



# Cambridge O Level

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**TRAVEL & TOURISM**

**7096/02**

Paper 2 Managing and Marketing Destinations

**For examination from 2024**

MARK SCHEME

Maximum Mark: 80

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**Specimen**

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This document has **18** pages. Any blank pages are indicated.

**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**

Analyse travel and tourism issues and show an understanding of the possible impacts of those issues on travel and tourism.

**AO4 Evaluation**

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





Question	Answer	Marks
1(a)(i)	<p><b>Define the term ‘business tourism’.</b></p> <p>Award one mark for a correct definition.</p> <ul style="list-style-type: none"> <li>• Business tourism is a form of travel which involves undertaking business activities that are held away (1)</li> <li>• Travelling for business meetings, conferences, trade shows or sales trip (1)</li> <li>• During business tourism travellers are working and being paid while away from their workplace and home (1)</li> </ul> <p>Credit all valid reasoning in context.</p>	<b>1</b>
1(a)(ii)	<p><b>Identify <u>three</u> characteristics of Costa Rica that make it a good destination for business tourism.</b></p> <p>Award one mark for each correct way identified.</p> <ul style="list-style-type: none"> <li>• Two airports close to major cities (1)</li> <li>• Convention centre (1)</li> <li>• Central location (1)</li> <li>• Good infrastructure (1)</li> </ul> <p>Credit all valid reasoning in context.</p>	<b>3</b>
1(b)	<p><b>Describe <u>two</u> ways national tourism organisations (NTOs) help to market MICE destinations.</b></p> <p>Award one mark for the correct identification of a way and a second mark for the explanation of the way.</p> <ul style="list-style-type: none"> <li>• Use their website (1) to show details of forthcoming events/accessible worldwide/encourages new business tourists (1)</li> <li>• Promote the destination (1) with the facilities it has to support conventions/raise the profile of the destination/other businesses may consider hosting an event in the future (1)</li> <li>• Provides advice and assistance to event organisers (1) helps destination to become a leading business destination/helps to plan and promote events to international businesses (1)</li> </ul> <p>Credit all valid reasoning in context.</p>	<b>4</b>

Question	Answer	Marks
1(c)	<p><b>Explain <u>one</u> way that increasing participation in trade fairs will increase the number of business tourists coming to Costa Rica.</b></p> <p>Award one mark for the correct identification of a way and up to two further marks for an explanation of how this will increase the number of business tourists coming.</p> <ul style="list-style-type: none"> <li>• Raises brand awareness (1) advertising possibilities/raises awareness of business offering (1) chance of sponsorship (1)</li> <li>• Ability to launch new products to target customers (1) can explain benefits in person (1) can convince visitors to the fair that Costa Rica is an excellent MICE destination so increases number of business tourists (1)</li> <li>• Can meet potential customers face to face (1) builds relationships (1) adds to database/marketing lists so increases business (1)</li> </ul> <p>Credit all valid reasoning in context.</p>	<b>3</b>

Question	Answer	Marks
1(d)	<p><b>Evaluate the importance to Costa Rica of winning an industry award for best MICE destination.</b></p> <p>Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate response.</p> <p>AO2 out of three marks. AO3 out of three marks. AO4 out of three marks.</p> <p>Responses may include the following and any other valid points should be accepted:</p> <p><b>AO2 Application</b></p> <ul style="list-style-type: none"> <li>• Gives a competitive advantage</li> <li>• Reduces marketing costs</li> <li>• Strengthens reputation/image</li> <li>• Increased likelihood of repeat business</li> <li>• Increases interest from potential customers/revenue/boosts local economy</li> </ul> <p><b>AO3 Analysis</b></p> <ul style="list-style-type: none"> <li>• Gaining an award gives the destination a competitive advantage over similar destinations, they have an identified product and stand out from the crowd</li> <li>• Destination will be identified and enhanced increasing brand awareness, generating marketing opportunities</li> <li>• Sign of quality and excellence creating trust</li> <li>• Potential customers will choose an award winning destination over destinations that have not won awards</li> </ul> <p><b>AO4 Evaluation</b></p> <ul style="list-style-type: none"> <li>• Having competitive advantage means they can attract and satisfy potential customers</li> <li>• Destination becomes more recognisable as a business destination globally, gains more media exposure and attention, free marketing and public relation opportunities</li> <li>• Strengthened reputation positively impacts tourist satisfaction meaning they will not search for alternative destinations, it enhances its competitive advantage, helps to compete for visitors, investments and skilled workforce</li> <li>• Tourist numbers will increase income and boost local economy, MICE attendees generally spend more than other tourists. It can improve the seasonal nature of the destination because business tourists do not just travel in peak season. New jobs can be created e.g., professionals to host the events, hospitality and therefore benefit indirect tourism suppliers</li> </ul>	<b>9</b>
	AO2	3
	AO3	3
	AO4	3

