



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/03

Paper 3 Destination Marketing

For examination from 2024

MARK SCHEME

Maximum Mark: 50

Specimen

This document has **16** 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 descriptions 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 descriptions for the question
- the specific skills defined in the mark scheme or in the generic level descriptions 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 descriptions.

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 descriptions in mind.

**Social Sciences-Specific Marking Principles
(for point-based marking)****1 Components using point-based marking:**

- Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.

From this it follows that we:

- a** DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)
- b** DO credit alternative answers/examples which are not written in the mark scheme if they are correct
- c** DO credit answers where candidates give more than one correct answer in one prompt/ numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require n reasons (e.g. State two reasons ...).
- d** DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)
- e** DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities
- f** DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).
- g** DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)

2 Presentation of mark scheme:

- Slashes (/) or the word 'or' separate alternative ways of making the same point.
- Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
- Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).

3 Annotation:

- For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
- For levels of response marking, the level awarded should be annotated on the script.
- Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

Assessment objectives**AO1 Knowledge and understanding**

Demonstrate knowledge and understanding of facts, terms and concepts of travel and tourism.

AO2 Application

Apply knowledge and understanding of facts, terms and concepts to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis and research

Analyse travel and tourism issues, showing an understanding of the possible impacts of those issues on travel and tourism, and use appropriate research techniques.

AO4 Evaluation

Evaluate information to develop arguments, understand implications, draw inferences and make judgements, recommendations and decisions.

Tables **A–D** will be used for specific questions. Please refer to the question for which table should be used when appropriate.

Table A

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis and research 3 marks	AO4 Evaluation 3 marks
	Description	Description	Description
3	3 marks The response contains a range of explained valid points.	3 marks The response is well-balanced and considers the significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point mentioned are given.	3 marks The response contains a well-supported and reasoned conclusion or recommendation.
2	2 marks The response contains some explained valid points.	2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against some of the valid points mentioned are given.	2 marks The response contains a conclusion or recommendation with some reasoning given.
1	1 mark The response is likely to be a list of valid points with little or no explanation.	1 mark The response gives some consideration of the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains a conclusion or recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Table B

Level	AO2 Application 3 marks	AO3 Analysis and research 3 marks	AO4 Evaluation 3 marks
	Description	Description	Description
3	3 marks The response includes an explanation of why each of the points mentioned are relevant/suitable to the context of the question.	3 marks The response is well-balanced and considers the significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point mentioned are given.	3 marks The response contains a well-supported and reasoned conclusion or recommendation.
2	2 marks The response includes an explanation of why some of the points mentioned are relevant/suitable to the context of the question.	2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against some of the valid points mentioned are given.	2 marks The response contains a conclusion or recommendation with some reasoning given.
1	1 mark At least one point has an explanation of why it is relevant/suitable to the context of the question.	1 mark The response gives some consideration of the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains a conclusion or recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Table C

Level	AO1 Knowledge and understanding 4 marks	AO3 Analysis and research 4 marks	AO4 Evaluation 4 marks
	Description	Description	Description
4	4 marks The response contains a range of valid points with a detailed explanation of each.	4 marks The response is well-balanced and considers the significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point are given.	4 marks The response contains a well-supported and reasoned conclusion or recommendation. Some reasoning is given about why some points are more valid than others.
3	3 marks The response contains a range of valid points with most having a detailed explanation.	3 marks The response is well-balanced and considers the significance of most of the valid points mentioned. OR The arguments for and against most valid points are given.	3 marks The response contains a well-supported and reasoned conclusion or recommendation.
2	2 marks The response contains some explained valid points.	2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against some valid points are given.	2 marks The response contains a conclusion or recommendation with some reasoning given.
1	1 mark The response is likely to be a list of valid points with little or no explanation.	1 mark The response gives some consideration of the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains a conclusion or recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Table D

