
TRAVEL AND TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2019

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 **8** 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> aspects of visitor profiling that might influence Brand Morocco.</p> <p>Award one mark for each of two identified aspects of visitor profiling and a second mark for explanation in the context of Brand Morocco.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Length of stay (1) helps put together package holidays lasting an appropriate duration under the Brand Morocco tag (1) • Accommodation preference (1) investment opportunities will be offered in Morocco to specific 3, 4 or 5 * hotel chains depending on what potential visitors want (1) • Spending power (1) this will enable the marketers to set prices according to potential customers ability to pay (1) • Choice of products and activities (1) Morocco has a wide range of cultural, natural and activity-based attractions so these can be targeted to specific lifestyle segments under the Brand Morocco marketing strategy (1) • Media type (1) depending on the target audience – i.e. UK, USA, Canada, Morocco can use above the line or below the line advertising, owned media or shared media, etc. (1) • Booking method (1) again this will depend on customers' individual preferences – so Morocco will use whichever distribution channel best meets customers' needs – online, via agents, wholesaler, direct selling, etc. (1) <p>Other relevant responses should also be credited.</p>	4

Question	Answer	Marks
1(b)	<p>Discuss the interdependence of key stakeholder groups involved in creating and upholding Brand Morocco.</p> <p>Candidates are expected to be familiar with the concept of interdependency amongst key stakeholder groups. They should combine their theoretical knowledge with information from Fig. 1.1, giving a response specific to the context of Brand Morocco.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • National Tourism Organisations (NTOs) • Regional tourism organisations • Local tourism organisations • Commercial travel and tourism organisations (for profit) • Non-commercial travel and tourism organisations (not for profit) • The local community <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 discussion of how stakeholders are interdependent in creating Brand Morocco. Candidates effectively discuss a range of valid ways stakeholders are interdependent and clearly attempt to weigh up the significance of each. Analytical language will be used. 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 some valid ways stakeholders are interdependent in creating Brand Morocco. There may be some attempt to discuss and some analytical language may be used. The answer is largely relevant and accurate 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/describe some ways stakeholders are interdependent. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to discuss. 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 content worthy of credit.</p>	9

Question	Answer	Marks
1(c)	<p>Evaluate job creation within the tourism sector as a key performance indicator (KPI) in monitoring the success of Vision 2020 and Brand Morocco.</p> <p>Candidates should use their knowledge and understanding of KPIs to answer this question.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Vision 2020 and Brand Morocco aim to create half a million additional tourism related jobs. This is an effective KPI as it is measurable and time framed. However, it will be difficult to evaluate brand success only from the number of additional jobs created in Morocco – it is only one of a longer list of KPIs and should not be used in isolation • Destination popularity ranking • Changes in arrival numbers • Changes in visitor spend • Changes in average length of stay • Changes in occupancy rates • Job creation within the tourism sector • Changes in market share • Brand awareness • Return on investments (ROI) • New/repeat business <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 evaluation of job creation within the tourism sector as a KPI in monitoring the success of Vision 2020 and Brand Morocco. Candidates effectively evaluate a range of valid factors and clearly attempt to weigh up the significance of each. Analytical language will be used. 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 some valid ways job creation within the tourism sector is a KPI in monitoring the success of Vision 2020 and Brand Morocco. There may be some attempt to evaluate and some analytical language may be used. The answer is largely relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p> <p>Level 1 (1–4 marks) Candidates identify/describe some KPIs. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to evaluate. 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 content worthy of credit.</p>	12

Question	Answer	Marks
2(a)	<p>Explain how <u>each</u> of the following aspects of product positioning might affect visitor numbers to Iran:</p> <p>Award one mark for correct description of each aspect and a second mark for explanation in the context of Iran.</p> <p>Responses may include the following and/or other relevant information:</p> <p>visitor perceptions</p> <ul style="list-style-type: none"> • currently many visitors are unfamiliar with Iran as a tourist destination (1) the image of the country is only the one spread in the media (1) • few visitors know anyone who has visited the country (1) the country has a poor reputation because of its history of political instability, international conflict (1) <p>the importance of a Unique Selling Point (USP)</p> <ul style="list-style-type: none"> • USPs are important in making a destination stand out from the competition (1) Iran must choose its USP as part of the destination brand image carefully to stand out (1) • USPs are used to convince the tourist that they will experience something completely different in the destination (1) and can be used to increase visitor numbers/no USP might cause a decline in visitor numbers (1) <p>Other relevant responses should also be credited.</p>	4

Question	Answer	Marks
2(b)	<p>Carry out an analysis of the strengths, weaknesses, opportunities and threats (SWOT analysis) of Iran’s tourism.</p> <p>Candidates are expected to be familiar with SWOT analysis as a market analysis technique. They should use this knowledge and understanding within the context of Iran.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Strengths – 19 UNESCO – registered sites; rich in historical and cultural treasures; religious tourism; ranked #10 for its natural and built attractions; • Weaknesses – failure to promote itself to the rest of the world; underdeveloped tourism industry; low tourism revenue; not involving key stakeholders in decision-making processes; internal competition within the industry; • Opportunities – to market its UNESCO heritage sites more widely, investment opportunities; further market its religious tourism offering; promote tourism more effectively; further develop domestic tourism, especially rural tourism • Threats – political situation in Iran and political mistrust; strong competition from similar destinations <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 analysis of a range of internal and external influences on tourism marketing in Iran. Candidates effectively analyse a range of valid influences and clearly attempt to weigh up the significance of each. Analytical language will be used. 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 some valid internal and external influences on tourism marketing in Iran. There may be some attempt to analyse and some analytical language may be used. The answer is largely relevant and accurate 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/describe some components of SWOT analysis. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to analyse. 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 content worthy of credit.</p>	9

Question	Answer	Marks
2(c)	<p>Discuss how Iran might establish its destination identity through a range of marketing activities.</p> <p>Candidates should use their knowledge and understanding of marketing activities carried out to launch a brand and should apply this to the context of Iran.</p> <p>Responses may include the following and/or other relevant information:</p> <ul style="list-style-type: none"> • Agree timing for action – by 2025 • Agree costs and resources – agree the investment package for 1300 projects • Decide upon ‘guardians of the brand’ and level of involvement of key personnel – the Government are leading the initiatives currently but need to gain the backing of other key stakeholders • Set objectives – the objectives are set – 20 million tourists, US\$30 billion but are these SMART? • Decide the communication methods and events – a plan of methods, timings and costs needs to be drawn up • Design promotional materials – employ the services of experienced place brand practitioners • Agree the overall campaign – key discussions with all stakeholder groups to coordinate the approach <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 discussion of how Iran might establish its destination identity through a range of marketing activities. Candidates effectively discuss a range of valid activities and clearly attempt to weigh up the significance of each. Analytical language will be used. 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 some valid activities Iran might use to establish its destination identity. There may be some attempt to discuss and some analytical language may be used. The answer is largely relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of appropriate terminology.</p> <p>Level 1 (1–4 marks) Candidates identify/describe some marketing activities. Information may be a list of points but explanations are incomplete and arguments partial (if present). The explanations lack coherent organisation and there is no attempt to discuss. 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 content worthy of credit.</p>	12