Question	Answer	Marks				
2(a)	<p><b>Using the statement numbers in Fig. 2.1 complete the table below. Choose only <u>one</u> statement number under each heading.</b></p> <p>Award one mark for each correct statement number.</p> <table border="1" data-bbox="308 409 762 651"> <tr> <td data-bbox="308 409 539 528"><b>Strength</b> 4, 8</td> <td data-bbox="539 409 762 528"><b>Weakness</b> 2, 7, 5</td> </tr> <tr> <td data-bbox="308 528 539 651"><b>Opportunity</b> 1, 3</td> <td data-bbox="539 528 762 651"><b>Threat</b> 6, 9, 10</td> </tr> </table> <p>Credit only one mark for correct statement number in each heading.</p>	<b>Strength</b> 4, 8	<b>Weakness</b> 2, 7, 5	<b>Opportunity</b> 1, 3	<b>Threat</b> 6, 9, 10	<b>4</b>
<b>Strength</b> 4, 8	<b>Weakness</b> 2, 7, 5					
<b>Opportunity</b> 1, 3	<b>Threat</b> 6, 9, 10					
2(b)	<p><b>Suggest <u>three</u> ways the Indian Ministry of Tourism can manage the issue of overtourism.</b></p> <p>Award one mark for each correct way identified.</p> <ul data-bbox="308 909 1145 1115" style="list-style-type: none"> <li>• Highlight lesser known places (1)</li> <li>• Educate tourists about the problems of overtourism (1)</li> <li>• Limit tourist numbers/smaller groups (1)</li> <li>• Encourage travel during off-peak season/offer discounts (1)</li> <li>• Limit building of new hotels/resorts (1)</li> <li>• Encourage sustainable tourism (1)</li> </ul> <p>Credit all valid reasoning in context.</p>	<b>3</b>				
2(c)	<p><b>Explain <u>two</u> reasons why brochures might be a suitable method of promotion for destinations.</b></p> <p>Award one mark for the correct identification of a reason and a further mark for the development of the reason.</p> <ul data-bbox="308 1413 1326 1653" style="list-style-type: none"> <li>• Brochures can contain necessary information (1) information will be more detailed than in a leaflet/helps the customers know about the country (1)</li> <li>• Brochures can be easily distributed (1) they are relatively light/portable/ can be sent electronically by mail to reach potential customers/displayed in tourism offices (1)</li> <li>• Brochures are ideal for showing colour photographs (1) eye catching/ customers are more likely to pick them (1)</li> </ul> <p>Credit all valid reasoning in context.</p>	<b>4</b>				

