CAMBRIDGE
International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/23**

Paper 2 Managing and Marketing Destinations **May/June 2026**

MARK SCHEME

Maximum Mark: 80

Published

This mark scheme contains the instructions and marking guidance that our examiners used to mark candidate responses for this component.

Before they start marking, examiners complete a standardisation process. They review a range of candidate responses and discuss the mark scheme in detail to agree which answers can and cannot be accepted. Examiners award marks where it is clear that candidate responses have met the requirements of the mark scheme. These requirements may vary between different components or different versions of the same component, depending on the exact requirements of the question and the candidate responses seen during the standardisation process.

Sometimes, our mark schemes may allow marks to be awarded to responses which contain elements that are factually incorrect or for content not covered by the syllabus. We do this in response to the demands of a specific question to support candidates and make sure that our assessments are fair. However, these allowances should not be used as a guide for teaching and learning.

We cannot discuss the mark scheme with schools, and we recommend that schools read the mark scheme together with the assessment material and the Principal Examiner Report for Teachers.

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[Turn over

General marking principles

All examiners must apply these marking principles when marking candidate responses.

1	Examiners must award marks for each response in line with: • the specific **content** defined in the mark scheme • the specific **skills** defined in the mark scheme or in the level descriptions • the **standard of response** required as exemplified by the standardisation scripts.
2	Examiners must award **whole marks** (not half marks, or other fractions).
3	Examiners must award marks **positively**. This means that: • marks are not deducted for errors or omissions • marks are awarded for correct/valid answers as defined in the mark scheme and also for **other valid answers** which go beyond the scope of the syllabus and mark scheme referring to your team leader as appropriate • the quality of spelling, punctuation and grammar are judged **only** when the mark scheme indicates that these features are **specifically assessed** in the question. However, the meaning of all responses must be unambiguous.
4	Examiners must **consistently** apply the requirements of the mark scheme and any rules for what to do when candidates have not followed instructions correctly.
5	Examiners must use the **full range of marks** defined in the mark scheme, unless limited by the quality of the candidate responses seen.
6	Examiners must award marks according to the mark scheme and **must not** award marks with grade thresholds or grade descriptions in mind.

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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 Calculation questions:

- The mark scheme will show the steps in the most likely correct method(s), the mark for each step, the correct answer(s) and the mark for each answer
- If working/explanation is considered essential for full credit, this will be indicated in the question paper and in the mark scheme. In all other instances, the correct answer to a calculation should be given full credit, even if no supporting working is shown.
- Where the candidate uses a valid method which is not covered by the mark scheme, award equivalent marks for reaching equivalent stages.
- Where an answer makes use of a candidate's own incorrect figure from previous working, the 'own figure rule' applies: full marks will be given if a correct and complete method is used. Further guidance will be included in the mark scheme where necessary and any exceptions to this general principle will be noted.

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4 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.

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Annotations guidance for centres

Examiners use a system of annotations as a shorthand for communicating their marking decisions to one another. Examiners are trained during the standardisation process on how and when to use annotations. The purpose of annotations is to inform the standardisation and monitoring processes and guide the supervising examiners when they are checking the work of examiners within their team. The meaning of annotations and how they are used is specific to each component and is understood by all examiners who mark the component.

We publish annotations in our mark schemes to help centres understand the annotations they may see on copies of scripts. Note that there may not be a direct correlation between the number of annotations on a script and the mark awarded. Similarly, the use of an annotation may not be an indication of the quality of the response.

The annotations listed below were available to examiners marking this component in this series.

Annotations

Annotation	Meaning
	Correct point
	Incorrect point
	Benefit of doubt given
	Content of response too vague
	Not answered question
	Repetition
	Page or response seen by examiner
	Blank page
	Knowledge
	Application
	Analysis
	Evaluation

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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.

