

TRAVEL AND TOURISM

Paper 9395/11
Core Paper

Key messages

- Read the wording of the questions carefully and respond in an appropriate manner
- Make clear and active reference to the stimulus material when appropriate
- Make clearer and more specific use of factual information relating to the named examples
- Greater precision when explaining the significance particular factors, avoiding generalisation

General comments

It was good to see many of the candidates making a positive attempt to address the issues posed by the various questions. The stimulus materials were accessible but they were not always well interpreted. Many candidates rely on a limited range of examples and some of these were not fully appropriate to the context of particular questions.

Comments on specific questions

Question 1

- (a) The Fig. 1 stimulus material was used quite well and many candidates were able to correctly itemise four types of information that guests frequently ask of the front desk agent such as travel directions, motel facilities, local shopping and local places to eat.
- (b) There were several good responses. Many responses listed the points itemised in Fig. 1, but then did not go on to develop these points further. The best answers provided comment about the front desk agent's advertised job role and the expectation that this employee would handle welcoming guests, register and assign rooms, issue room keys, address inquiries, solve guests' concerns, compute bill and collect payment. Weaker responses did not highlight the different stages of a guest's stay and so credit was limited.
- (c) Responses varied in terms of identifying three valid methods of feedback and then clearly explaining how the front desk agent would be made aware of the content. A face to face encounter was self explanatory but many responses did not include an explanation of how surveys, comment cards or a mystery shopper might contain feedback that would be brought to the agent's attention. The better responses clearly pointed out that the agent might read on-line reviews, have to read and summarise written comments, receive feedback from a Supervisor or even handle a telephone complaint.
- (d) There were some very good responses and better answers clearly stated the ways in which a particular employee might use their product knowledge to increase customer satisfaction. There were several good accounts based on Disney's information kiosk and staff at a variety of food outlets. Weaker responses were based on air cabin crew where product knowledge tended to be far less convincing. To better answers identified a number of valid exemplified procedures and included explanations/analysis of a number of these, clearly indicating how the customer experience has been enhanced. Those responses that provided appropriate evaluative comment gained most credit.

Question 2

- (a) The Fig. 2 stimulus material was usually interpreted very well and most candidates were able to correctly identify four from walking, adventure sports, horse-riding, fishing, boating, bird watching and conservation activities.
- (b) This question proved to be challenging. Many responses discussed the demonstration effect and commodification which were not at all really appropriate in this instance. It was expected that candidates would address some of the following negative social impacts for the context of a small village:
- changed attitudes as locals start to resent visitors
 - overcrowding with only 300 residents locals could be 'swamped' particularly as a small village has a lack of physical space
 - crime as village properties vulnerable to break-ins from opportunists
 - conflicts with locals – increased petty squabbles over parking spaces and increased noise
 - loss of identity as 'best kept small village' might be hard to maintain due to littering etc.
 - invasion/segregation – houses bought as holiday homes forces locals out.
- (c) Candidates frequently made a positive attempt to answer the question and there were many valid responses which appropriately matched a negative impact with a solution. There was plenty of reference to litter (bins), footpath erosion (maintenance), habitat disruption (fencing/barriers) and trampling/soil erosion (signed pathways). Weaker responses spoke in superficial terms about general issues such as pollution and deforestation. Overall, this topic is quite well known and understood.
- (d) Some of the responses to this question were very limited and most answers did not fully develop the central theme – how particular tourism developments were suited to the local environment and host community. Many responses tended to focus on the environment rather than on the involvement of the local community. Responses considering contrasting Florida environments such as beach developments versus the Everglades were generally very good, though many responses had a lack of emphasis to the host community and this limited credit.

Question 3

- (a) The Fig. 3 stimulus material was readily interpreted and the majority of candidates were able to score well by correctly identifying four from:
- Botswana
 - Mauritius
 - Namibia
 - South Africa
 - Cape Verde
 - Ghana
 - Kenya
 - Tanzania.
- (b) The majority of responses correctly pointed out that there was a correlation between tourism and GDP there tended to be comparatively little direct reference to Fig. 3 information. Only the best answers had any developed analytical comments. Responses that commented on a variety of details shown on Fig. 3 such as: in 2012 33.8 million tourists spent US\$36 billion and contributed 2.8% of SSA's GDP; tourist spend is not uniformly distributed (as the Fig. 3 map shows) and discussed which countries benefitted most gained most credit.
- (c) This question was well attempted and many candidates gained credit in each case by identifying a valid threat and then for providing any appropriate explanatory development in the Sub-Saharan context. Climate change might bring more drought increasing rates of desertification leading to decline or increased severe flooding would disrupt transport and damage infrastructure. Currency fluctuations will cause inflation and the rising local costs of imported materials will hinder development. Due to a low exchange rate price sensitive tourists will tend go to other destinations. Civil unrest can disrupt tourism development plans and tourists who feel at risk will tend to stay away. Similarly, tourists will be advised not to travel destinations experiencing rioting, disorder and high rates of crime.

