reasons why PEST Analysis was an effective market analysis tool for Windham Mountain in repositioning itself as a ski resort destination.</p> <p>Candidates should use their knowledge and understanding of market analysis tools and apply to the context of Windham Mountain. PEST Analysis requires close examination of external market factors, looking at positive and negative political, economic, social and technological influences.</p> <p>Responses might cover:</p> <ul style="list-style-type: none"> Economic conditions in initial year were very difficult Highly competitive market Social motives for skiing – to spend time with family and friends Other market analysis tools should also be considered – SWOT would also have been useful as would competitor analysis and the application of the Butler lifecycle model <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 explanation of market analysis tools that Windham market could have used. Candidates effectively discuss the reasons PEST analysis was an effective marketing tool for Windham Mountain and clearly attempt to show the importance of each reason mentioned. An overall judgement about which tools are most useful 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 Windham Mountain repositioning itself as a ski resort.</p> <p>Level 2 (5–8 marks) Candidates will show an understanding of the question and include identification and explanation of one, two or more reasons PEST analysis was an effective marketing tool. The answer is relevant and shows reasonable knowledge and understanding of specific marketing concepts and principles with some use of appropriate terminology. There will be some reference to Windham Mountain repositioning itself as a ski resort.</p> <p>Level 1 (1–4 marks) Candidates identify, in list format, or describe aspects of PEST analysis, but these may not be applied to the case study context. The answer is basic and shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology. There may be some reference to Windham Mountain.</p> <p>Level 0 (0 marks) No rewardable content.</p>	12