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Table A

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

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Table B

Level	AO2 Application 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 marks
	Description	**Description**	**Description**
3	Includes an explanation of why more than two points mentioned are relevant/suitable to the context of the question. 3 marks	The response is well-balanced and considers the significance of more than two of the points mentioned. **OR** The arguments for and against more than two of the points mentioned are given. 3 marks	The response contains a well-reasoned conclusion or recommendation. 3 marks
2	Includes an explanation of why two points mentioned are relevant/suitable to the context of the question. 2 marks	The response gives some consideration to the significance of two of the points mentioned. **OR** The arguments for and against two of the points mentioned are given. 2 marks	The response contains a conclusion or recommendation with some reasoning given. 2 marks
1	One point has an explanation of why it is relevant/suitable to the context of the question. 1 mark	The response gives some consideration to the significance of one point. **OR** The arguments for or against one of the points are given. 1 mark	The response contains a conclusion or recommendation, but no reasoning is given. 1 mark
0	No creditable response.	No creditable response.	No creditable response.

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Question	Answer	Marks
1(a)	**Identify <u>three</u> target markets that Tourism Ireland's marketing plan is aimed at.** Award one mark for each correct target market identified. • Families/families with children (1) • Elderly/grey market (1) • Couples (1) • Business tourists (1) Accept these answers only.	**3**
1(b)	**Explain <u>two</u> ways that digital marketing has been included in Tourism Ireland's marketing plan.** Award one mark for the correct identification of a way and a further mark for the correct explanation of each way. • Social media has played an important part in integrating digital marketing (1) using different platforms/engage directly with consumers/build brand awareness (1) • Online sales channels are widely used (1) user friendly websites/email marketing encourage potential customers to use online purchasing (1) • Using market research Tourism Ireland can collect information on customer preferences/wants and needs (1) this enables them to cater to customers' needs improving customer satisfaction/brand loyalty (1) • Marketing materials can be made which target specific audiences (1) this increases awareness/brand visibility (1) • Target marketing (1) reach segment of tourists who may be interested (1) • Search engine marketing (1) this helps Ireland to pop up first (1) • Digital advertising/videos on streaming services (1) showcase Irelands attractions (1) Accept any other reasonable response in context.	**4**

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Question	Answer	Marks
1(c)	**Other than digital marketing, describe <u>two</u> methods that could be used to advertise Ireland.** Award one mark for the correct identification of a method and a second mark for description of the method. • Print advertising (1) brochures/magazines/newspapers can target potential customers who cannot get online (1) • Television/radio advertising (1) commercials can reach a wide audience of potential customers (1) • Trade shows/fairs (1) Ireland could advertise/showcase what it has to offer directly to potential customers/travel agents (1) • Partner with other travel organisations (1) package deals could be created which attract tourists to visit Ireland (1) • Flyers/leaflets (1) on counters in transport hubs/tourist information centres/hand out to passers-by (1) • Billboards (1) big signs can be put in airports/train/bus stations/highways where many people will see it (1) Accept any other reasonable response in context.	**4**
1(d)	**Discuss the ways external factors influence Ireland's marketing plan.** Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate response. AO2 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO2 Application** • Economic factors such as inflation, foreign exchange rates, interest rates. periods of recession and the global economy all play a major role negative and positive in shaping Ireland's marketing plan. • Social/socio-cultural factors include demographics, trends, cultural values and consumer attitudes can influence a consumer's preferences. • Technology has a big impact on infrastructure developments, new products, services and marketing techniques and targeted messaging. • Knowing and understanding their competitors is essential to shape Ireland's marketing plan and for it to succeed. • Political stability/international agreements are important as they can dictate the ease of access to visitors. • Environmental issues such as the current push for sustainable and eco-friendly practices.	**9**