- (d) There were some very good responses to this. There was very good reference to valid Butler stages of development but many responses had only limited evaluation. The weakest responses frequently spoke about the Disney theme park but did not itemise any particular attractions within the theme park and thus little evaluation was possible. The very best responses had analytical comments and good evaluation of the chosen attractions.

Question 4

- (a) This question was often not answered well, many responses lifted items from the stimulus material provided. Correct responses stated that a package holiday is a product usually consisting of:
- Transport e.g. flight
 - Transfer from airport to hotel
 - Accommodation for so many nights
 - Meal plan (RO, B&B, HB or FB)
 - Other service e.g. excursion.
- (b) There were some quite good responses to the issue of product intangibility. A tour operator or a travel agent cannot provide for the testing or sampling of a tourism product such as a package holiday. The problem may be overcome by printing a wide range of literature, innovative web-based content, including client reviews and producing videos/CDs. Fig. 4 gave some emphasis to other aspects such as the images which are used by Special Holidays Travel to illustrate and to give an impression of the product. Similarly, trade logos are included because professional association membership/affiliation are a sign of quality and offer customers reassurance. It was good to see much reference being made to on-line reviews the responses that developed this point and made clear how the company would be involved with these gained most credit.
- (c) This question proved challenging. The better responses focussed on how such tours were of benefit to the local population, pointing out that traditional cultural events and festivals of which local residents have been the primary participants and spectators are often rejuvenated and developed in response to tourist interest. Similarly, traditional crafts are kept alive to supply tourist demand for trinkets and souvenirs. This helps to increase local jobs and acts as an incentive to reduce emigration from the area. All of these points further help to raise local awareness of the financial value of the local population's natural and cultural sites which in turn helps to stimulate a feeling of pride in local and national heritage and thus an interest in its conservation.
- (d) It was good to see some responses that displayed appropriate knowledge and understanding of this topic and there were some very positive attempts to answer the question. However, there were many vague accounts about how guides might monitor the behaviour of their various groups which did not gain credit. Responses to this question were often limited and responsible tourism does not seem to be well understood. It is common for tour operators to be responsible in the following ways:
- operators generating greater economic benefits for local people and enhancing the well-being of host communities e.g. improving working conditions and access to the industry;
 - making positive contributions to the conservation of a destination's natural and/or cultural heritage;
 - providing more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues.

TRAVEL AND TOURISM

Paper 9395/12
Core Paper

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General comments

It was good to see many of the candidates making a positive attempt to address the issues posed by the various questions. The stimulus materials were accessible but they were not always well interpreted. Many candidates rely on a limited range of examples and some of these were not fully appropriate to the context of particular questions.

Comments on specific questions

Question 1

- (a) The Fig. 1 stimulus material was used very well with many responses explaining two ways in which Scott's café-bar will benefit from locating on the Rue Montagnes aux Herbes Potageres. Most responses offered some combination of the following ideas:
- by the 'Cat on bike' so will attract to sight-seeing visitors
 - by the Galeries Royales so can appeal to shoppers
 - only 200 m from Gare Central so can appeal to travellers and commuters alike
 - in a building which dates back to 1865 so might attract visitors interested in history.
- (b) There were many good responses and candidates have a sound appreciation of specialised tourism niches. Popular examples were:
- Religious tourism undertaking pilgrimages to Mecca or Lourdes
 - Adventure tourism undertaking high adrenalin activities such as climbing in the Alps
 - Cultural tourism visiting historical and cultural sites, often in cities e.g. Athens
 - Ecotourism trips to experience the unspoilt natural environment in destinations e.g. Kenya
 - Sports tourism trips to see a team in a competition e.g. FIFA World Cup or Olympic Games.
- (c) The focus of this question was to consider why business tourism is less seasonal than leisure tourism. Many responses contained good descriptions of business tourism events but often did not give emphasis to ideas such as events taking place indoors so they are not really influenced by the weather. Meetings are arranged according to need and so there is no high/low season and business travel is not as price sensitive as typical leisure travel. The best responses gave both explanatory and evaluative comment.
- (d) There were some quite good attempts to answer this but many responses did not use an appropriate destination for the context. Many responses gave consideration to just one or two venues within the chosen destination. It was expected that details would vary according to the destination selected. The quality of the evaluation was the most important aspect, those responses that made clear what was provided at a particular venue and how these facilities met the needs of a particular segment of the business tourism (MICE) market gained most credit.

