

Cambridge IGCSE™

TRAVEL AND TOURISM**0471/22**

Paper 2 Managing and Marketing Destinations

February/March 2026

MARK SCHEME

Maximum Mark: 80

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.

Cambridge International is publishing the mark schemes for the February/March 2026 series for most Cambridge IGCSE, Cambridge International A and AS Level components, and some Cambridge O Level components.

This document consists of **19** 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 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 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.

**Social Science-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.

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.

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
BOD	Benefit of doubt given
VG	Content of response too vague
NAQ	Not answered question
REP	Repetition
SEEN	Page or response seen by examiner
BP	Blank page
K	Knowledge
APP	Application
AN	Analysis
EVAL	Evaluation

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.

Table A

Use this table to give marks for each candidate response for Question 3.

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 marks	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	3
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	2
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	1
0	No creditable response.	No creditable response.	No creditable response.	0

Table B

Use this table to give marks for each candidate response for Question/s 1,2,4.

Level	AO2 Application 3 marks	AO3 Analysis 3 marks	AO4 Evaluation 3 marks	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	3
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	2
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	1
0	No creditable response.	No creditable response.	No creditable response.	0

Question	Answer	Marks
1(a)	State <u>three</u> ways that an increase in whale watching and snorkelling tours could harm the environment of Tonga. Award one mark for each correct way stated. • Litter (1) • Air pollution (1) • Noise pollution (1) • Water pollution (1) • Damage coral/marine life (1) • Impact on whales' natural behaviour (1) Credit any other reasonable answer.	3
1(b)	Explain <u>two</u> ways the Ministry of Tourism in Tonga can minimise the negative environmental impacts of whale-based tourism. Award one mark for the correct identification of a way and a further mark for the correct explanation of each way. • Maintained/low emission/electric tour boats (1) prevents polluting water from oil spills/air pollution (1) • Limit number of tourists per day/time of day trips (1) less tour boats needed (1) • Have protected areas/leave wide area from whales when watching them (1) avoids upsetting whales (1) • Have ample number of waste bins available/signs (1) prevents dropping litter on the floor/in water (1) • Educate tourists /rules and regulations/awareness programmes (1) information boards/promote responsible behaviour (1) Credit any other reasonable answer.	4
1(c)	Explain <u>two</u> reasons for the importance to tourism organisations of marketing. Award one mark for each correct reason identified and a further mark for the explanation of each reason. • Reach a wide audience/increase visitor numbers (1) target interested customers/increased sales and profit (1) • Prevents potential customers going to competitors (1) gain a competitive advantage (1) • Builds brand awareness/image (1) organisation gains a good reputation (1) • Loyal customers/repeat customers/positive word of mouth (1) promotes trust and credibility (1) • Promotes the destination (1) showcase unique features and attractions of the destinations (1) • Provide jobs (1) generates more revenue/income for locals (1) Credit any other reasonable answer.	4

Question	Answer	Marks
1(d)	Discuss how tour operators for whale watching and snorkelling might adapt their marketing mix to enter the market. 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 • Upgrade product features/services/diversify what they offer/add value/offer niche products. • Promotion is the way that tour operators communicate what they offer to the target audience. • Pricing strategies are very important when entering a new market. • Place refers to the different methods/channels used to get the products and services to the customers. This is increasingly involving digital distribution. AO3 Analysis • Tour operators need to offer products that are attractive to their specific market, adventure tourists, eco tourists, wildlife tourists and education tourists. Niche night snorkelling or photography-based tours could be offered. • There must be equipment that is modern/in good condition for all tourists to use. There could be talks by experts about the whales. Employ staff with different skills such as language and photography. • To adapt, tour operators need to focus on branding with a recognisable logo and catchy slogan. Advertise in magazines of interest to potential customers, adventure, photography, wildlife and on websites and social media. • Prices must ensure that all costs incurred by the tour operator are covered, but affordable enough to get customers to book the tour. • A range of distribution channels can be used to ensure information about the tours reach a worldwide audience. Access and transport links should be suitable to get customers safely to the destination. AO4 Evaluation • The tour operators can offer a range of products and services especially during off-peak seasons. A range of food and drink could be offered as part of the tour to ensure overall customer satisfaction. • Having staff with multiple skills: language skills will cover visitors from many different countries; photography skills will mean they can offer tuition in activities such as photography. Insufficient activities and equipment could lead to unsatisfied customers, bad reviews and loss of sales.	9

