

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Specimen for 2005

GCE O LEVEL

MARK SCHEME

MAXIMUM MARK: 100

SYLLABUS/COMPONENT: 7096/02

**TRAVEL AND TOURISM
Paper 2**



UNIVERSITY of CAMBRIDGE
International Examinations

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Q. No.	Expected Answer/Marks available	Mark	A.O.
1 (a)	Any 2 from: to increase customer awareness; to create a positive image of the city; to stimulate greater demand; to increase usage and therefore profitability; to improve competitive advantage over other tourist areas. (2x1)	max 2	A1(a)
(b) (i)	Quantitative; (accept external secondary sources) (1)	1	A2(a)
(b) (ii)	Any 2 from: Primary Research methods; customer questionnaires; exit interviews; telephone surveys (2x1)	max 2	A2(a)
(c)	Strengths: C, G; Weaknesses D, E (Could accept A here too, rather than as a threat)' Opportunities: B, F; Threats: A, H (8x1)	max 8	A2(b)
(d) (i)	D - image of crime and poverty (1)	1	A2(b)
(d) (ii)	A - updating information systems (1)	1	A2(b)
(d) (iii)	C - Federal support for strategy (1)	1	A2(b)
(d) (iv)	B - Group tours spend 2 hours in city (1)	1	A2(b)
(e)	<u>Use level of response criteria</u> Level 1(0-3 marks) – response identifies basic differences between two models (product-led – development of tourist facilities and infrastructure rather than market-focused – tourism development linked closely to type of visitor and their needs) Little or no attempt to refer to Pushkin. Level 2 (4-6 marks) – response describes the significant differences between the two models (as above) and begins to examine Pushkin — tourism providers likely to work in isolation with their product rather than join initiatives providing wider benefit. Level 3 (7-8 marks) – a fuller response, examining all aspects of maximising economic benefits of tourism, looking at competition and aiming for total customer satisfaction. Market focus allows closer monitoring/evaluation therefore more likely to lead to long-term success than pure product focus.	0 - 3 4 - 6 7 - 8	 A1(a) B2(a) C2(c)

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Q. No.	Expected Answer/Marks available	Mark	A.O.
2	(a) (i) Any 2 from: gender; age; household composition; occupation; educational background; ethnicity; work status (2x1)	max 2	B1(a)
	(ii) e.g. use information about income levels to develop differentiated travel products targeted at specific price brackets – budget fares; economy fares; business class fares and first class fares (1x2)	max 2	B1(a)
	(iii) Using lifestyle characteristics to identify target markets (1)	1	B1(a)
	(b) (i) Any 2 from: reduced cost seats on smaller planes; short haul flights; limited range of destinations; limited on-board catering; limited baggage allowance; airports often away from city centre locations (2x1)	max 2	C1(a)
	(ii) Growth – still gaining popularity. (1x2)	max 2	C2(a)
	(c) Identification of any type of customer or any four characteristics from: independent travellers; families; frequent flyers; VFR tourists; lower levels of disposable income; regular short haul business trips; people who do not mind making own transfer arrangements; (4 x 1 for each identification, or 2x2 for identification with explanation).	max 4	B2(a)
	(d) <u>Use level of response criteria</u> Level 1(0-2 marks) – basic list of distribution channels to include some from direct selling, telephone sales, Internet, but does not consider the wider implications of using new technologies. Level 2 (3-4 marks) - more extended answer, examining the benefits of 24-hour technologies from either a customer's point of view or an organisation's, therefore reaching wider international audience. Level 3 (5-6 marks) – fuller response looking at wide range of distribution channels and their advantages to both the customer and the airlines - disadvantage of having to promote company to raise awareness if direct selling methods are employed; advantage of having no middleman to whom to pay commission.	0 - 2 3 - 4 5 - 6	E2(a)
	(e) <u>Use level of response criteria</u> Level 1(0-2 marks) – only a basic understanding of branding demonstrated- and not necessarily linked to specific low cost budget airlines. Level 2 (3-4 marks) – more extended answer, examining the association of low cost name and image with product features and targeting specific market segment. Level 3 (5-6 marks) – fuller response looking at wide range of issues associated with brand and demonstrating good understanding that brand association can increase market share through customer loyalty, repeat business etc.	0 - 2 3 - 4 5 - 6	E2(a)