Question 2

- (a) The Fig. 2 stimulus material was usually interpreted very well and most candidates were able to correctly point out issues to do with poor communication, pricing and the reluctance to address the complaint. Credit was awarded for observations about the staff's poor English leading to a serious misunderstanding and the cost of the crab not being made clear enough to the customers.
- (b) There were some excellent responses and it was clear that the vast majority of candidates had a thorough knowledge and understanding of this particular topic. There were many reasoned responses clearly explaining issues such as loss of income because of cancellations or customers not returning, poor public image and the effect of negative publicity on the organisation. It was mentioned that there would be increased costs to the organisation if they have to attract repeat business or new customers.
- (c) Candidates frequently made a positive attempt to answer the question and there were many responses which appropriately matched a valid service task with a description of what was involved for the chosen employee. Weaker responses made simple statements such as the room attendant cleans the room which did not demonstrate the required level of explanation. In each case, the description had to be a fair reflection of the task at hand and unduly brief generalisations received no credit.
- (d) Some of the responses to this question were very thorough and candidates tended to have a good knowledge and understanding of the topic. The better responses identified a number of valid assessment procedures and included an analysis of a number of these, clearly indicating how the standard of customer service was monitored. Considerations of observation by supervisors, guest feedback, survey comments and mystery shopper reports were frequently provided. Those responses that indicated their relative significance in assessing the quality of service provision gained most credit.

Question 3

- (a) The better responses stated that any of the following can influence future visitor numbers to a destination such as Costa Rica:
- currency fluctuations can reduce the affordability of destinations
 - competition from rival destinations
 - natural disasters as Costa Rica at risk from hurricanes and floods which tourists avoid
 - development of new events/attractions will encourage additional visits
 - reduced disposable incomes limit international travel.
- (b) Candidates appeared to be quite familiar with this topic and there were many good responses. Better responses identified a valid action and clearly explained in terms of sustainability. Many candidates made reference to energy saving bulbs and fittings, water saving showers, reduced frequency of linen/towel changing and the placing of 'green' information material in rooms to raise guest awareness. Some responses discussed actions outside of the room and these were not given credit.
- (c) This question was well attempted. Better responses demonstrated knowledge of the difference between import and export leakage. An export leakage arises when overseas investors who finance the resorts and hotels take their profits back to their country of origin and that import leakages commonly occur when tourists demand standards of equipment, food, and other products that the host country cannot supply. Many responses included statements such as the local population can suffer as increasing demand for basic services and goods from tourists will often cause price rises and lead to inflation. This has a significant negative effect on local residents whose incomes do not increase proportionately.
- (d) There were some quite good responses to this question. However, a significant number of responses did not make reference to the photograph provided. The image showed a tour bus stopped at a picnic area with rubbish being brushed up. The ground surface was bare earth with an absence of cover and a lack of obvious wildlife. It was expected that responses would consider these aspects and make appropriate links to negative environmental impacts such as soil erosion, trampling, littering, waste (eaten by scavengers), wildlife disruption and the risk of bush fires.

Question 4

- (a) The Fig. 4 stimulus material was interpreted quite well the correct responses were:
- fewest international tourists in 2013 = Northern Ireland
 - most important market = France
 - highest spending European market in 2013 = Germany
 - amount spent London 2013 = £11,256 million.
- (b) There were some quite good responses to this but many answers were rather vague or contained invalid suggestions. Better responses included ideas such as in terms of the analysis of visitor trends, partner organisations would get access to valid current data. This will allow others to share in research findings for things like the identification of target markets, to plan marketing and promotional campaigns and make spending projections and the like. Similarly, the hosting of familiarisation visits allows the partners have access to visitors and they have the opportunity to host events in order to showcase their own products and services. This gives the partner organisations an opportunity to tap into new markets.
- (c) Good responses stated that non-commercial organisations in the voluntary sector were able to generate funds in a variety of ways. Money can be raised from donations, profits from a gift shop, café and even from car park charges. Rooms can be hired out for private use and the organisation might seek sponsorship from private companies in return for advertising. Most responses included some of these methods and if any appropriate explanatory comment was provided additional credit could be awarded.
- (d) It was good to see some responses that displayed appropriate knowledge and understanding of this topic and there were some very positive attempts to answer the question. However, some responses were simply vague accounts which gave little emphasis to the idea of MEDC domestic tourism. Credit was awarded to ideas relating to mobility due to increased car ownership, affordability linked to increased incomes/standard of living and comments about good infrastructure allowing ease of travel. Better responses tended to refer to other factors such as VRF, changes in the economy making it more cost effective to holiday at home ('staycations') and it being safer from terrorism threats.

TRAVEL AND TOURISM

Paper 9395/13
Core Paper

Key messages

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- Greater precision when explaining the significance particular factors, avoiding generalisation

General comments

It was good to see many of the candidates making positive attempts to address the issues posed by the various questions. The stimulus materials were not always well interpreted. Some candidates rely on a limited range of examples. Some of the examples chosen by some candidates were not fully appropriate to the context of the particular question.