Question	Answer	Marks
2(d)	<p><b>Evaluate the ways destinations can use market analysis tools to gain a competitive advantage.</b></p> <p>Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate response.</p> <p>AO1 out of three marks. AO3 out of three marks. AO4 out of three marks.</p> <p>Responses may include the following and any other valid points should be accepted:</p> <p><b>AO1 Knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>• Definition of market analysis tools</li> <li>• Use of SWOT analysis</li> <li>• Use of PESTLE</li> <li>• Use of competitive analysis</li> </ul> <p><b>AO3 Analysis</b></p> <ul style="list-style-type: none"> <li>• SWOT can help destinations identify the internal and external influences so that they can make a better marketing plan in order to gain a competitive advantage</li> <li>• PESTLE can identify if there is government support in the development of tourism, contribution to the GDP from tourism related employment, number of indirect tourist jobs, provision of training and reliability of Wi-Fi connectivity, natural landscape, which can be used to improve the tourism provision</li> <li>• Competitive analysis helps to research competitors' products, sales and marketing strategies, identify gaps in the market, identify what they are doing right or where they are falling short</li> </ul> <p><b>AO4 Evaluation</b></p> <ul style="list-style-type: none"> <li>• Using results from competitor analysis, destinations can learn how the competition works and identify potential opportunities where they can out-perform them. They can stay relevant and on top of industry trends and ensure their products and marketing campaigns are constantly meeting – and exceeding – industry standards. Destinations are able to identify the areas of opportunity in the marketplace. Destinations are unlikely to succeed if they have many threats and weaknesses. The results will enable destinations to have realistic plans before beginning a campaign and to target its opportunities. Successful destinations can manage any external influences when marketing themselves.</li> <li>• No matter how much market analysis is done, there still needs to be a supportive stable government to succeed. There needs to be open borders and ability to obtain visas easily. Tax incentives will improve visitor numbers whereby visitors can gain a tax refund on departure for products bought on their trip.</li> <li>• Results of market analysis will enable destinations to see how to proceed on the positive and negative impacts of tourism provision. Destinations can use this information to change any aspects of their provision to enhance the positive and overcome negative aspects and to plan improvements in their marketing.</li> </ul>	<b>9</b>

Question	Answer	Marks
2(d)	<ul style="list-style-type: none"> <li>• PESTLE is useful for assessing a destination's suitability as a tourist destination. The results received will help in ascertaining any possible challenges and any areas that can be utilised to their best advantage.</li> </ul>	
	AO1	3
	AO3	3
	AO4	3
3(a)(i)	<p><b>Identify <u>two</u> possible target markets of Tourshrines.</b></p> <p>Award one mark for each correct target market identified.</p> <ul style="list-style-type: none"> <li>• Religious tourists</li> <li>• Pilgrims</li> <li>• Cultural tourists</li> <li>• Special interest tourists</li> <li>• Educational tourists</li> </ul> <p>Award these responses only.</p>	<b>2</b>
3(a)(ii)	<p><b>Identify <u>one</u> component of the advertised tour package.</b></p> <p>Award one mark for the identification of a correct component.</p> <ul style="list-style-type: none"> <li>• 4* hotel accommodation</li> <li>• Breakfast and dinner</li> <li>• Expert guides</li> <li>• Transport on the tour</li> </ul> <p>Award these responses only.</p>	<b>1</b>
3(b)	<p><b>Describe <u>two</u> ways Tourshrines could help to protect religious sites against damage caused by tourists.</b></p> <p>Award one mark for each way identified and a second mark for the explanation of each way.</p> <ul style="list-style-type: none"> <li>• Tourshrines could limit group numbers (1) helps to protect the site from damage caused by large volume of visitors at the same time (1)</li> <li>• Rules and regulations clearly visible in brochures/leaflets (1) educates tourists on the dos and don'ts at the sites (1)</li> <li>• A percentage from the booking cost could be given to the site (1) this can be used to protect the site (1)</li> <li>• Offer guided tours only (1) to restrict visitors from going to areas which are out of bounds (1)</li> </ul> <p>Credit all valid reasoning in context.</p>	<b>4</b>

Question	Answer	Marks
3(c)	<p><b>Explain <u>two</u> benefits to customers of booking a package tour rather than booking the tour independently.</b></p> <p>Award one mark for the correct identification of a benefit and a second mark for the explanation of each benefit.</p> <ul style="list-style-type: none"> <li>• Cost saving/cheaper (1) the individual cost of booking each component separately would be more expensive (1)</li> <li>• No hidden costs (1) the advertised price is what the customer would pay/ package clearly states what is and what is not included (1)</li> <li>• Easier/more convenient (1) tour operator has the hassle of searching for the best deals (1)</li> <li>• Best services (1) tour operators have expert knowledge and contacts in the industry/ensure they enlist the best services as part of the package (1)</li> <li>• Safer (1) buying a package gives the customer more protection against fraud (1)</li> </ul> <p>Credit all valid reasoning in context.</p>	<b>4</b>

