
TRAVEL AND TOURISM

9395/31

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 **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.

Question	Answer	Marks
1(a)	<p>Explain <u>two</u> roles of the Gold Coast Tourism (GCT) destination marketing organisation (DMO).</p> <p>Award one mark for each of two identified roles, 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"> • Representing the tourism sector (1) to ensure that Gold Coast Tourism is well recognised in the work and planning of the rest of Queensland tourism (1) • To attract more visitors to the Gold Coast (1) to stay competitive with other DMOs trying to attract same visitors (1) • To generate more demand, more arrivals and more tourism spending (1) so that the area can prosper from the economic benefits of tourism (1) • To promote/market/rebrand the destination (1) to ensure visitors are aware of the destination when choosing where to visit (1) • Collection and analysis of tourism data (1) to help in the decision-making process (1) <p>Other relevant responses should also be credited.</p>	4

Question	Answer	Marks
1(b)	<p>Discuss how market segmentation was used to create the ‘Gold Coast, Queensland: Famous for fun’ destination brand.</p> <p>Candidates are expected to be familiar with the theory of market segmentation. They should be able to combine their theoretical knowledge of these concepts with information from Fig. 1, to present an applied response specific to the Gold Coast, Queensland: Famous for Fun brand.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • By travel motivation – leisure seekers • By demographic segmentation – attracting young at heart, family markets • By psychographic segmentation – young at heart, fun and thrill seeker markets • By geographic segmentation – interstate and intrastate visitors <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 how market segmentation was used to create the Gold Coast: Famous for Fun destination brand. Candidates effectively discuss some of these reasons 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.</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 ways market segmentation was used to create the brand. The answer is relevant and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p> <p>Level 1 (1–3 marks) Candidates identify, in list format, or describe one, two or more forms of market segmentation that could be used, but not necessarily applied to Gold Coast Tourism example. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of appropriate terminology.</p> <p>Level 0 (0 marks) No rewardable content.</p>	9

Question	Answer	Marks
1(c)	<p>Evaluate the contribution of different stakeholders to the brand repositioning process for Gold Coast Tourism (GCT).</p> <p>Candidates should use their knowledge and understanding of different stakeholder groups to evaluate the contribution each makes in repositioning the brand for Gold Coast Tourism</p> <ul style="list-style-type: none"> • National Tourism Organisations (NTOs) – coordination, guardian of the brand, public relations, collaborative working • Regional tourism organisations – representing regional needs, working with NTOs to present a unified approach • Local tourism organisations – representing local needs, working with NTOs and regional organisations to present a unified approach • Commercial travel and tourism organisations (for profit) – offer the products and services which visitors want • Non-commercial travel and tourism organisations (not for profit) – ensure tourism provision is in line with environmental policies, represent minority groups to protect interests • The local community – work in tourism related job roles, provide tourism services for the visitors <p>Other relevant responses should also be credited. (accept public/private/not for profit)</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 include detailed identification and explanation about the contribution different stakeholders make to the brand repositioning process for Gold Coast Tourism. Candidates effectively evaluate some of the stakeholders and clearly attempt to show the importance of each one mentioned. An overall judgement about which stakeholder is most useful in the brand repositioning process for Gold Cost Tourism. 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 ways different stakeholders contribute to the brand repositioning process. 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 stakeholder groups without necessarily mentioning the contribution each makes to the repositioning process. The answer is basic and shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology.</p> <p>Level 0 (0 marks) No rewardable content.</p>	12

Question	Answer	Marks
2(a)	<p>Explain how <u>two</u> key performance indicators (KPIs) could be used to monitor the effectiveness of Barcelona’s city brand.</p> <p>Award one mark for each identified KPI and a second mark for explanation.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none">• Number of tourist arrivals (1) in 2013, this was 7.5 million (1)• Destination popularity (1) city rankings (1)• Occupancy rates (1) increased level of demand within the accommodation sector (1) <p>Other relevant responses should also be credited.</p>	4

Question	Answer	Marks
2(b)	<p>Discuss the challenges that Barcelona is likely to face in maintaining its destination brand.</p> <p>Candidates are expected to be aware of the challenges that destinations face in branding. They should be able to combine their theoretical knowledge of these reasons with information from Fig. 2, to present an applied response specific to Barcelona as a destination.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • A destination is made up of composite products, not just one product • Intangibility of the tourism offering, here especially over time since the Olympic Games • The destination’s reputation and image are not created by the destination management organisations in charge of its marketing and promotion • Diverse range of organisations and partners involved in crafting and delivering the brand • Lack of funding for marketing efforts • Difficult to create a unique identity in the face of stiff competition • Destination image is affected by natural disasters, political unrest, acts of terrorism and other social, economic and political factors <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 challenges that Barcelona is likely to face in maintaining its destination brand. Candidates effectively discuss some of the ways in which these challenges impact on maintaining Barcelona’s city brand 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 specific marketing concepts and principles using appropriate terminology as well as specific reference to Barcelona.</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 challenges that Barcelona is likely to face in maintaining its destination brand. 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 Barcelona.</p> <p>Level 1 (1–3 marks) Candidates identify, in list format, or describe ways in which one, two or more challenges that destinations face but may not be applied to Barcelona. The answer shows limited knowledge and understanding of specific marketing concepts and principles with limited use of appropriate terminology. There may be some reference to Barcelona.</p> <p>Level 0 (0 marks) No rewardable content.</p>	9

Question	Answer	Marks
2(c)	<p>Evaluate the importance of developing a communication strategy as part of Vision 2020, Barcelona’s Strategic Metropolitan Plan.</p> <p>Candidates should use their knowledge and understanding of developing a communication strategy as part of the marketing activities in launching a brand. It also encompasses the learning for communication methods and considerations for their selection.</p> <p>Responses might cover:</p> <ul style="list-style-type: none"> • Websites, especially that of the NTO • Publicity materials • Use of social media • Email marketing • Public relations • Advertising • Sales promotion • Word of mouth • Signage • Destination environment • Costs • Global reach • 24-hour marketing • Lead times • Options for personalisation • Ability to track success/conversion rates <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 communication strategies that could be used to raise brand awareness for Barcelona. Candidates effectively evaluate some of these strategies and clearly attempt to show the importance of each one mentioned. An overall judgement about which strategy will be most important 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 Barcelona.</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 communication strategies that could be used to raise brand awareness for Barcelona. The answer is relevant and shows reasonable knowledge and understanding of specific concepts and principles with some use of appropriate terminology. There will be some reference to Barcelona.</p>	12

Question	Answer	Marks
2(c)	<p>Level 1 (1–4 marks) Candidates identify, in list format, or describe one, two or more communication strategies that could be used to raise brand awareness for Barcelona. The answer is basic and shows limited knowledge and understanding of specific concepts and principles with limited use of appropriate terminology. There may be some reference to Barcelona.</p> <p>Level 0 (0 marks) No rewardable content.</p>	