Comments on specific questions

Question 1

- (a) The Fig. 1 stimulus material was used well though many candidates were unable to identify two factors most likely to be of direct relevance to company employees. The best answers were work conditions, wages, treatment of staff and good management. The majority of candidates were able to identify environmental concern, involvement in the community or expansion/growth as the two factors most likely to be of direct relevance to the local area in which the company is located.
- (b) Most responses pointed out that satisfied employees are motivated employees; this means that highly motivated staff have the ability to deliver adequate effort and care, thus increasing customer satisfaction. Few candidates gave any additional development beyond this. Those who did stated that satisfied employees can provide customers with adequate explanations for undesirable outcomes and therefore satisfied employees have enough emotional resources to show empathy, understanding, respect, and concern to the external customers with which they have direct contact.
- (c) Candidates varied in terms of their ability to identify valid complaints which were applicable to their chosen employee job roles. The complaint and response details had to be appropriate to the stated job role. Weaker responses included vague comments about managers and the offering of an apology was frequently repeated. The better responses simply stated obvious points in context, such as a waiter receiving a complaint of cold food and the response being to apologise and replace it.
- (d) There were some very good responses that demonstrated understanding that the establishment of performance standards improves individual employee performance. Weaker responses tended to list methods of employee motivation. An appropriate evaluation of the various methods under consideration was required for full credit.

Question 2

- (a) Most candidates were able to provide a description about motivation by pointing out that it was a reason for international travel. However, some candidates were unaware of what a familiarisation trip involved.

- (b) Although there were some good responses, the majority of answers included material taken directly from Fig. 2 without pointing out the nature of the appeal. The better responses included ideas such as the Mega Sales Carnival lasting for 11 weeks which means much opportunity to visit; discounts from retailers, hotels, visitor attractions, and restaurants means visitors save money; and cultural attractions such as fashion industry parades, artistic displays and music.
- (c) Candidates frequently made a positive attempt to answer the question and there was a positive attempt made to outline the appeal of each type of shopping. It was usually pointed out that international airports had duty free stores that allowed international travellers to make savings as well as having a range of other shops that allowed travellers to make last minute purchases for trip. Stalls located outside visitor attractions allowed visitors to buy souvenirs, usually cheaply and prices were not always fixed so it might be necessary to haggle for a good deal. Similarly, traditional markets located within the destination had a clear cultural appeal with an exotic mix of goods, foods, spices and traditional craftwork.
- (d) Some of the responses to this question limited the discussion to tourism in general and missed both the wealthy and socio-economic aspects. Candidates were expected to assess the negative socio-economic impacts likely to be associated with an increase in wealthy tourists in a destination. Thus, comments might have been made about issues such as price inflation, import leakage, increased globalisation, social exclusion and increased crime. Some of these did receive attention but answers tended to be generalised and rather superficial. There was some confusion in the answers about what negative socio-economic impacts were.

Question 3

- (a) There was some confusion about the ways in which awards such as California Historic Landmark status might be used and most candidates wrote in the general terms. Advantages such as comparative advantage, ability to attract historical niche visitors and the use of the award logo on promotional material were good answers.
- (b) The Fig. 3 stimulus material was used very well and most candidates were able to offer a range of valid examples. There was frequent reference to accommodation to break the journey, restaurants to stop for a meal and shops to buy goods for the journey. Weaker responses tended to miss the travel context and concentrated on describing Calico's various attractions.
- (c) Few candidates were able to demonstrate they understood how historical attractions can act as a venue for the events market. Some responses mentioned weddings. However, historical attractions have rooms that might be hired out for business meetings; grounds or floor space that could be used for holding events, wedding receptions or photo shoots; dining rooms that could be used for gala dinners and receptions and the historic setting offers prestige and gives the organiser something 'special' to sell the event.
- (d) The best responses spoke about a range of destinations such as Dubai or the Galapagos Islands, considering a range of valid issues such as:
- existing or planned airport capacity
 - the number of hotel rooms available
 - seasonal issues
 - congestion levels
 - current carrying capacity
 - existing negative impacts
 - proposed new projects
 - Government policy goals.

Question 4

- (a) The best responses pointed out, from Photograph A, that the water taxi collects passengers from the resort, Photograph B showed comfortable airline seats and Fig. 4 clearly indicated a range of sights to be seen during the journey.
- (b) The negative environmental impacts associated with the development of marinas tended to be well known and there were many good responses. Most candidates were able to offer some combination of the following:
- visual pollution, both during construction and possibly after
 - noise pollution from heavy site machinery during construction
 - waste material litter, blows into sea during construction work
 - water pollution due to oils leaks from craft
 - habitat disruption as the beach ecosystem is destroyed.
- (c) The roles usually carried out by a national tourism organisation were not very well known and many responses were vague. In many destinations the national organisation will lead on the following:
- implementing national tourism policy, following the national tourism plan
 - research and data collection, visitor surveys to identify target markets
 - co-ordination with tourism offices and representative agencies abroad arranging publicity and familiarisation trips.