Question	Answer	Marks
3(d)	<p><b>Assess the importance of brand image for Tourshrines.</b></p> <p>Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate response.</p> <p>AO2 out of three marks. AO3 out of three marks. AO4 out of three marks.</p> <p>Responses may include the following and any other valid points should be accepted:</p> <p><b>AO2 Application</b></p> <ul style="list-style-type: none"> <li>• Recognition by means of a slogan, brand name, product features, price, colour and promotion</li> <li>• Raises awareness/easily recognised/growth in customer numbers</li> <li>• Increases trust and loyalty</li> <li>• Brand image can help the organisation to gain competitive advantage</li> </ul> <p><b>AO3 Analysis</b></p> <ul style="list-style-type: none"> <li>• Raises awareness and encourages new customers by showing the potential customer what the product is, easier to introduce new products</li> <li>• Good brand image reminds customers and encourages them to trust Tourshrines and to be loyal</li> <li>• Market brand through different medias, social media website, sponsor events</li> <li>• Customer returns to Tourshrines and resists promotion from other companies. Branding highlights USP of the product</li> </ul> <p><b>AO4 Evaluation</b></p> <ul style="list-style-type: none"> <li>• If the brand image is good, it can be used as a powerful tool to change the perception of Tourshrines. If Tourshrines' brand looks polished and legitimate it can influence and attract the attention of potential customers and encourage them to choose Tourshrines.</li> <li>• If the branding is successful it aims to build customer trust and tourist bound relationship ensuring their services satisfy customer needs or exceed expectation, especially in the competitive market. Customer loyalty can be developed because of the value and impression of a safe and unforgettable experience given by Tourshrines.</li> <li>• A well-known brand can help to establish Tourshrines as a leader and give the business a boost for further expansion e.g., opening in more locations, ensuring a future.</li> <li>• With a good brand image Tourshrines can remain competitive and produce more of a market share providing a high income.</li> </ul>	<b>9</b>
	AO2	3
	AO3	3
	AO4	3

Question	Answer	Marks
4(a)	<p><b>Suggest <u>three</u> types of primary research used to gather information on inbound tourists.</b></p> <p>Award one mark for each correct primary market research technique identified.</p> <ul style="list-style-type: none"> <li>• Self-completion questionnaires</li> <li>• Exit surveys</li> <li>• Online surveys</li> <li>• Face to face interview</li> </ul> <p>Award these responses only.</p>	<b>3</b>
4(b)	<p><b>State <u>two</u> reasons why tourism organisations carry out market research.</b></p> <p>Award one mark for the identification of each correct reason.</p> <ul style="list-style-type: none"> <li>• Identify potential new customers (1)</li> <li>• Learn more about existing customers (1)</li> <li>• Inform decisions regarding existing and new products or services (1)</li> <li>• Better understand their competitors (1)</li> <li>• Test new markets (1)</li> <li>• Identify performance, pricing, or promotion opportunities (1)</li> </ul> <p>Credit all valid reasoning in context.</p>	<b>2</b>
4(c)	<p><b>Discuss <u>two</u> ways hotels could adapt their products to increase the number of business tourists.</b></p> <p>Award one mark for the correct identification of a way, a second mark for applying the way to business tourists and a third mark for explanation of the way.</p> <ul style="list-style-type: none"> <li>• Product feature, ensure its accessible (1) i.e., access to equipment in hotels such as access to high-speed wireless internet services, Wi-Fi via the television (1) means business tourists can continue to work in the hotel/keep in touch with the office/clients (1)</li> <li>• Business-class rooms (1) feature enhanced workspace e.g., good lighting, comfortable furniture (1) meaning business tourists will be able to continue to work efficiently during their stay (1)</li> <li>• Conference centres/meeting rooms (1) encourages tourist to stay in the hotel (1) encourages companies to use the hotel for conferences/conventions (1)</li> <li>• Offer low risk tourist activities (1) with no impact to the business tourist or their firm (1) to use in their free time (1)</li> <li>• Discount/loyalty schemes (1) restaurants and shops to offer discount for business traveller/repeat business travellers (1) companies are more likely to use hotels with additional services/full packages (1)</li> <li>• In-room dining/packed lunches (1) visitors may be in meetings so unable to use restaurant (1) prevents business tourists having to end or leave meetings for lunch/dinner (1)</li> <li>• Trouser press/ironing board (1) to ensure clothes are suitable for meetings (1) convenient for business traveller (1)</li> </ul> <p>Credit all valid reasoning in context.</p>	<b>6</b>

