



TRAVEL AND TOURISM

0471/23

Paper 2 Alternative to Coursework

May/June 2017

MARK SCHEME

Maximum Mark: 100

Published

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This document consists of **9** printed pages.

Question	Answer	Marks
1(a)	<p>Suggest the <u>two</u> market research techniques that Northern Skies might use. Give <u>one</u> reason why each technique might be chosen.</p> <p>Award one mark for the correct identification of a technique and an additional mark for exemplification.</p> <ul style="list-style-type: none"> • Primary/surveys (1) to find out customer views (1) to modify product according to customer wants (1) more up to date/specific research (1) • Secondary/desk research/statistics (1) to find out trends and place in the market/other competitors (1) quicker as already exists (1) <p><i>Not same type of technique for each point. E.g. can accept questionnaire but then not also survey.</i></p>	4
1(b)	<p>Identify <u>three</u> family-friendly services that Northern Skies offers and explain <u>one</u> reason why each service is likely to be popular.</p> <p>Award 1 mark for identification of a service appropriate and an additional mark for a valid reason. Correct ideas include:</p> <ul style="list-style-type: none"> • Crèche (1) to enable children to be supervised while parents relax (1) • Free DVD hire for children (1) to enable children to be entertained at no cost (1) • Children’s dining area (1) smaller portion sizes and less formal eating environment (1) • Shopping/cinema (1) a range of options for the family to do together (1) • Cabins (1) to give the family privacy/space to rest (1) • Lounge seating area (1) for the whole family to relax (1) • 3 restaurants (1) choice of menus (1) • Snack bars (1) as children like to eat little and often (1) <p>Credit all valid reasoning in context.</p>	6

Question	Answer	Marks
1(c)	<p>Explain <u>two</u> pricing policies which might be suitable for Northern Skies to increase its market share.</p> <p>Award one mark for the identification of each of two suitable pricing policies and an additional two marks for exemplification.</p> <p>Correct ideas include:</p> <ul style="list-style-type: none"> • Competitive pricing/Going rate (1) suitable as it sets the price at the same level or lower than the competitor (1) this attracts customers (1) • Discount pricing (1) this means a % reduction (1) this attracts customers who want lower prices (1) • Variable Pricing (1) this sets a different price for different customer types or seasons (1) This encourages customers to the company who see it as value for money (1) • Special offers (1) this is a short term offer such as BOGOF (1) this attracts customers away from the competition (1) <p>Credit all valid policies and reasoning in context.</p>	6
1(d)	<p>Discuss the importance of brand image for a travel and tourism provider, such as Northern Skies.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Brand image can be created through slogans, logos, names, colour, price, packaging and associated uniforms and the features of the product itself e.g. USP • Brand image differentiates a product from its competitors. If the brand image is enhanced enough, it encourages sales and brand loyalty. • Brand image can lead to repeat business and customer loyalty • Candidates may evaluate its importance by commenting that it is the product itself which is of primary importance. <p><u>Use level of response criteria:</u></p> <p>Level 1 (1–3 marks) At this level candidates will identify 1, 2 or more ways in which brand image is created or its value (listed above).</p> <p>Level 2 (4–6 marks) At this level candidates will explain 1, 2 or more reasons why brand image is important.</p> <p>Level 3 (7–9 marks) At this level candidates will evaluate the importance of brand image.</p> <p>Credit all valid reasoning in context.</p>	9