Some candidates were familiar with the work of the DTCM in Dubai and credit was awarded for comments about the licensing of hotels, supervising all archaeological and heritage sites, arranging tourism conferences and exhibitions and the establishment of employee training schemes.

- (d) Candidates displayed appropriate knowledge and understanding of this topic and there was frequent reference to the following transport innovations. The development of wide-bodied long haul planes such as the Boeing 747 jumbo jet made a big difference to air travel times and affordability since 1968. The A380 super jumbo is able to accommodate 555 passengers and cover a range of 14 200 km. This in turn has made travel for tourists even more accessible. A new generation of cruise ships are able to cater for 3000 passengers and increase operating economies of scale thus stimulating demand. Fast trains, such as the French TGV and the Japanese Shinkasa (bullet train) allow for travel up to 300 km/hour through the countryside reducing journey times and have become attractions in their own right. These examples were frequently quoted but candidates did not always make it clear which destinations were seeing an increase in numbers.

TRAVEL AND TOURISM

Paper 9395/02
Planning and Managing a Tourism
Event

General comments

Thank you to the centres who submitted portfolios for this June session on time this once again very much helped with the smooth running of the moderation process.

Where a small number of centres were scaled downwards this was generally applied because a centre had marked too leniently across the bands and in some instances key evidence was missing.

Some assessors fail to annotate candidate work. Centres should ensure that they clearly annotate where the candidate has progressed through the mark bands, this will aid with both marking and moderating.

Candidate work submitted by centres had clearly followed the guidance notes. These portfolios were generally well structured and presented in a clear and logical format. It was good to see the range of events organised and the enthusiasm demonstrated by candidates.

It should be noted that it is not necessary for candidates to submit work in expensive bindings.

Some centres omitted the clear documentation from their packs – MS1 should be completed both by the underlining of the correct marks and writing the corresponding number.

- A01 Some candidates presented clear and logical plans with realistic itineraries and timescales. On occasions, there were some omissions from the plans along with poor organisational skills. The business plan should be completed before the event and therefore should be written in the future tense.
- A02 Candidates made a good attempt to show how they contributed to the event both in terms of planning and execution. It should be noted that the moderator does not have the facility to watch DVDs and assessors should include witness statements for verification of tasks completed. The more successful candidates completed log books to show their involvement.
- A03 Some candidates did not consider at least two feasibility studies. In some cases there was little evidence of risk assessments or contingency plans put forward and some candidates did not use a SWOT analysis to aid their reasoning.
- A04 Generally candidates evaluated their event well. There were occasions where candidates simply produced a running commentary of what they had done rather than actually evaluate and draw conclusions from the results of the customer feedback and offer suitable options/recommendations for improvements. For the top mark band candidates should also have considered an interim evaluation to show real understanding of the success of the whole event.

Candidates should also include at least one detailed witness statement from an independent observer or participant. This will provide evidence of customer service skills during event planning and implementation. This will help the candidate to further evaluate their performance.

TRAVEL AND TOURISM

Paper 9395/31
International Business and Leisure
Travel Services

Key messages

- Candidates are required to be familiar with key terminology associated with international travel and tourism, and should be able to cite specific examples in support of their answers.
- Although case study resources are provided, these should only be used as a trigger to a more developed response; candidates are not expected to rely heavily on the source materials when compiling their answers.
- At this level, candidates should attempt all of the questions, even if they are not sure of the content. This is especially important for the **(d)** questions which each carry nine marks.

General comments

This question paper comprises four scenario-based questions, taken from recent travel and tourism news items. The majority of candidates appeared comfortable with the source materials and the style of questions.

Question 1 provided information about the Surfcamp package offered by a small, independent accommodation provider in Sri Lanka. **Question 2** focused on Edinburgh in the UK as a conference destination. **Question 3** outlined the Customer Bill of Rights set by the JetBlue airline company and **Question 4** detailed the highlights of the Bangkok to Singapore luxury train journey.

