

Cambridge IGCSE™
Travel & Tourism 0471
Cambridge O Level
Travel & Tourism 7096

For examination from 2024



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Introduction

These specimen answers have been produced by Cambridge ahead of the examination in 2024 to exemplify standards for those teaching Cambridge IGCSE / O Level Travel & Tourism 0471 / 7096. We have selected questions from Specimen Paper 2, Questions 1(d), 2(d), 3(d), and 4(d).

The marks given are for guidance only and are accompanied by a brief commentary explaining the strengths and weaknesses of the answers. Comments are given to indicate where and why marks were awarded, and how additional marks could be obtained.

The mark schemes for the Specimen Papers are available to download from the [School Support Hub](#)

2024 Specimen Paper 02

2024 Specimen Insert 02

2024 Specimen Paper Mark Scheme 02

Past exam resources and other teaching and learning resources are available on the [School Support Hub](#)

Details of the assessment

The syllabuses for Cambridge IGCSE / O Level Travel & Tourism are available at www.cambridgeinternational.org

Paper 2 – Managing and Marketing Destinations

Written paper, 2 hours, 80 marks

The paper contains four compulsory questions of 20 marks each.

Paper 2 tests candidates' understanding of the way destinations are managed and marketed. A piece of stimulus material giving details of a destination or organisation will be given for each question. Candidates need to use their knowledge and understanding of destination management and marketing strategies and apply these to the context of the questions set.

Each question includes a stimulus text which contains information in written, numerical and/or diagrammatic form. Candidates are required to write short answers containing a couple of sentences or extended answers of a few paragraphs. Candidates need to answer questions using relevant and appropriate information from the stimulus and apply their own knowledge to the context of the destination detailed to support their answers. Each question is divided into part questions.

Candidates answer **all** questions.

Candidates should be aware of the marks for each part question. These are printed on the question paper. Candidates should use them as a guide to the amount of detail and length of response expected and to help them manage their time effectively.

Candidates write their answers on the question paper.

The paper assesses content drawn from the entire syllabus.

The paper assesses the following assessment objectives:

AO1: Knowledge and understanding

AO2: Application

AO3: Analysis

AO4: Evaluation

Question 1(d)

Evaluate the importance to Costa Rica of winning an industry award for best MICE destination.

Specimen answer

It is very important for destinations such as Costa Rica to win an industry award for the best MICE destination because it gives the destination a competitive advantage over similar destinations as they have an identified product and so stands out from the crowd. It can also help to build the reputation of the destination because tourists tend to choose a destination that has won an award over a destination that hasn't won any awards. It shows a sign of quality which can create trust in potential customers meaning that they will not search for alternate destinations, it enhances its competitive advantage, increases visitor numbers, investments and skilled workforce. Business tourists will be satisfied with the destination and will often return leading to customer loyalty. Also, business tourists often visit all year round not just in peak season and business tourists tend to spend more than other tourists. This will give the destination more income which will boost their economy.

Mark awarded = 8 out of 9

Examiner comment

This is a good answer because it has applied several reasons (AO2) why MICE is an important award and at least three of the points have been analysed (AO3). A final evaluation for competitive advantage and strengthening the reputation of Costa Rica has been given which shows the importance of winning an award (AO4).

More marks could have been obtained if they had analysed and evaluated a further point such as marketing. Marketing costs would be reduced as there would be less need to advertise, as the destination is already well known due to winning the award.

Question 2(d)

Evaluate the ways destinations can use market analysis tools to gain a competitive advantage.

Specimen answer

Destinations could use SWOT analysis to determine their position in the market. They will be able to identify their internal and external influences, their strengths, weaknesses, opportunities and threats. Destinations can use their positive strengths and opportunities that they have identified using SWOT analysis to promote themselves. They can also target the opportunities that have been identified, improve their weaknesses and overcome their threats which will help the destination to make a better and more realistic marketing plan in order to achieve competitive advantage.

PESTLE analysis is also a helpful tool because it will show any challenges the destination may have and any areas that they can use to their advantage. It is beneficial in order to survive if destinations have a stable government which offers support in the development of tourism. PESTLE analysis will also identify what is needed to improve tourism provision such as Wi-Fi provision.

