



## Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

October/November 2021

MARK SCHEME

Maximum Mark: 50

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**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 October/November 2021 series for most Cambridge IGCSE™, Cambridge International A and AS Level components and some Cambridge O Level components.

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This document consists of **9** 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 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><b>Explain <u>two</u> reasons why reviewing the existing marketing mix is important for stakeholders of Wasaga Beach.</b></p> <p>Award one mark for each of two identifications plus an additional mark for an explanation of each.</p> <ul style="list-style-type: none"><li>• to monitor and evaluate how well each of the 4Ps has performed since the last review [1] to consider modifying and adjusting any of the 4Ps which do not meet business goals or impact on levels of customer satisfaction [1]</li><li>• to improve their marketability to new and existing customers [1] they need to make sure that what the destination currently offers matches what customers will expect from the destination [1]</li><li>• to ensure they are priced fairly and competitively [1] customers will only be willing to pay a price that represents value for money [1]</li><li>• to ensure that customers can easily avail themselves of the products and services offered by the destination [1] keeping up with smart technological advances that enable online booking [1]</li><li>• to choose promotion methods that raise customers' awareness of the destination [1] choose promotional campaigns for maximum impact with potential customers [1]</li></ul> <p>Accept any other reasonable answer.</p>	<b>4</b>

Question	Answer	Marks
1(b)	<p><b>Assess the range of marketing activities stakeholders might use to launch their new tourism brand.</b></p> <p>Indicative content:            Agree timing for action            Agree costs and resources            Decide upon 'guardians of the brand' and level of involvement of key personnel            Set objectives            Decide the communication methods and events            Design promotional materials            Agree the overall campaign</p> <p>Other relevant information should also be credited.</p> <p>Mark according to the levels of response criteria below.</p> <p><b>Level 3 (7–9 marks)</b>            Candidates will show a clear understanding of the question and include detailed identification and assessment of the range of marketing activities stakeholders might use. Candidates effectively assess a range of ways 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><b>Level 2 (4–6 marks)</b>            Candidates will show an understanding of the question and include explanations of a number of valid marketing activities. There may be some attempt to assess and some analytical language may be used. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology</p> <p><b>Level 1 (1–3 marks)</b>            Candidates identify/describe some marketing activities. 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><b>Level 0 (0 marks)</b>            No rewardable content.</p>	9

Question	Answer	Marks
1(c)	<p><b>Discuss how the stakeholders of Wasaga Beach might use differentiation strategies to improve their competitiveness.</b></p> <p>Indicative content:            Product differentiation – customisation, range, USP, product attributes            Service differentiation – going the extra mile, staff training, service attributes            Channel differentiation – multi-channel approach            Image differentiation – creating a unique impression            Product leadership, innovation, positioning self within the industry, against named competitors            Product reputation, heritage            Communicating the difference, comparisons with competitors            Overcoming intangibility – virtual tours</p> <p>Other relevant information should also be credited.</p> <p>Mark according to the levels of response criteria below.</p> <p><b>Level 3 (9–12 marks)</b>            Candidates will show a clear understanding of the question and include detailed identification and discussion of how the stakeholders of Wasaga Beach might use differentiation strategies to improve their competitiveness. Candidates effectively discuss a range of ways 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><b>Level 2 (5–8 marks)</b>            Candidates will show an understanding of the question and include explanations of a number of valid ways the stakeholders of Wasaga Beach might use differentiation strategies to improve their competitiveness. There may be some attempt to discuss and some analytical language may be used. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology</p> <p><b>Level 1 (1–4 marks)</b>            Candidates identify/describe some ways the stakeholders of Wasaga Beach might use differentiation strategies to improve their competitiveness. 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><b>Level 0 (0 marks)</b>            No rewardable content.</p>	12

Question	Answer	Marks
2(a)	<p><b>Explain <u>two</u> ways the Hong Kong Tourism Board (HKTB) is using its product mix to overcome the challenge of intangibility.</b></p> <p>Award one mark for each of two identified ways plus an additional mark for an explanation of each.</p> <ul style="list-style-type: none"><li>• using celebrities to conduct virtual tours of the city [1] enables potential visitors to gain an experience of what the city looks like/what it offers [1]</li><li>• promotional videos uploaded to a broad range of social media apps [1] broadens potential customers exposure to make customers familiar with what is on offer [1]</li><li>• use of TV to advertise [1] builds more trust in potential customers [1]</li><li>• portrays the city through the eyes of a local resident [1] makes the city feel more authentic [1]</li></ul> <p>Accept any other reasonable answer.</p>	<b>4</b>

Question	Answer	Marks
2(b)	<p><b>Assess the impact that the selected communication methods had on HKTB's ability to track the success of its promotional campaign.</b></p> <p>Indicative content:            Websites, especially that of the NTO – Brand website page views:            40 million            Publicity materials – number printed and distributed but does not guarantee actual number of visitors who read them            Use of social media – new followers of HKTB on social media: 500 000            Email marketing – number of contacts within the database            Public relations – number of press releases, total circulation figures within printed press, number of attendees at press conference and circulation figures            Advertising – video view count: 593 million            Sales promotion – number of discount codes applied            Word of mouth – difficult to track, possibly number of ratings/reviews            Signage – difficult to track, not really relevant within the case study context            Destination environment – messages from public spaces are difficult to track</p> <p>Other relevant information should also be credited.</p> <p>Mark according to the levels of response criteria below.</p> <p><b>Level 3 (7–9 marks)</b>            Candidates will show a clear understanding of the question and include detailed identification and assessment of the impact of the communication methods on tracking the success of HKTB's promotional campaign. Candidates effectively assess a range of methods 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><b>Level 2 (4–6 marks)</b>            Candidates will show an understanding of the question and include explanations of a number of valid methods of tracking the success of HKTB's promotional campaign. There may be some attempt to assess and some analytical language may be used. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p> <p><b>Level 1 (1–3 marks)</b>            Candidates identify/describe some methods of tracking the success of HKTB's promotional campaign. 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><b>Level 0 (0 marks)</b>            No rewardable content.</p>	9



Question	Answer	Marks
2(c)	<p><b>Discuss how market research and market analysis will allow HKTB to become more competitive in the stopover tourism market.</b></p> <p>Indicative content:            Carrying out a competitor analysis to identify who the competition is within the stopover market and closely monitoring their products and services so that HKTB can stay ahead of the competition, offering similar but enhanced products and customer care.            Identifying relative market share within the stopover market, so HKTB understands the percentage improvement needed to gain competitive advantage.            Analysis of direct and indirect competition – other stopover destinations such as Singapore as direct competitors; more advanced airline technology that allow direct flights between Europe and Australia meaning stopovers are no longer an enforced part of a traveller’s journey.</p> <p>Other relevant information should also be credited.</p> <p>Mark according to the levels of response criteria below.</p> <p><b>Level 3 (9–12 marks)</b>            Candidates will show a clear understanding of the question and include detailed identification and discussion of how market research and market analysis allows HKTB to become more competitive. Candidates effectively discuss a range of ways 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><b>Level 2 (5–8 marks)</b>            Candidates will show an understanding of the question and include explanations of how market research and market analysis could allow HKTB to become more competitive. There may be some attempt to discuss and some analytical language may be used. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p> <p><b>Level 1 (1–4 marks)</b>            Candidates identify/describe some ways market research and market analysis allows HKTB to become more competitive. 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><b>Level 0 (0 marks)</b>            No rewardable content.</p>	12