Comments on specific questions

Question 1

- (a) (i) Most candidates were able to offer at least one feature of the accommodation that would appeal specifically to couples. Weaker responses identified aspects of the surfing holiday packages, such as the price being based on two people sharing, or generic features of the accommodation (five cabins in three buildings), which did not answer the question.
- (ii) This question was not answered particularly well. Candidates were clearly familiar with the concept of sustainability, and the best answers were those which offered their own definition of the phrase, rather than those which relied heavily on the text.
- (b) Most answers here were good, with candidates using the resource appropriately to identify key reasons for the appeal to this target customer. The best performing candidates then used their own words to explain each of these reasons fully. Weaker responses often described the incorrect package, giving details of the 'Learn to Surf' package, or focused on generic reasons for the appeal of the accommodation, often overlapping answers with **Question 1 (a)(i)**.
- (c) The majority of candidates showed clear understanding of the reasons why ancillary products and services are important to travel and tourism providers. The best answers were those which were applied to the context of the surf lodge, rather than those which only provided generic answers.
- (d) Candidates had some understanding of the concept of responsible tourism and weaker responses made use of the evidence from the resource to help answer the question. At the top end there were some excellent responses, which covered a full range of ways in which the providers and their customers can promote responsible tourism practices, including energy saving, water management and low impact tourist activities.

Question 2

- (a) (i) This question on accessibility posed no problems for the majority of candidates in this cohort.
- (ii) Few candidates seemed familiar with the term 'gateway'. Many gave generic definitions which showed no vocational understanding, and some confused this with the term 'boarding gate' at an airport.
- (b) This question was answered well. Many candidates were able to use the source material to identify three valid reasons and the best answers explained each of these in detail.
- (c) Candidates seemed to struggle with the concept of a 'mature destination'. Few were able to relate this to the Butler model, where as a mature destination all of the necessary infrastructure for business tourism would be in place in the maturity stage. Instead, weaker responses tried to associate this question to a mature target market, suggesting that attractions such as castles and museums appealed more to the mature grey market than other visitor types.
- (d) This question was not answered well. The term incentive tourism was not well understood. The question was omitted by a number of candidates and of those who attempted the question many relied heavily on the source material for their answers. The best responses were those which considered the range of attractions and products and services offered in the city and how these could appeal to business and leisure tourists alike.

Question 3

- (a) (i) All candidates were able to identify two valid communication channels for the airline in communicating with customers.
- (ii) There were no difficulties here, with candidates correctly identifying how JetBlue deal with cancellations of flights.
- (b) Responses tended to be copied straight from the text. Whilst the majority were credited for identifying the ways in which the airline caters to passengers' needs during a delay, only those responses that included an explanation of the reasons for providing products and services to meet these needs gained full credit.
- (c) The best answers recognised that the airline has a statutory duty to pay compensation when overbooking occurs, as well as the maintenance of good customer relations. Weaker responses tended to focus only on the customer's experience and often incorrectly stated that the compensation payment was made at the time of the passenger being bumped, to cover the costs of rebooking a flight or a hotel.
- (d) The best responses demonstrated an understanding that having visible codes of practice contribute to customer satisfaction and competitive advantage. There was good reference to benchmarking against other providers' customer service policies. At the lower end of performance, responses tended to focus on the benefits of providing information on the Internet generically.

Question 4

- (a) (i) There were no problems in identifying the named UNESCO site from the text.
- (ii) This question was not answered particularly well. Candidates had some understanding that UNESCO sites were of historical or cultural importance. Only the best answers were able to explain that the primary purpose of UNESCO status is in preserving the site for future generations. Named examples were varied, some valid, but many not actually UNESCO Heritage Sites.
- (b) Answers to this question tended to rely heavily on the wording of the stimulus material, which made it difficult to credit answers. The best answers were those where candidates identified three features of the luxury rail product, and explained why each contributed to the overall luxury experience of the passengers.

- (c) Responses here were also variable. Most candidates understood the need to offer choice in order to attract repeat custom. The best responses stated that a broader range of products would appeal to a broader customer base and could generate more business for the railway.
- (d) This question proved challenging. Candidates were all clearly familiar with social media and its potential as a marketing tool and there were some excellent answers about the value of customer review sites and travel blogs from both the customer's and the organisation's perspective. The majority of responses centred largely on the benefits of the Internet, with the 'cheaper, faster, more convenient' argument dominating many of the answers. Whilst these are not incorrect responses, they tended to limit credit to only Level 1 or Level 2, because these responses were not extended to incorporate the specific advantages of blogs and social media as opposed to the benefits of using the Internet for general marketing purposes.

TRAVEL AND TOURISM

Paper 9395/32
International Business and Leisure
Travel Services

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- (c) The majority of candidates showed clear understanding of the reasons why ancillary products and services are important to travel and tourism providers. The best answers were those which were applied to the context of the surf lodge, rather than those which only provided generic answers.
- (d) Candidates had some understanding of the concept of responsible tourism and weaker responses made use of the evidence from the resource to help answer the question. At the top end there were some excellent responses, which covered a full range of ways in which the providers and their customers can promote responsible tourism practices, including energy saving, water management and low impact tourist activities.