Question	Answer	Marks
1(d)	• Advertisements on websites and social media will reach a large number and wide range of potential customers. Advertisements in specialist magazines will reach customers who are already interested in the activity. • Tour operators could use different pricing strategies, for variable pricing they could have different prices for children encouraging families to book. Lower prices during off-peak will ensure their business runs all year round. Promotional pricing, special offers and discounts could also be offered if bookings fall. • Direct marketing channels such as travel agents, especially those who have attended a familiarisation trip will be in a good position to sell the tours as they will have first-hand information about the tours. International wholesalers buy in bulk which gives immediate revenue and broader market reach. Online marketing channels such as the tour operator's website can showcase the products in an attractive way to entice customers. Reviews can be left on websites. Credit any other reasonable answer.	
2(a)	Suggest three target markets for New Horizons. Award one mark for each correct target market. • Singles/individuals/solo travellers (1) • Couples (1) • Families (1) • Adventure tourists (1) • Leisure tourists (1) • Ecotourists (1) • Responsible tourists (1) Credit only these.	1
2(b)	Describe <u>two</u> characteristics of the introduction stage of the product life cycle. Award one mark for each correct characteristic identified and a further mark for the description of each. • Period of intense marketing (1) to raise awareness and attract customers (1) • Limited volume of sales (1) product is new and not well known yet (1) • Promotion costs are high (1) in order to reach a large audience (1) • Low/no competition (1) as its new to the market it is unique and there is no competition yet (1) • Low profitability (1) high up-front costs (1) • Different pricing strategies can be used (1) market penetration as it's a new product/premium pricing to help recover costs. Credit any other reasonable answer.	4

Question	Answer	Marks
2(c)	Explain <u>two</u> ways New Horizons is supporting social enterprise development. Award one mark for each correct way identified and a further mark for the explanation of each way. • Tours are environmentally friendly (1) only transport methods are bicycles so no emissions (1) • Local rural hotels are used/homestays/community tourism (1) ensures local people gain economic benefits and money is not leaked out of the country (1) • Local cuisine in hotels (1) supports local businesses/local farmers/keeps money in the community (1) • Local tour guides/visiting craft market (1) provides jobs/income/improved standard of living (1) Credit any other reasonable answer.	4

Question	Answer	Marks
2(d)	Discuss the advantages and disadvantages of New Horizons using variable pricing for its tours. 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 Advantages • Variable prices based on customer needs and expectations/seasonality. • Variable prices based on the customers ages/elderly or children. • Helps to gain maximum income, can increase price for peak season or special events helps them to remain competitive. • New Horizons can make low season/all year-round sales/increased customer numbers. Disadvantages • Increased competition for New Horizons when they charge low prices. • Adverse effect on customers if they think they have been charged unfairly. • Damaged reputation for New Horizons. • Difficult to produce marketing materials such as brochures when the price keeps changing. AO3 Analysis Advantages • New horizons can charge different prices due to many variables. Charges for rooms depend on the value of the rooms. Prices can be changed for different ages of the customers. • New Horizons can use demand to find a suitable price, when demand is high, they can charge high prices which will increase their profits. • There are seasons when the demand for the tours is low. At this low-season period New Horizons will lower their prices to ensure sales are made. Disadvantages • Companies who are offering a similar product will be aware of the prices that New Horizons are charging, they will lower their prices to avoid losing customers. • Customers can end up paying different prices on the same holiday. This can cause conflict if they find out. • The reputation of New Horizons can be damaged; customers can be alienated by paying high prices during periods of high demand and not use New Horizons again.	9