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Question	Answer	Marks
1(d)	**AO3 Analysis** • The state of the economy and exchange rates affects how much money people have to spend on holidays/disposable income. An economic growth will boost sales as customers will have more money to spend and in a recession they will have less money to spend, so decreased demand. • Ireland must tailor their products and services to suit their target market. People are becoming more environmentally conscious so the marketing plan must adapt by highlighting what eco-friendly practices and products they will be offering. • Digital marketing platforms has transformed the old traditional methods of advertising. Using social media channels and online advertising to reach the target markets their plan is aimed at. • Ireland will need to analyse its competitor's strengths and weaknesses so that they can find any gaps in the market where they could differentiate themselves. • Ireland will need to highlight that there is no border between Ireland and Northern Ireland and that a visa is not required to enter Ireland. • Tourists are increasingly focused on the environment, so Ireland needs to focus on advertising its beautiful natural scenery whilst ensuring accommodation and transport facilities offered follow sustainability. **AO4 Evaluation** • During times of economic growth then Ireland can focus its marketing on high end products but during recessions marketing strategies may be directed towards value products. • Alongside the trend for sustainability there is a need for increasing diversity within the population. Ireland should make sure their marketing plan aligns with environmental and cultural groups. • As well as reaching their target market the growth in analysing data allows Ireland to understand consumer behaviour and can tailor their campaigns to match this. • Ireland needs to focus on what it has to offer, its USP, or target niche markets that their competitors may have overlooked giving them a competitive advantage. • Political policies over border regulations all play a role in simplifying travel, so Ireland can promote the island as an easy and welcoming destination for international travellers. • Ireland should also advertise lesser known natural attractions to avoid overcrowding and environmental damage to the more well-known natural attractions.	

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Question	Answer	Marks
2(a)	**Identify <u>three</u> economic benefits that oleotourism brings to rural areas.** Award one mark for each correct benefit identified. • Stimulates economic growth (1) • Buy locally/support local businesses (1) • Creates/more jobs (1) • Increases/multiplier effect (1) • Economic sustainability (1) • Increased revenue (1) Accept these answers only.	**3**
2(b)	**Explain <u>two</u> ways that Oasis Tours can use market segmentation and targeting to encourage tourists all year.** Award one mark for each correct way identified and a further one mark for the correct explanation of the way. *Different market segments* • Target different market segments (1) marketing strategies which appeal to a specific demographic geographic/demographic/psychographic(1) • Use digital marketing/offers for booking online (1) to target a younger/wider audience than the current specialist one (1) *Development of the product/service mix to target different market segments* • Diversify what they offer to widen appeal (1) offer cookery workshops/health and wellness retreats/cultural experiences (1) • Create seasonal packages (1) offer promotions/discounts at different times of the year when visitor numbers are low (1) Credit all valid reasoning in context.	**4**
2(c)	**Explain <u>two</u> pricing policies that would be suitable for oleotourism.** Award one mark for each correct pricing policy identified and a further one mark for the correct explanation of each pricing policy. • Variable pricing (1) different prices can be charged/high prices during peak season and reduced during low season (1) • Price bundling (1) packages that combine accommodation, tour and meals which is cheaper than purchasing them separately (1) • Promotional pricing (1) to attract tourists during specific times of the year as promotions/discounts could influence tourists to book/time limited offers could increase returning customers (1) Credit all valid reasoning in context.	**4**

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Question	Answer	Marks
2(d)	**Discuss the benefits oleotourism brings to local communities.** Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate response. AO2 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO2 Application** • Oleotourism can make a significant contribution to the economy and survival of rural areas where olive cultivation is common. Businesses will benefit from increased revenue. • Oleotourism encourages the preservation and promotion of local traditions associated with oil cultivation and oil production. • Oleotourism promotes sustainable agricultural practices, it raises awareness of organic farming methods, environmentally friendly production processes and ecosystem protection. • The increase in tourists for oleotourism can encourage farmers to use better farming practices which can improve the quality of their products. • Oleotourism will bring the chance of more employment for the locals. **AO3 Analysis** • By attracting tourists who are interested in learning about olive oil production and tasting high quality products local communities can diversify their income source beyond the traditional agriculture. • By showcasing the traditions through tours, tasting and workshops helps to keep the traditions alive. Tourists engage with local communities learning about their traditions and experience regional food customs. • As well as cultivating oil, many oleotourism measures are aimed at supporting local ecosystems by planting native plants or creating wildlife habitats within the olive groves. • Farmers meeting the tourist's expectations regarding quality and authenticity will help attract more visitors and make more money. • With more jobs available, local people are more likely to stay in the rural area.	**9**