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- (a) (i) This question on accessibility posed no problems for the majority of candidates in this cohort.
- (ii) Few candidates seemed familiar with the term 'gateway'. Many gave generic definitions which showed no vocational understanding, and some confused this with the term 'boarding gate' at an airport.
- (b) This question was answered well. Many candidates were able to use the source material to identify three valid reasons and the best answers explained each of these in detail.
- (c) Candidates seemed to struggle with the concept of a 'mature destination'. Few were able to relate this to the Butler model, where as a mature destination all of the necessary infrastructure for business tourism would be in place in the maturity stage. Instead, weaker responses tried to associate this question to a mature target market, suggesting that attractions such as castles and museums appealed more to the mature grey market than other visitor types.
- (d) This question was not answered well. The term incentive tourism was not well understood. The question was omitted by a number of candidates and of those who attempted the question many relied heavily on the source material for their answers. The best responses were those which considered the range of attractions and products and services offered in the city and how these could appeal to business and leisure tourists alike.

Question 3

- (a) (i) All candidates were able to identify two valid communication channels for the airline in communicating with customers.
- (ii) There were no difficulties here, with candidates correctly identifying how JetBlue deal with cancellations of flights.
- (b) Responses tended to be copied straight from the text. Whilst the majority were credited for identifying the ways in which the airline caters to passengers' needs during a delay, only those responses that included an explanation of the reasons for providing products and services to meet these needs gained full credit.
- (c) The best answers recognised that the airline has a statutory duty to pay compensation when overbooking occurs, as well as the maintenance of good customer relations. Weaker responses tended to focus only on the customer's experience and often incorrectly stated that the compensation payment was made at the time of the passenger being bumped, to cover the costs of rebooking a flight or a hotel.
- (d) The best responses demonstrated an understanding that having visible codes of practice contribute to customer satisfaction and competitive advantage. There was good reference to benchmarking against other providers' customer service policies. At the lower end of performance, responses tended to focus on the benefits of providing information on the Internet generically.

Question 4

- (a) (i) There were no problems in identifying the named UNESCO site from the text.
- (ii) This question was not answered particularly well. Candidates had some understanding that UNESCO sites were of historical or cultural importance. Only the best answers were able to explain that the primary purpose of UNESCO status is in preserving the site for future generations. Named examples were varied, some valid, but many not actually UNESCO Heritage Sites.
- (b) Answers to this question tended to rely heavily on the wording of the stimulus material, which made it difficult to credit answers. The best answers were those where candidates identified three features of the luxury rail product, and explained why each contributed to the overall luxury experience of the passengers.

- (c) Responses here were also variable. Most candidates understood the need to offer choice in order to attract repeat custom. The best responses stated that a broader range of products would appeal to a broader customer base and could generate more business for the railway.
- (d) This question proved challenging. Candidates were all clearly familiar with social media and its potential as a marketing tool and there were some excellent answers about the value of customer review sites and travel blogs from both the customer's and the organisation's perspective. The majority of responses centred largely on the benefits of the Internet, with the 'cheaper, faster, more convenient' argument dominating many of the answers. Whilst these are not incorrect responses, they tended to limit credit to only Level 1 or Level 2, because these responses were not extended to incorporate the specific advantages of blogs and social media as opposed to the benefits of using the Internet for general marketing purposes.

TRAVEL AND TOURISM

Paper 9395/33
International Business and Leisure
Travel Services

Key messages

- Candidates are required to be familiar with key terminology associated with international travel and tourism, and should be able to cite specific examples in support of their answers.
- Although case study resources are provided, these should only be used as a trigger to a more developed response; candidates are not expected to rely heavily on the source materials when compiling their answers.
- At this level, candidates should attempt all of the questions, even if they are not sure of the content. This is especially important for the **(d)** questions which each carry nine marks.

General comments

This question paper comprises four scenario-based questions, taken from recent travel and tourism news items. The majority of candidates appeared comfortable with the source materials and the style of questions.

Question 1 provided information about the Surfcamp package offered by a small, independent accommodation provider in Sri Lanka. **Question 2** focused on Edinburgh in the UK as a conference destination. **Question 3** outlined the Customer Bill of Rights set by the JetBlue airline company and **Question 4** detailed the highlights of the Bangkok to Singapore luxury train journey.

Comments on specific questions

Question 1

- (a) (i) Most candidates were able to offer at least one feature of the accommodation that would appeal specifically to couples. Weaker responses identified aspects of the surfing holiday packages, such as the price being based on two people sharing, or generic features of the accommodation (five cabins in three buildings), which did not answer the question.
- (ii) This question was not answered particularly well. Candidates were clearly familiar with the concept of sustainability, and the best answers were those which offered their own definition of the phrase, rather than those which relied heavily on the text.
- (b) Most answers here were good, with candidates using the resource appropriately to identify key reasons for the appeal to this target customer. The best performing candidates then used their own words to explain each of these reasons fully. Weaker responses often described the incorrect package, giving details of the 'Learn to Surf' package, or focused on generic reasons for the appeal of the accommodation, often overlapping answers with **Question 1 (a)(i)**.
- (c) The majority of candidates showed clear understanding of the reasons why ancillary products and services are important to travel and tourism providers. The best answers were those which were applied to the context of the surf lodge, rather than those which only provided generic answers.
- (d) Candidates had some understanding of the concept of responsible tourism and weaker responses made use of the evidence from the resource to help answer the question. At the top end there were some excellent responses, which covered a full range of ways in which the providers and their customers can promote responsible tourism practices, including energy saving, water management and low impact tourist activities.