Question	Answer	Marks
2(a)	<p>Identify the following:</p> <p>Award one mark for the identification of each of two correct target segments and each of two correct public relations</p> <p><u>two</u> target markets of Glorious Bulgaria</p> <ul style="list-style-type: none"> • Grey market/retired (1) • Cultural/historic tourists (1) • School children (1) <p><u>two</u> examples of public relations used by Glorious Bulgaria</p> <ul style="list-style-type: none"> • Press release (1) • Sponsorship e.g. paying for 20 local schools (1) 	4
2(b)	<p>Explain <u>three</u> ways that marketing and promotion could lead to customer satisfaction with the Glorious Bulgaria product.</p> <p>Award up to two marks for the explanation of each way:</p> <ul style="list-style-type: none"> • Meeting customer needs (1) by finding out what customers want through market research (1) • Providing value for money (1) by using promotional pricing/special offers (1) • Offering enhanced status (1) through products with a prestige brand image (1) <p>Credit all valid reasoning in context.</p>	6
2(c)	<p>Give <u>two</u> distribution channels for the Glorious Bulgaria product. Explain <u>one</u> reason why <u>each</u> may be suitable.</p> <p>Award one mark for the identification of each of <u>two</u> distribution channels and up to two additional marks for further amplification of each reason.</p> <ul style="list-style-type: none"> • Retail/travel agents (1) acts as an intermediary and does the work or selling for the provider (1) can save time and has existing customer base (1) popular channel with many customers (1) • Internet (1) 24 hour access and global (1) most people around the world are used to internet communication (1) needs staff to set up/respond to queries for booking (1) • Wholesalers (1) longer chain of distribution (1) tour operator buys products for package and passes on to retailer (1) more costly (1) • Direct selling (1) similar to internet as customer deals directly with tour operator (1) requires expertise to liaise with customer but many customers like direct contact and response (1) allows cheaper prices (1). • Global Distribution Systems (1) allows real time data to be available (1) Galileo/Worldspan (1) <p>Credit all valid reasoning in context.</p>	6

Question	Answer	Marks
2(d)	<p>Discuss how a tour operator, such as Glorious Bulgaria, could develop its marketing mix to attract more cultural tourists.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Product: Offer excursions to sites of cultural or historic interest. Offer lectures in the hotels on topics of interest. • Price: Do special offers to include basic tour and entrance to historic sites • Place: Locate hotels within easy reach of cultural sites. • Promotion: Special offers to cultural/historic sites. Send direct mail to cultural groups. Advertise on magazines specialising in history/cultural topics. <p><u>Use levels of response criteria:</u></p> <p>Level 1 (1–3 marks) At this level candidates will identify 1, 2 or more aspects of the 4P's (Price, Place, Price, Promotion)</p> <p>Level 2 (4–6 marks) At this level candidates will explain 1, 2 or more aspects of the 4P's (linked to Bulgaria/special interest)</p> <p>Level 3 (7–9 marks) At this level candidates will evaluate 1, 2 or more aspects of the marketing mix</p> <p>Credit all valid reasoning in context.</p>	9

Question	Answer	Marks
3(a)	<p>State what the letters PEST stand for.</p> <p>Award one mark for each correct word identified</p> <ul style="list-style-type: none"> • Political • Economic • Social • Technological <p>Note: Do not accept alternative words such as economical or technology</p>	4
3(b)	<p>Identify <u>three</u> negative influences on tourism in Argentina and suggest how <u>each</u> could be minimised.</p> <p>Award one mark for correct identification of a negative internal influence and one additional mark for a way it could be overcome.</p> <p>Correct ideas include:</p> <ul style="list-style-type: none"> • 5* hotels have had declining profitability since 2012 (1) promotional campaigns could focus on the luxury market (1) • Poor internet access/e-commerce is not yet fully available throughout the country (1) Government to invest in improving communication networks (1) or tourism businesses must focus on more traditional methods of distribution promotion (1) • Tourism from Europe is not yet well developed (1) Target European potential customers with promotions and special offers/better flight options (1) <p>Accept all valid reasoning in context</p>	6
3(c)	<p>Explain the importance of the following factors when choosing a suitable location for a new visitor attraction:</p> <ul style="list-style-type: none"> • adjacent facilities • availability of suitable premises <p>Award up to three marks for explanation of importance of each factor.</p> <p>Correct ideas include:</p> <ul style="list-style-type: none"> • adjacent facilities – it is an advantage to be close to cafes/ restaurants where customers can eat (1) it can also be convenient to be near shops or other tourism facilities (1) this will make it more attractive for potential customers (1) away from competitors (1) • available suitable premises – this means a site or actual buildings for the new facility to locate to (1) suitable size premises for the development of the facility so that staff and visitors can be accommodated (1) building should be fit for purpose (1) e.g. a heritage museum located within the cultural district (1) <p>Credit all valid reasoning in context.</p>	6