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Question	Answer	Marks
2(d)	**AO4 Evaluation** • Diversification will help to create jobs for the locals in the tourism industry such as selling local crafts and tour guides. • Tourists interacting with the local communities helps the tourists to have a deeper appreciation for cultural heritage and ensuring that the practices are maintained for future generations. • The different measures that are put into the olive groves provides tourists with a much richer experience in nature. • Farmers can invest the additional income into more sustainable farming techniques which will benefit both the environment and their livelihood. This may also lead to more customers, returning customers and brand loyalty. • Employment brings income for the local people which can be used to improve their standard of living. It also helps the community as more money will be spent leading to the multiplier effect.	
3(a)	**Identify <u>three</u> reasons why tourists are likely to visit Jersey.** Award one mark for each correct reason given. • Holiday (1) • Business (1) • VFR (1) • Special interest (1) Accept these answers only.	**3**
3(b)	**Explain <u>two</u> demographic characteristics that might influence why tourists visit Jersey.** Award one mark for the correct identification of a demographic and a further one mark for the correct explanation of each demographic. • Different age groups have different interests (1) younger tourists seek nightlife/adventure activities/older tourists might prefer relaxing on a beach/cultural experiences (1) • How much disposable income the tourist may have (1) those with higher disposable income will visit for luxury experiences such as fine dining/budget conscious tourists may look for affordable options/special deals (1) • Gender (1) women tend to visit places for more relaxation/cultural/wellbeing, but men are more adventure seekers (1) • Ethnicity can have an impact on people's choices (1) people with close links to English speaking countries may be drawn to the local culture/Jersey accent/French signs (1) Credit all valid reasoning in context.	**4**

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Question	Answer	Marks
3(c)	**Explain <u>two</u> market research methods that could be used to monitor visitor experience for improving future marketing strategies.** Award one mark for the correct identification of a market research method and a further one mark for the explanation of each method. • Primary/secondary research/surveys and questionnaires online/or as tourists are leaving the destination (1) analysing the responses would show what was missing (1) • Online reviews and ratings (1) can identify strengths and weaknesses/ any issues or recurring trends (1) • Social media platforms have unfiltered visitor opinions (1) can directly interact to identify their needs and wants (1) Credit all valid reasoning in context.	**4**
3(d)	**Discuss how seasonal variations can affect the number of tourists who visit destinations.** Follow the point-based marking guidance at the top of this mark scheme and use Table B to give marks for each candidate response. AO2 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO2 Application** • Climate and weather play a part as many destinations are chosen based on their weather suitability for specific activities. • Throughout the year there are school holidays such as summer, Christmas breaks and half-term breaks or national holidays such as Easter. • Destinations can host various events throughout the year such as air displays, festivals and parades, these can have a significant impact on customer numbers. • The relationship between religion and culture could influence visitor numbers. • The ticket price for flights and the cost of accommodation will be different for different seasons.	**9**

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Question	Answer	Marks
3(d)	**AO3 Analysis** • In summer or peak season, it is warm with long daylight hours tourists can spend days at the beach, take part in water sports. During the spring and autumn periods visitors can view the landscape or have cultural experiences. Winter is colder with shorter days, and many attractions are closed or have fewer opening hours. • In school holidays, families take day trips or longer holidays leading to an increased number of tourists at theme parks, beaches and tourist attractions. Shorter breaks throughout the year can lead to an increase in weekend trips or short stays. • Holidays often coincide with local events or activities attracting visitors. Festivals, parades or special promotions during national holidays can draw crowds to specific locations. • Historical and religious sites such as churches and cathedrals attract visitors for their architectural beauty and historical significance. • In school holidays, different events and during the peak season airlines may increase the cost of their flights, likewise the price of accommodation could increase during these times. **AO4 Evaluation** • The fluctuations in weather and climate results in many tourists during the peak season often overcrowding sites and attractions. During spring and summer, places are much quieter and peaceful. In winter due to the cold climate visitor numbers can drop drastically. • Parents are more likely to travel when their children are off school which leads to higher occupancy rates in different types of accommodation, more people in restaurants and entertainment venues. • Knowing the timing of the different events is crucial for local businesses as they will want to make the most of the increased number of visitors on holidays or short breaks as well as the foot traffic. • Customers will have to consider rises in prices, especially if they are on a budget. This could mean that some tourists choose to go to another destination that will be more affordable causing a decrease in demand.	
4(a)	**Identify <u>three</u> types of technology being used in a Peninsular Hotel.** Award one mark for each correct type of technology identified. • Smart hotels (1) • Bedside control panels (1) • In room entertainment (1) • Weather stations (1) • Online profiles (1) • Do not disturb signs (1) Accept these answers only.	**3**