Question 2

- (a) (i) This question on accessibility posed no problems for the majority of candidates in this cohort.
- (ii) Few candidates seemed familiar with the term 'gateway'. Many gave generic definitions which showed no vocational understanding, and some confused this with the term 'boarding gate' at an airport.
- (b) This question was answered well. Many candidates were able to use the source material to identify three valid reasons and the best answers explained each of these in detail.
- (c) Candidates seemed to struggle with the concept of a 'mature destination'. Few were able to relate this to the Butler model, where as a mature destination all of the necessary infrastructure for business tourism would be in place in the maturity stage. Instead, weaker responses tried to associate this question to a mature target market, suggesting that attractions such as castles and museums appealed more to the mature grey market than other visitor types.
- (d) This question was not answered well. The term incentive tourism was not well understood. The question was omitted by a number of candidates and of those who attempted the question many relied heavily on the source material for their answers. The best responses were those which considered the range of attractions and products and services offered in the city and how these could appeal to business and leisure tourists alike.

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TRAVEL AND TOURISM

Paper 9395/41
Specialised Tourism

Key messages

Centres should remind candidates to:

- take note of mark allocations for each question.
- read questions carefully
- read the case study carefully
- be aware of key tourism terms (as covered in the specification)
- consider command words and mark allocations

General comments

The exam featured case studies covering the Mountain Kingdom of Lesotho and the UNESCO world heritage site Petra in Jordan.

The paper followed a similar format in previous sessions with a question and answer booklet supplied and where students were required to respond in the spaces provided. There were 2 questions with sub-sections and a total of 50 marks were available.

The standard of entry this year was again strong. There was evidence of a greater understanding of all of the impacts of tourism. Some of the best responses were interesting, informative and well judged. There was evidence of candidates being well prepared for many aspects of this exam. However, candidates should be encouraged to read questions carefully and answer the given question and not to write everything they know about a topic.

Some candidates did not demonstrate the higher order skill levels of analysis, evaluation and discussion. Many gave competent descriptions but were not always able to effectively analyse or evaluate where required.

The majority of candidates were given credit for the shorter response questions. Candidates should be reminded that if they are asked for two benefits or reasons, for example, they should not give four or five answers.

Candidates should try and avoid repeating the question in their response. This takes up valuable time and space and is not necessary.

It should be noted that candidates are not credited for weak or over simplistic conclusions. All judgemental statements should be supported by comments made throughout the body of the response. In general the standard this session was good there was no confusion over rubrics and timing does not appear to have been a problem with the majority of candidates answering all questions.

Comments on specific questions

Section A

- (a) This was reasonably well answered, most candidates were able to give two ways in which Lesotho would appeal to adventure tourists. The best responses included activities such as 4x4 and rugged mountain terrain.
- (b) There were some good responses to this question. Candidates were asked to assess how adventure activities in Lesotho might create negative impacts for ecotourists. Many candidates made a reasonable attempt to describe negative environmental impacts, however some candidates failed to link the issue to ecotourist and therefore credit was limited. Those candidates that gave coherent assessments were able to reach the higher mark bands.
- (c) This question was reasonably well answered. Candidates were asked to evaluate how the positive impacts of tourism can be maximised for countries such as Lesotho. Some very good responses were given. However some candidates did not evaluate their impacts and simply discussed options and this did not gain the higher banded marks.

Question 2

- (a) This question was very well answered and many candidates demonstrated they were able to explain two economic impacts of Petra having a main season. Many candidates gave both positive and negative impacts.
- (b) Candidates showed improved knowledge relating to the impacts of tourism. However the issues of sustainability and carrying capacity were not always effectively explored. It is important that candidates answer the question posed and do not simply write everything they know about a topic.
- (c) This question was very well answered. Most candidates were able to explain the benefits of local people retaining authentic crafts. The best responses included the handing down of crafts to future generations. Candidates should also attempt a valid and relevant conclusion.

TRAVEL AND TOURISM

<p>Paper 9395/42 Specialised Tourism</p>
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TRAVEL AND TOURISM

Paper 9395/43
Specialised Tourism

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- read the case study carefully
- be aware of key tourism terms (as covered in the specification)
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General comments

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