Level	AO2 Application 4 marks	AO3 Analysis and research 4 marks	AO4 Evaluation 4 marks
	Description	Description	Description
4	4 marks The response includes detailed explanation of why each point mentioned is relevant/suitable to the context of the question.	4 marks The response is well-balanced and considers the significance of each of the valid points mentioned. AND/OR The arguments for and against each valid point are given.	4 marks The response contains a well-supported and reasoned conclusion or recommendation. Some reasoning is given about why some points are more valid than others.
3	3 marks The response includes an explanation of why most of the points mentioned are relevant/suitable to the context of the question.	3 marks The response is well-balanced and considers the significance of most of the valid points mentioned. OR The arguments for and against most valid points are given.	3 marks The response contains a well-supported and reasoned conclusion or recommendation.
2	2 marks The response includes an explanation of why some of the points mentioned are relevant/suitable to the context of the question.	2 marks The response gives some consideration of the significance of some of the valid points mentioned. OR The arguments for and against some valid points are given.	2 marks The response contains a conclusion or recommendation with some reasoning given.
1	1 mark At least one point has an explanation of why it is relevant/suitable to the context of the question.	1 mark The response gives some consideration of the significance of at least one valid point. OR The arguments for or against at least one of the valid points are given.	1 mark The response contains a conclusion or recommendation, but no supporting evidence or reasoning is given.
0	0 marks No creditable response.	0 marks No creditable response.	0 marks No creditable response.

Question	Answer	Marks
1(a)	<p>Give <u>two</u> reasons why Rwanda’s business tourism product is well-positioned in the market.</p> <p>Award one mark for each correctly identified reason and a second mark for the explanation in context.</p> <ul style="list-style-type: none"> • ICCA ranking [1] 21st position reflects the positive perceptions of industry partners for its products and services within Africa. [1] • High profile PR coverage [1] supported by the RCB raises the profile of business tourism in Rwanda. [1] • The country has well-established MICE tourism infrastructure. [1] It has the purpose-built Kigali Convention Centre. [1] <p>Accept all valid responses.</p>	4
1(b)	<p>Analyse external (PESTLE) influences on the marketing environment for Rwanda as a destination.</p> <p>Use Table B to mark candidate responses to this question. AO2 – out of 3 marks AO3 – out of 3 marks AO4 – out of 3 marks</p> <p>Indicative content Responses may include the following and any other valid points should be accepted:</p> <p>AO2 Application</p> <ul style="list-style-type: none"> • Political: now politically stable after years of difficulties; government support for tourism development as an economic driver. • Economic: recently experienced strong economic growth and does not suffer from high rates of inflation. It is an attractive destination for foreign investment. Employment opportunities in tourism. • Social: tourism increases standard of living by creating employment opportunities for locals – this will lead to training and skill development. • Technological: infrastructure development is good to support MICE industry; audio/visual technology already installed. • Legal: anti-corruption legislation has been introduced. • Environmental: blessed with a rich natural heritage of natural resources. 	9

Question	Answer	Marks
1(b)	<p>AO3 Analysis and research</p> <ul style="list-style-type: none"> • Destination branding needs the support of the government as tourism authorities often act as guardian of the brand, therefore political influence is important. • Economic influences are only important in funding marketing activities. • Locals benefit socially from tourism activity, not directly from the destination brand. • Technology is crucial in the provision of business tourism – without the necessary digital infrastructure, MICE planners would not consider Rwanda as a potential destination for their event. • Corruption will put off potential visitors and cause a bad reputation for the destination – a big push factor. • Natural landscapes are pull factors which will attract tourists from areas less rich in natural resources. <p>AO4 Evaluation</p> <ul style="list-style-type: none"> • Successful destinations are able to manage the external influences in marketing themselves – Rwanda needs to use the Remarkable Rwanda brand to create interest, inspire confidence and promise quality to potential visitors especially from business markets. • Some influences are more important than others to Rwanda in marketing itself as a destination – without government support, the destination is unlikely to succeed as the government tourism authority is likely to be the main guardian of the destination brand. • By nature, external influences are often beyond the control of the brand ambassadors and guardians of the brand, therefore, these key stakeholders will need to be creative when marketing the destination to overcome such challenges. • Emerging destinations such as Rwanda often struggle economically and technologically because of limited resources, so foreign investment and sponsorship will play an important role. • PESTLE is useful for evaluating Rwanda’s suitability as a tourist destination; the results of the analysis will help determine potential challenges and areas to exploit to best advantage. <p>Accept all valid responses.</p>	
	AO2	3
	AO3	3
	AO4	3