Question	Answer	Marks
2(d)	AO4 Evaluation Advantages • New Horizons are able to accurately price products to meet different levels of demand. This will increase their revenue. • New Horizons use prices that will bring in returning customers and new markets which will lead to an increase in revenue. Families are encouraged to use New Horizons when the prices for children are offered at a lower price. • New Horizons offering different types of tours during the low-peak season at lower prices keeps the business running and continues to make a profit it also means jobs are not lost. Disadvantages • Prices will need to be lower than competitors if they do not want to lose customers, this can result in companies making a huge loss. Customers do not stay loyal as they will go to companies selling at a cheaper price. During periods of high demand, they will have to increase the number of staff. • Variable pricing means customers often pay different prices which can cause a lot of bad feeling amongst customers. When prices are dropped for low season sales customers can also think that if the price is low then the quality is not good which will stop them making a purchase. • If customers are not satisfied it can lead to a loss of customer loyalty and no future business. Negative reviews can be posted on social media platforms. Credit any other reasonable answer.	
3(a)	Suggest <u>three</u> methods of market research used to produce the information about adventure holidays. Award one mark for each correct method identified. • Primary (1) • Secondary (1) • Online surveys/surveys (1) • Questionnaires • Interviews (1) • Focus groups (1) • Government reports (1) Credit only these.	3

Question	Answer	Marks
3(b)	Explain <u>two</u> reasons why it is important for travel and tourism organisations to carry out market research. Award one mark for the correct identification of a reason and a further mark for the explanation of each reason. • Find out what attracts the customers/wants and needs (1) gain customer satisfaction/increase sales/profits (1) • Know the target market (1) rectify complaints/problems (1) • To remain successful (1) against increasing competition (1) • Check their position in the market (1) make any necessary changes/improvements (1) • Competitor analysis (1) understand the competition (1) • Helps to create marketing plans/budgets (1) planning future events and campaigns (1) Credit any other reasonable answer.	
3(c)	Explain <u>two</u> ways adventure tourism organisations could adapt their product/service mix to appeal to families with young children. Award one mark for the correct identification of each way and a further mark for each explanation. • Include activities suitable for young children (1) nature walks/wildlife parks/waterparks/playgrounds (1) • Offer guided tours/education programmes (1) experiences suitable for the whole family (1) • Offer family-friendly accommodation (1) family rooms/suites interconnecting rooms to hold the whole family (1) • Provide children's swimming pools (1) safer for children (1) • Kids club/daycare (1) parents can leave their children whilst they take part in their activities (1) • Offer packages/prices suitable for families (1) use discount/variable/promotional pricing (1) • Meal plans for children (1) saves parents the worry about suitable food choices (1) Credit any other reasonable answer.	4

Question	Answer	Marks
3(d)	Discuss how tourism organisations have managed the social factors affecting tourist demand. Follow the point-based marking guidance sat 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 - Demographics which includes age, family structure and disposable income is managed by conducting market research. - Changing trends can be managed by organisations conducting market research. There has been a global increase in health awareness which has changed tourist demand. This can be managed by partnering with wellness providers. Other current trends are coolcations, multi-generational and night tourism. - Travellers are often looking for destinations that support the local communities. Tourist organisations manage this by being ensuring a large percentage of tourism spending stays within the local economy. Organisations can help to manage social factors by promoting sustainable tourism. - Organisations manage social factors through communication by using social media and traditional marketing. AO3 Analysis - Market research helps organisations to segment travellers so that they can understand the needs, preferences and behaviour of different groups. It also helps to identify the social factors such as cultural customs, values beliefs and attitudes. - To manage demand tourism organisations have started to consider what is needed for current trends and provided suitable products and services. For wellness holidays they have added fitness centres, spas and yoga retreats. - By promoting homestays and community-based tourism, organisations satisfy the tourist's social desire for authenticity. - Organisations educate potential visitors on what is expected behaviour and local customs to prevent friction between tourists and locals. AO4 Evaluation - Once all the factors have been identified then tourism organisations can develop targeted marketing campaigns that appeal to specific demographics or market segments. They can develop suitable products which will appeal to specific target markets. - Organisations also implement health and safety standards in order to make sure prospective customers are confident to visit, effectively managing the social anxiety associated with travel and diseases.	9