Question	Answer	Marks
4(d)	<p><b>Assess the ways tourism organisations in declining destinations can use different pricing strategies to increase demand.</b></p> <p>Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate response.</p> <p>AO2 out of three marks. AO3 out of three marks. AO4 out of three marks.</p> <p>Responses may include the following and any other valid points should be accepted:</p> <p><b>AO2 Application</b></p> <ul style="list-style-type: none"> <li>• Competitive pricing, price should not exceed competitors or sales could fall further</li> <li>• Variable pricing for seasonality reasons, a reduction in price in the off-peak season to retain and gain more business</li> <li>• Price bundling – as the ticket allows access to a range of different, unrelated attractions, reduced rates for the bundle improves the appeal</li> <li>• Special offers/discounts/promotional pricing, by using these strategies tourism organisations can encourage tourists to visit.</li> </ul> <p><b>AO3 Analysis</b></p> <ul style="list-style-type: none"> <li>• When there are similar products being offered by different organisations the price may be determined by the going rate, maximum rate at which the product can be sold, or the organisation may offer to price match their competitors.</li> <li>• Variable pricing, prices can vary with respect to variations in the feature of a product, the variability of demand and is often used by organisations offering differentiated products and services.</li> <li>• Price bundling is beneficial to the organisation as it allows them to sell their lesser known or unpopular products with the popular ones. The customer will generally receive the bundle at a discounted price.</li> <li>• Discount pricing is sometimes used as a way of pulling customers away from their competitors. The policy persuades them that they are receiving value for money as they are getting something free.</li> </ul> <p><b>AO4 Evaluation</b></p> <ul style="list-style-type: none"> <li>• In a declining destination the government will often step in to help put things right by giving subsidies which is an incentive for the organisations to help improve the infrastructure or regenerate a declining area. Fuel tax increases the price of travel, if fuel duty increases then this increase is passed on to customers because of the hidden surcharge. These often have more impact than pricing strategies.</li> <li>• When competing or matching competitors, there is the need for the organisation to be careful and be aware of their own financial position before deciding to compete. It is better to be product driven than price driven.</li> </ul>	<b>9</b>

Question	Answer	Marks
4(d)	<ul style="list-style-type: none"> <li>• The type of market an organisation wants to attract can influence the pricing strategy it uses. Variable pricing can vary according to the customer type i.e., when an adult is paying full price a reduced price can be offered for children under a specific age. Seasonality can be offset with variable pricing, high prices charged during the peak season and reduced prices during the low season. This ensures that customers are attracted all year round. Therefore product differentiation would be better than just changing the price.</li> <li>• Price bundling will attract different types of customers, usually those looking for a deal. Some customers can even end up paying more than they initially wanted to. Product bundles have lower marketing costs because you are promoting two or more products with the effort and resources for one. There are disadvantages to price bundling, customers may end up buying products they didn't really want. Price bundles are discounted therefore the organisation could end up with a loss in revenue.</li> <li>• Discount pricing will encourage tourists as they feel that it is good value for money which will encourage repeat business and word of mouth recommendations, particularly when the brand name is not familiar. A disadvantage of a discount pricing strategy increases the chance that your product will be perceived as lower in quality. While you may gain customers, who make decisions on price alone, other customers may choose competitor products because of perceived quality. Low prices may drive sales for a limited time, but do not build customer loyalty. When a lower priced alternative comes along, you may lose your hard-earned market share.</li> </ul>	
	AO2	3
	AO3	3
	AO4	3

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