Question	Answer	Marks
1(c)	<p>Evaluate how tourism authorities might launch a new destination brand.</p> <p>Use Table C to mark candidate responses to this question. AO1 – out of 4 marks AO3 – out of 4 marks AO4 – out of 4 marks</p> <p>Indicative content Responses may include the following and any other valid points should be accepted:</p> <p>AO1 Knowledge and understanding</p> <ul style="list-style-type: none"> • Agree timing for action • Agree costs and resources • Decide upon guardians of the brand and level of involvement of key personnel • Set objectives, decide the communication methods and events for the brand launch • Design promotional materials for the brand launch • Agree the overall campaign for the brand launch <p>AO3 Analysis and research</p> <ul style="list-style-type: none"> • Stakeholders will create a detailed marketing plan to schedule the launch of the brand. • A specified budget will be allocated to the brand launch, with an audit trail of how much is being spent on specific activities. • Tourism authorities will adopt the role of guardian of the brand to ensure that the brand identity gets publicised. • Stakeholders will establish what they want to achieve from the brand launch based on number of attendees, target market segments, etc. • Decisions will be made to choose the most suitable communication methods in publicising the launch event, based on cost, reach, convenience, etc. • A brand agency is likely to be employed to design promotional materials for the brand launch, making use of specialist skills. • All stakeholders will be involved in agreeing the overall campaign for the brand launch based on all of the preceding considerations. <p>AO4 Evaluation</p> <ul style="list-style-type: none"> • Some of these strategies for launching the destination brand will be more important than others; for example, determining the marketing budget is really important as funding is usually limited. • A range of marketing tools might be used to help determine the overall strategy for brand launch; for example, stakeholders might compile a Gantt chart to help plan the time frame for the brand launch. • Setting objectives might be a complex process given the different stakeholders involved: some will be from the commercial sector, therefore profit-making, whilst others may be from the non-commercial sector and therefore want only to enhance community benefits from the brand launch. • Finding the most effective communication method for the brand launch might split opinion amongst the different stakeholders: some might favour more traditional print communication methods whilst others would prefer to use more complex social media marketing. 	12

Question	Answer	Marks
1(c)	<ul style="list-style-type: none"> Designing promotional materials for the launch might exceed the overall campaign budget if the brand agency is not wise in its decisions. <p>Accept all valid responses.</p>	
	AO1	4
	AO3	4
	AO4	4

Question	Answer	Marks
2(a)	<p>Explain the reliability of quantitative research for a tourist board when carrying out market research.</p> <p>Award up to two marks for identification of valid points and up to a further two marks for development.</p> <ul style="list-style-type: none"> Quantitative research is less biased than qualitative research. [1] Tourism boards follow strict guidelines in carrying out market research, therefore the data they collect is considered to be more reliable. [1] It is based on actual numeric data, e.g. hotel occupancy rates, overseas airport arrival figures etc. [1] Tourist boards are able to validate sources of statistical data. [1] It is restricted to available data only so may not give a realistic representation. [1] There may be aspects that quantitative research does not cover if the tourist board does not collect the necessary data. [1] <p>Accept all valid responses.</p>	4

Question	Answer	Marks
2(b)	<p>Assess how national tourism organisations (NTOs) can work together with other stakeholders to brand a destination.</p> <p>Use Table A to mark candidate responses to this question. AO1 – out of 3 marks AO3 – out of 3 marks AO4 – out of 3 marks</p> <p>Indicative content Responses may include the following and any other valid points should be accepted:</p> <p>AO1 Knowledge and understanding</p> <ul style="list-style-type: none"> • Hosting familiarisation trips for tour operators and travel agencies • Carrying out market research across the sector • Organising trade fairs • Sharing expertise • Subsidies and funding <p>AO3 Analysis and research</p> <ul style="list-style-type: none"> • Familiarisation trips increase product knowledge in travel and tourism trade partners. • Attending trade fairs allows travel and tourism trade partners to showcase new products and services to help increase market appeal. • By sharing expertise, different stakeholders can specialise in their own area of expertise and rely on other travel and tourism trade partners. • Commercial organisations help provide funding and sponsorship to finance the brand launch and promotion; public sector encourages new stakeholder groups to set up in the industry offering subsidies and grants. • Joint marketing campaigns are run by a group of stakeholders – hotel chains, airlines, as well as the tourist board will market the new destination brand on their websites and in other marketing materials. • Surveys and online metrics are used by national tourism organisations to monitor how a destination brand is performing; hotel occupancy rates, number of tour operators in the market, etc. will be monitored. <p>AO4 Evaluation</p> <ul style="list-style-type: none"> • Increased product knowledge of the destination means travel agents and tour operators can be more effective using personal selling techniques – the destination hosts these familiarisation trips for free, with airlines giving free or low-cost flights. Hoteliers offer free accommodation; tour guides provide an itinerary, etc. to encourage good public relations between stakeholder groups – with the NTOs often at the centre of these plans. • NTOs organise trade fairs and attend those of overseas countries to showcase their destinations to a broader range of potential trade partners with the hope of entering new markets and extending customer bases as a result. • Shared expertise not only saves time but also money – by working with other stakeholders, NTOs are able to be much more effective. They do not have to employ specialist staff but can instead use the pool of expertise across the range of brand partners. 	9