Question	Answer	Marks
3(d)	<p>Evaluate the factors that tourism providers in Argentina must consider when producing effective promotional materials.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Costs – the material will cost money to produce and providers must compare the costs with the budget to ensure the budget is not exceeded • Stages of the Promotional Campaign – the 6 stages of the campaign must be taken into account. So the material will only be effective if the other stages of the campaign are completed effectively • Target market segments – the media and material must be appropriate to the target market otherwise it will not attract customers. • Timing – the material must be introduced with enough time for the intended audience to see it and take advantage of the facility or offer. If it is introduced too early, potential customers could forget the messages. • Brand image/logo – the material should relate to the chosen brand image and enhance it. The material should reflect the brand image to be recognised by the target audience. • AIDA – the material should aim to ensure attention, interest, desire and action by the messages included. <p><u>Use levels of response criteria.</u></p> <p>Level 1 (1–3 marks) At this level candidates will identify 1, 2 or more factors</p> <p>Level 2 (4–6 marks) At this level candidates will explain 1, 2 or more factors</p> <p>Level 3 (7–9 marks) At this level candidates will evaluate the relative importance of the factors. For top level a judgement should be made of overall importance of a factor.</p> <p>Credit all valid reasoning in context.</p>	9

Question	Answer	Marks
4(a)	<p>Identify the following:</p> <p><u>two</u> reasons for the appeal of camping holiday for price-sensitive customers</p> <ul style="list-style-type: none"> • Low cost accommodation • Can choose meal according to budget • Can take own tent to save cost of hiring one <p><u>two</u> examples of the flexibility of camping holidays</p> <ul style="list-style-type: none"> • No set itinerary to follow • Can bring own tent OR hire one • Can cook own food OR visit a restaurant <p>Award one mark for the identification of each valid points. Under flexibility, a choice of options must be implied.</p>	4
4(b)	<p>Suggest reasons why camp site providers in Spain may consider the following factors when determining their pricing policies:</p> <ul style="list-style-type: none"> • Customer expectations • Seasonality <p>Award up to <u>three</u> marks for exemplification of each reason.</p> <p>Correct ideas include:</p> <p>Customer expectations – Camping customers expect lower prices than other kinds of accommodation (1) the price set must be within the expected budget of customers (1) The provider must be seen to provide value for money (1) otherwise the customer will not buy (1)</p> <p>Seasonality – Camping in Spain is more popular in summer so when demand is high the price can be set higher (1) when demand is lower the provider could consider variable or discount pricing (1) this will attract customers otherwise the revenue will be low (1)</p> <p>Credit all valid reasoning in context</p>	6

Question	Answer	Marks
4(c)	<p>Suggest <u>two</u> ways in which the product-service mix could be adapted to attract groups.</p> <p>Award one mark for the explanation of each of two ways and up to two additional marks for the amplification of each.</p> <p>Correct ideas include:</p> <ul style="list-style-type: none"> • Product – increase range of products (1) this would enable groups to meet together for meals or social activities (1) reduced rates for groups would attract groups due to lower cost (1) • Services offered could be free minibus transport (1) group walking or local guides (1) educational activities for school groups (1) this would attract groups as it would make organising the trip easier (1) <p>Credit all valid reasoning in context.</p>	6
4(d)	<p>Discuss the suitability of <u>electronic media</u> as a method of promotion for camp site providers in Spain.</p> <p>Correct ideas include:</p> <ul style="list-style-type: none"> • Electronic media includes using SMS to send messages. Electronic media can be used to send emails. Use of social media accounts such as Twitter and Facebook for example • Electronic media is fast and many people worldwide use electronic media in preference to printed media. Customers can be alerted to offers, availability or links to the main website • Electronic media can save money as it is cheaper to text or email than send printed material <p>Accept reference to internet as many forms of electronic media require the use of the internet. Allow TV (Smart TVs and devices such as gaming consoles allow these types of messages to be viewed and sent), touch screen displays and electronic billboards.</p> <p>Only allow reference to booking online as an additional benefit – the question is about promotion, not distribution.</p> <p><u>Use levels of response criteria:</u></p> <p>Level 1 (1–3 marks) At this level candidates will identify 1, 2 or more examples/features of electronic media</p> <p>Level 2 (4–6 marks) At this level candidates will explain 1, 2 or more ways in which electronic media could be used as a method of promotion.</p> <p>Level 3 (7–9 marks) At this level candidates will evaluate 1, 2 or more aspects of the suitability of electronic media.</p> <p>Credit all valid reasoning in context.</p>	9