Question	Answer	Marks
3(d)	- Homestays and community tourism benefits both the tourists and the local communities. Tourists stay in authentic accommodation and the local culture and economy are supported. - Through these different approaches, tourism organisations try to balance the economic benefits of high demand with the social needs of maintaining a high quality of life for both residents and visitors. Credit any other reasonable answer.	
4(a)	Identify <u>three</u> methods of promotion used by QT. Award one mark for each correct method identified. - Social media (1) - Websites (1) - Blogs (1) - Podcasts (1) Credit only these.	3
4(b)	Explain <u>two</u> benefits to destinations of marketing campaigns. Award one mark for the correct identification of a benefit and a further mark for the explanation of each benefit. - Promotes the destination (1) gain more customers (1) - Makes the destination stand out from its rivals (1) gain a competitive advantage (1) - Creates customer awareness (1) leads to further sales/profit (1) - Leads to increased sales in the wider economy (1) local businesses benefit (1) - Improved brand image (1) customer satisfaction/loyalty/can charge higher prices (1) Credit any other reasonable answer.	4
4(c)	Explain <u>two</u> benefits to hotels of targeting a particular market segment. Award one mark for the correct identification of a benefit and a further mark for the explanation of each benefit. - Makes advertising easier (1) no need to target everyone/saves money for future expenses (1) - Makes advertising cheaper/cost effective (1) less advertising is needed (1) - Meet customers' needs (1) gives edge over the competition/good reputation/customer satisfaction (1) - Helps to create effective marketing strategies (1) reduces the risk of market failure (1) - Allocate expenses efficiently (1) retain profits (1) - Can design strategies for the right customer (1) build relationships (1) Credit any other reasonable answer.	4

Question	Answer	Marks
4(d)	Discuss the advantages to QT of using digital media to promote its campaigns. 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 • Primary advantage is the ability to reach a global market. • Digital media is cheaper than traditional methods of promotion. • Digital media allows QT to move away from mass marketing to targeted marketing. • Digital media provides the flexibility to update promotional material instantly. • Tourists are able to share their own photos and reviews using specific hashtags created by the tourism board. AO3 Analysis • Digital platforms allow a tourism board to distribute promotional videos and interactive maps instantly to a worldwide audience/reaches potential customers quickly. • Traditional methods, such as printing brochures or using international television advertisements cost a lot of money to produce and distribute. • Digital media helps to make sure its campaigns are seen by specific segments who may be interested in the destination and what it has to offer. • Different factors of the travel industry such as local events can change quickly. Digital media provides the flexibility to update promotional content instantly. • Prospective travellers often trust the reviews and photos of fellow tourists when looking for holiday destinations. AO4 Evaluation • Worldwide tourists can access digital media anywhere on their tablets, laptops and phones 24/7. This will increase its audience and potential customers by a much larger number than printed advertisements or television advertisements would. • QT can use digital media to show the appeal of its destination by using videos and virtual tours which give valuable information. Virtual tours can show potential customers, places to stay, activities to do and places of interest. • The detail that is included can lead to the likelihood that people viewing the advertisement will actually book a trip.	9

Question	Answer	Marks
4(d)	• Additionally, digital media supports e-ticketing and direct links to booking engines making it easier for the customer. • Digital platforms allow for immediate interaction through chatbots or social media comments, providing instant customer service that can influence a traveller's decision-making process in real-time. • If a tourism board needs to promote a last-minute festival or issue new information they can do so via social media or their website immediately. This is impossible with printed brochures, which become obsolete the moment information changes. Credit any other reasonable answer.	