Question	Answer	Marks
2(b)	<ul style="list-style-type: none"> • Offering subsidies and grants will attract new businesses – initially there may be a cost to the NTO but in the longer term, more economic activity within the travel and tourism industry will lead to increased foreign earnings and revenue earned from taxes; sponsorship from commercial organisations will help raise the profile of the destination brand amongst existing customers of the commercial organisations. • Joint marketing campaigns are hugely beneficial because the destination brand will gain much more global exposure, greater reach and can appeal to previously untapped market segments in new ways. • Monitoring and evaluation is important to measure the success of destination campaigns, so NTOs will often ask trade partners to carry out monitoring and feedback with customers to see what improvements can be made to raise the brand profile. <p>Accept all valid responses.</p>	
	AO1	3
	AO3	3
	AO4	3

Question	Answer	Marks
2(c)	<p>Discuss which measures STB might use to determine the success of the ‘Passion Made Possible’ marketing campaign.</p> <p>Use Table D to mark candidate responses to this question. AO2 – out of 4 marks AO3 – out of 4 marks AO4 – out of 4 marks</p> <p>Indicative content Responses may include the following and any other valid points should be accepted:</p> <p>AO2 Application</p> <ul style="list-style-type: none"> • Destination popularity ranking – Singapore can see if their position changes in any of the destination ranking. • Changes in arrival numbers – Changi airport can record increase and decrease in monthly, quarterly and annual visitor arrival figures. • Changes in visitor spend – STB will be able to track any changes in the overall average visitor spend, by type of trip, etc. • Changes in average length of stay – STB will also collect data about changes in the average length of stay by visitor type. • Change in the demand for products and services – increased take up of pre-arranged tours. • Use of relevant hashtags in social media – using specific #Singapore helps measure engagement with the promotion. <p>AO3 Analysis and research</p> <ul style="list-style-type: none"> • STB can use a variety of statistical measures based on a range of different criteria to judge the success of the campaign – one measure alone will not be effective. • It is important to choose data that is meaningful: based on the campaign and the markets that it has targeted. • Popularity ranking is seen as important – if Singapore increases or decreases in ranking, this will imply that marketing of the destination is either successful or unsuccessful. • Increases or decreases in visitor arrivals cannot be viewed in isolation – there may be other reasons affecting arrival numbers which have nothing to do with the campaign e.g. terrorism, Coronavirus pandemic, etc. • Visitor spend changes may also not reflect the success of the destination brand – this might be reflective of global economic issues, e.g. the global recession. • Changes in length of stay might also be linked to other reasons, e.g. purpose of visit. • Occupancy rates might increase or decrease because of other factors too, e.g. increase or decrease in number of VFR tourists. • Job creation and job losses also depend on other factors – these will be linked to increases/decreases in visitor numbers, change in visitor preferences, demand for specific products and services in Singapore. • Brand awareness is a good indicator of brand success – feedback will give an indication of potential visitors’ perceptions of the marketing campaign. 	12

Question	Answer	Marks
2(c)	<p>AO4 Evaluation</p> <ul style="list-style-type: none"> • A range of different measures are needed to judge the success of the marketing campaign because each individual KPI or measure alone may not give an accurate assessment of how effective the campaign is. • Measures such as occupancy rates and visitor arrival figures can easily be affected by a range of other factors so are unreliable in judging brand effectiveness alone. • Measuring brand awareness may be the best measure of success, but this can only be used with caution as not everyone will respond to surveys accurately and may not be able to recall seeing marketing materials even if they have been exposed to them. • Economic measures are difficult to use in isolation as these might also be affected by other factors – times of recession impacting on disposable income, which in turn affects spending power and consequently visitor spend. • Visitor preferences, changes in visitor trends, emerging destinations and markets impact on where visitors travel – marketing campaigns might not impact on the decision-making processes for large numbers of visitors. • Current global challenges such as the Coronavirus pandemic, the risk of terrorism and natural hazards also impact the marketing campaigns. They may be unsuccessful in overcoming such challenges. <p>Accept all valid responses.</p>	
	AO2	4
	AO3	4
	AO4	4