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Q. No.	Expected Answer/Marks available	Mark	A.O.
3 (a)	Correct sequence is: research; planning; preparation; implementation; evaluation (5x1)	max 5	F1(a) F2(a)
(b) (i)	Research (1)	1	F1(a)
(ii)	Planning (1)	1	F1(a)
(iii)	Any 2 from: to ascertain whether the campaign raised awareness; to check whether sales increased as a result of the campaign; to monitor number of new customers or repeat customers; to check that budgets were adhered to; to assess whether the company/product image has improved as a result of the campaign; to identify future improvements; to check how successful the campaign has been. (2x1)	max 2	F1(a) F2(a)
(c)	A= Attract attention - pictures, bold writing etc. I= Interest - something different, informative, relevant to target audience. D= Desire – emphasise the pleasure and enjoyment linked to product to make the customer want to buy. A= Action - make it easy for the customer to be able to respond - reply coupon, phone number, web address, freepost, - spontaneity is important - the impulse reaction. (4x1)	max 4	F2(a)
(d)	<u>Use level of response criteria</u> Level 1 (0-2 marks) - response demonstrates limited understanding of the concept of public relations - makes brief reference to printed media, but not specific to question. Level 2 (3-4 marks) - good understanding of the concept of PR demonstrated and makes attempt to relate to question looking at the general advantages - might not be specific to tour operations. Level 3 (5-6 marks) - fuller response looking at whole range of benefits of PR to tour operator - i.e. free publicity through press releases, TV coverage in return for trade sampling of the product.	0 - 2 3 - 4 5 - 6	F1(a)
(e)	<u>Use level of response criteria</u> Level 1(0-2 marks) - response demonstrates limited understanding of the concept of direct marketing - reference to printed media, but not specific to question. Level 2 (3-4 marks) – good understanding of the concept of direct marketing demonstrated and makes attempt to relate to question looking at the general costs and benefits – might not be specific to hotel chain. Level 3 (5-6 marks) – fuller response looking at whole range of costs and benefits of direct marketing to hotel chain – i.e. wide target audience can be reached, but relatively expensive to send if no response is received; general response rate =<30%	0 - 2 3 - 4 5 - 6	F1(a)

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Q. No.	Expected Answer / Marks available	Mark	A.O.
4 (a)	Any 6 locational features or factors: island location; climate; beaches; resort complexes; exotic location; culture of area; other tourist facilities; landscape features. (6x1)	max 6	E1(a)
(b) (i)	Accept any from: Prestige pricing; All-inclusive pricing; Variable pricing. (1)	1	D1(a)
(ii)	Depends on choice of policy in part i) – any 2 justified reasons linked specifically to the characteristics of chosen policy e.g. prestige pricing – to project luxury image; to reflect quality of product offered etc. (2x1)	max 2	D1(a)
(c) (i)	Any 2 from: loss leader pricing; discount pricing; promotional pricing or special offers; going rate. (1x2)	max 2	D1(a)
(ii)	Likely to include: attracting customers back to area of perceived mistrust and danger; high level of reduction to entice different target market from original customer base to try to overcome plummet in sales, huge numbers of cancellations and companies making huge losses. <u>Use level of response criteria</u> Level (0-2 marks) – response demonstrates limited understanding of immediate impact of terrorist attack on sales and the need for tourism providers to react with price amendments. Level 2 (3-4 marks) – more understanding of issues demonstrated and some consideration of how reduced prices may stimulate renewed demand. Level 3 (5-6 marks) – good understanding of need for immediate action by tourism providers to prevent loss of business, including recognition of appealing to different market segments to attract business.	0 - 2 3 - 4 5 - 6	D1(a)
(iii)	Likely to include: need to redress the balance to re-establish stability within market; unrealistic to expect mistrust to last permanently – consumer confidence renewed means need to re-establish market and prices accordingly. <u>Use level of response criteria</u> Level (0-3 marks) – response demonstrates limited understanding of long-term impact on sales and the need for tourism providers to react with gradual price increases back towards original levels. Level 2 (4-6 marks) – more understanding of issues demonstrated and some consideration of how renewed demand will impact on price increases and return to original pricing policies. Level 3 (7-8 marks) – good understanding of need for gradual changes over the long-term by tourism providers to respond to changes in demand.	0 - 3 4 - 6 7 - 8	D1(a) D2(a)