Destinations could also use a competitor analysis to have a look at the marketing strategies and what products competitors are offering so that they can see what they are doing right or wrong in order to gain competitive advantage. They will be able to stay relevant and on trend which will ensure their products are meeting or even exceeding industry standards.

India would be unable to succeed if they have many threats and weaknesses, however they will have realistic plans before beginning a campaign by targeting their opportunities.

Mark awarded = 8 out of 9

Examiner comment

This is a good answer because it has identified three different market analysis tools showing good knowledge (AO1). These tools have been analysed (AO3) and the PESTLE tool and competitive analysis have been evaluated to show how India can use this information to gain a competitive advantage (AO4). To improve on the answer candidates could have stated why just using market analysis alone is not enough and that other aspects need to be used to gain competitive advantage.

Common mistakes

Candidates sometimes give the examples of market analysis tools such as SWOT and PESTLE in some detail, however they then don't go on to analyse and evaluate the ways they can be used or how they can help to gain competitive advantage.

Question 3(d)

Assess the importance of brand image for Tourshines.

Specimen answer

Brand image such as a slogan or a brand name is important because it raises the awareness of Tourshines and they become more easily recognised. Marketing their brand through many different medias such as social media and websites will highlight the brand to a much wider audience. This can lead to a growth in customer numbers because they will more often choose a product they know and trust and resist promotion from other companies, which will increase customer loyalty. If Tourshines has a good brand image they can remain competitive, increase their market share and provide a greater income and profit.

Mark awarded = 7 out of 9

Examiner comment

This is a good answer because several valid points have been applied (AO2) and two of these points have been analysed (AO3). One of the points has been evaluated (AO4).

To improve the answer there could be further evaluation. Tourshines could be established as a leader and boost its business by expanding to other locations.

Common mistakes

Candidates often write about the importance of having a good brand image but don't often say what can happen if there is a bad brand image. When assessing the importance of something like brand image, both the positive and negative should be considered.

Question 4(d)

Assess the ways tourism organisations in declining destinations can use different pricing strategies to increase demand.

Specimen answer

There are a number of different pricing strategies that tourism organisations in declining destinations can use to try and increase demand. Competitive pricing, discount pricing, promotional pricing and variable pricing are some that can be used.

Discounts and special offers can motivate people to visit rather than go to their competitors because they can get something for free which for them is a much better deal. This will help to encourage repeat business and more visitors from word-of-mouth recommendations.

Variable pricing could also be used with a different price for different ages, an adult price and a reduced price for children, this would suit families as it offers value for money. Variable pricing also uses different prices for peak and off-peak seasons.

The best of these pricing policies that could be used by tourism organisations in declining destinations is variable seasonal pricing where the organisations change their prices seasonally. This strategy accommodates the fluctuations in customer demand. During the off-peak season a discounted price will boost the organisations profits by encouraging more customers. Increasing costs in peak season will help to capitalise on high customer demand, however, always ensuring the higher prices are not too high to drive customers away. This strategy helps to make sure that they have customers all year round.

Alternatively, destinations could use government support for declining destinations which can often have more impact than pricing strategies. Governments can offer subsidies in the form of financial incentives to help boost the destination. This can be used to improve staff and management skills across the entire industry by increasing the number of apprenticeships and other courses teaching these skills. Finance could be used to improve infrastructure in order to make it easier to provide services to tourists. Problems of crime could be addressed with extra patrols, increased security cameras which all helps protect tourists from crime and harassment. A skilled workforce, better infrastructure and more safety and security can all lead to increased number of tourists to declining destinations.

Mark awarded = 9 out of 9

Examiner comment

This is a good answer because it has given three different pricing strategies suitable for declining destinations and then gone on to analyse in more detail two of the suggested policies (AO3).

Finally, the answer has suggested with reasons, the best of the pricing strategies that could be used to help tourism organisations in declining destinations (AO4). Further conclusion has been given by offering alternative ways that governments instead of pricing strategies could be used to help declining destinations.

Common mistakes

Candidates sometimes write about any pricing strategy that they know regardless of whether it suitable to the context of the question. For this question, candidates needed to ensure that the pricing strategies they chose are applicable to declining destinations.

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