

CAMBRIDGE INTERNATIONAL EXAMINATIONS
Cambridge Career Awards

MARK SCHEME FOR the October 2002 question paper

CAREER AWARD IN TRAVEL AND TOURISM
STANDARD LEVEL
5252 Marketing and Promotion

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which Examiners were initially instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

The mark scheme must be read in conjunction with the question paper.

- CIE will not enter into discussions or correspondence in connection with this mark scheme.

Mark Scheme & Assessment Grid

<u>Question</u>	<u>Mark Scheme</u>	<u>Assessment Objective</u>
1 (a)	Strengths - C; G: Weaknesses - H; D: Opportunities - B; E: Threats - A; F: (8)	A2
1 (b)	Priorities - Enhance travel agents and inbound operators' awareness of natural attractions in the area; undertake more detailed research about customer service standards matched to expectations; Gain financial backing from private enterprise; Reasons - positive image; customer satisfaction; profitability; (3+3)	A1
1 (c) (i)	27% share of all international tourism arrivals (1)	A2
1 (c) (ii)	Seasonality of nature based tourism will affect tourist trade in the area (1)	A2
1 (c) (iii)	Positive influence (1) Reasons - commitment will allow expansion and encouragement of private investment (any valid supported argument 2)	A2
1 (d)	Interaction of tourism providers to support the local economy; competitive advantage over other similar destinations; create positive image of the area; increase sales and usage lead to increased profit levels; customer satisfaction leading to repeat business. Level of response Level 1: 0 - 2 marks - limited evidence of understanding of importance across all sectors and impact on funding; Level 2 : 3 - 4 marks - some understanding of impact on local economy and creation of wealth; Level 3: 5-6 marks - good explanation across range of issues	A1
2 (a) (i)	Primary or field research (1)	A2
2 (a) (ii)	Airport - domestic & international arrival statistics; accommodation registration forms and receipts; number of visitors to principal tourist attractions, tourist information centres etc; vehicle counts etc (accept any three realistic sources of data) (3)	A2
2 (a) (iii)	Qualitative data (1)	A2
2 (b)	Socially Aware - Wilderness; Sailing; Family based - Beach holidays; National parks; Traditional - Scenic Tours; Historic Sites; Nature experience; Young Optimists - backpacking; Bushwalking; Skiing; (9)	B1 B2
2 (c)	Lifestyle; Age; Geographical location; Socio-economic background - (Any 3)	B1

2 (d)	<p>Accommodation and catering needs - socially aware may want more luxurious accommodation and may wish to dine out to sample local specialities etc; family based may prefer self catering arrangements; traditional may choose "all inclusive" package as being more convenient; young optimists will choose cheaper options e.g. camping, hostels etc.</p> <p>Could also be transport needs during stay in Victoria - hire vehicles for the socially aware - more upmarket range ; family based may select a larger, more practical type of vehicle; traditional visitors may prefer organised trips; young optimists may use public transport; etc. Level of response Level 1: 0 - 3 marks - limited evidence of understanding of differences in needs; Level 2 : 4 - 6 marks - good understanding of differences in needs, supported by a few relevant explanations; Level 3: 7- 8 marks - Excellent understanding across a range of needs, with good explanation of differentiated markets to meet these needs.</p>	B1 B2
3 (a)	Transport; Accommodation; Meals; Activities or Entertainment (Any 3)	B2 C1
3 (b)	Child-minding facilities; Money Exchange; Excursions and Tours; Laundry; (Any 2)	C1
3 (c)	Encourages clients to pay higher prices for holidays therefore increases profit and gives them competitive advantage in providing for all needs of customers over local caterers etc. Higher profit level as less leakage of profit to local providers. Enhanced reputation - association of "all inclusive" with luxury. (3)	A1 C2
3 (d)	Product life cycle stage - Growth or maturity - Growth because still very popular; maturity because holiday operators have recognised that some clients want to go back to basics, and remove all the "extras" e.g. "Go" - transport, but no transfers; accommodation but no board; etc. (3)	C2
3 (e)	Prestige pricing - association with luxury - high price associated with quality of product and service; Level of response; Level 1: 0 - 2 marks - limited evidence of understanding of differences in pricing strategies; Level 2 : 3 - 4 marks - some understanding of use of pricing strategy to build brand image ; Level 3: 5-6 marks - good explanation of the use of appropriate pricing strategy to appeal to market segment being targeted.	C2 D1
3 (f)	Dependent upon type of destination selected; Factors will include product features; seasonality - pay less during rainy seasons etc; Level of response Level 1: 0 - 3 marks - limited evidence of understanding of factors which will affect price; Level 2 : 4 - 6 marks - good understanding of factors, supported by a few relevant examples; Level 3: 7- 8 marks - Excellent understanding across all the issues associated with price discrimination, discount pricing etc, with strong supporting examples.	D2

4 (a)	Internet advertising; telesales; direct mail; direct response advertising; (Any 1)	F1
4 (b)	Above the line activities are overt - customers are aware of the marketing activity; Below the line activities go on behind the scenes and are less explicit; Level of response; Level 1: 0 - 2 marks - limited evidence of understanding of differences - listed examples repeated from diagram; Level 2 : 3 - 4 marks - some understanding of differences, using stimulus material as basis of answer, with some explanation; Level 3: 5-6 marks - good understanding of differences, using supporting examples from table to explain different impacts on customers.	F1
4(c)	Advanced technology has encouraged interactive advertising - direct response from customers- e.g. internet bookings; Traditionally Tourist authorities depended largely on printed media - now much more interesting and quicker response time with use of internet, email, faxes etc. (1 + 2 reasoned explanation)	E2
4 (d)	Constraints - Budget; timing; brand image and organisation's reputation; Advertising laws in country; etc Level of response; Level 1: 0 - 2 marks - limited evidence of understanding - basic list of constraints with limited explanation; Level 2 : 3 - 4 marks - some understanding of constraints, with some exemplification; Level 3: 5-6 marks - good understanding across the range of constraining factors, fully supported with relevant examples.	F2
4 (e) (i)	Direct Selling - Gartours may advertise the range of products available through brochures; retail inbound operators; internet; (3)	E2
4 (e) (ii)	Location factors across the range - cost of setting up infrastructures; features of the area; local population; access/transport links etc. Level of response; Level 1: 0 - 2 marks - Basic list of some of the factors with limited or no explanation of their importance; Level 2: 3 - 4 marks - some understanding of the importance of locational factors, but more justification needed; Level 3: 5-6 marks - good understanding across the range of locational factors, fully supported with relevant examples.	E1