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Question	Answer	Marks
4(b)	**Explain <u>two</u> disadvantages to tourists of using online travel agents.** Award one mark for the correct identification of each disadvantage and a further one mark for the explanation of each disadvantage. • Difficulties in changing bookings (1) tourists cannot modify their bookings as they are not dealing directly with airlines or hotels (1) • Lack of benefits (1) tourists who are loyalty members of particular hotels will not receive benefits/room upgrades/free Wi-Fi (1) • Higher costs (1) tourists may miss out on best price guarantees if they book online (1) • Impersonal customer service (1) no direct contact with travel agent if they have queries/changes to booking (1) • Risk of overbooking (1) tourists may overbook themselves if they use various platforms to book their trip (1) • Hidden fees (1) some fees may not be obvious and can be added at a later date (1) • Scams (1) tourists may avoid using online travel agents for fear of being scammed and losing their information/money (1) Credit all valid reasoning in context.	**4**
4(c)	**Describe <u>two</u> technologies that are likely to be used to improve environmental sustainability.** Award one mark for the correct identification of each environmental technology and a further one mark for the explanation of each environmental technology. • Renewable energy sources (1) solar power/wind turbines lower greenhouse gas emissions (1) • Electric vehicles (1) contribute to clean air in urban areas (1) • Recycling processes (1) minimises landfill sites (1) • Digital documents (1) reduces use of paper (1) • Water purification (1) produces clean water (1) • Public transport/trains/buses (1) moves large numbers of tourists in one vehicle/reduces greenhouse emissions (1) Credit all valid reasoning in context.	**4**

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Question	Answer	Marks
4(d)	**Discuss the role of technology in the growth and development of travel and tourism organisations.** Follow the point-based marking guidance at the top of this mark scheme and use Table A to give marks for each candidate response. AO1 out of three marks. AO3 out of three marks. AO4 out of three marks. Responses may include the following and any other valid points should be accepted: **AO1 Knowledge and understanding** • Digital tools, mobile applications and online platforms have changed how travellers plan, book and share information about their trip. Online booking systems are a significant technological advancement in the travel industry. • Mobile technology such as smart phones play a big role in modern travel experiences as they enable tourists to access information on the go through apps. • Social media platforms have changed how destinations market themselves. • Virtual reality technologies can influence potential travellers on whether to visit a destination. They can catch the attention of the customer much more effectively than traditional marketing methods. • Transport technology has enabled planes and trains to travel faster and further so that tourists can visit new places in less time. **AO3 Analysis** • Booking websites allow consumers to compare prices, read reviews and book accommodation or flights instantly. • Mobile apps contain real-time updates on the status of flights, hotel bookings and local attractions. • Information on social media platforms is user generated and serves as authentic endorsements for destinations or services. • Users are able to virtually tour hotels or attractions without leaving the comfort of their own home and before deciding to visit them in person. • Transport technology has made destinations that were once out of reach now a possibility. Planes can reach places quicker hence they will use less fuel, which also means they can travel further.	**9**

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Question	Answer	Marks
4(d)	**AO4 Evaluation** • These platforms allow customers to make informed decisions without having to rely on traditional travel agents leading to increased consumer booking with many booking spontaneous trips. • The mobile apps update travellers on all aspects of booking the trip, having maps also enables the travellers to find their way around unfamiliar areas. • Perspective travellers can read the information and comments and ask questions on social media so that they are confident with their choices before booking their trip. • Virtual reality can encourage potential tourists to be confident about their decision to book a destination. Potential tourists can look at many virtual tours in multiple destinations to ensure they have made the best choice. • New and far away destinations can be reached by more people making businesses in these places grow and destinations make more money.	

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