TRAVEL & TOURISM

| Paper 9395/11 |
| The Industry |

Key messages

In order to achieve good results in this examination, candidates need to be familiar with the requirements and contents of the syllabus. The questions on this exam paper covered a wide variety of topics from all parts of the syllabus in a variety of ways. Candidates should be familiar with the command words used in the questions and should have been prepared for answering a variety of types of questions on topics contained within the syllabus.

General comments

A great number of answers to the questions on the paper revealed that candidates had a good range of knowledge of the travel and tourism industry and of the syllabus topics. This enabled them to attempt the questions in a competent manner and there were very few 'no response' answers which showed that candidates were confident in answering the questions set. Candidates who were producing the best answers were able to supplement their answers with comments and examples from the industry, evidencing a thorough understanding of the subject. Candidates who managed to provide judgements and conclusions usually reached level 3 and attained the higher marks. The stimulus materials were accessible and mostly well interpreted. Candidates should continue to draw on a range of examples and ensure that their choices are appropriate to the context of particular questions.

Comments on specific questions

Question 1

This question referred to Fig.1 on the insert – information about visitor numbers to Thailand from BRIC countries.

(a)   Responses to this question showed good application of knowledge and interpretation of the information provided in the data. Few responses showed there was any difficulty in suggesting two reasons why visitor numbers from Brazil were lower and gaining full marks by explaining the reason.

(b)   Responses for this question showed some confusion about consumer needs and a number of responses listed such things as electricity availability or low prices on food. Responses which mentioned infrastructure and explained why developed infrastructure systems would be useful to tourists or explained about exchange rates providing tourists with good value for money tended to score highly. The key to achieving good marks in this question was the accompanying explanation which served to confirm the familiarity with the topic.

(c)   Two technological factors affecting tourism generally produced good responses and high marks, many responses include use of mobile technology and types of transport as the two examples and the information given was usually thorough.

(d)   The question about political impacts produced mixed responses, weaker responses tended to focus upon the impact the leader of the country could have and consequently were limited to level 1. Better responses included aspects such as terrorism, security, use of visas, relationships with other countries, the impact of elections. The more impacts that were brought in allowed access to more discussion and higher marks. Discussing both negative and positive aspects of the factors allowed access to level 3.

Question 2

This question used Fig. 2 on the insert, photographs of sports tourism.

(a)   Responses showed few issues with this question, the vast majority achieved the full four marks through identifying the four activities. The only issue came with misinterpreting camel racing/polo for horse racing.

(b)   The better answers identified social factors and explained in detail how they would encourage sports tourism so achieving high marks. Weaker answers were vague not explaining how any factors identified encouraged sports tourism.

(c)   Responses to this question tended to be low scoring, there was some confusion over what was meant by the term 'ecological'. Most responses equated the term 'ecological' with the weather and attempted to explain how the weather would affect the sporting events in Fig.2. More than that was required for high marks, better responses included such points as coral bleaching causing reefs to die and become unattractive to tourists, the damage that divers can cause to marine ecosystems and the damage that the tourists who come to watch events can cause in a locality.

(d)   Responses were largely grouped within level 2 as most were familiar with the ideas of both commercial and non-commercial organisations and could explain what they are and what they do. There was usually some comment found such as 'more customers would result'. This was sufficient for level 2 but for higher marks in level 3 the response should include comments about advertising/marketing, accessing more consumers, getting volunteers involved, making money, reputations being enhanced and the focus should have been on the benefits.

Question 3

(a)   The majority of responses correctly explained the term scheduled airline, not so many manged to explain the idea of the chartered airline being used by tour operators for the purpose of taking holiday makers to their destination and filling seats by selling the excess tickets to the public. Many responses explained the idea of the private jet charter as taken by a few people to go where they want and when they want which was not correct.

(b)   A high scoring question, all seemed familiar with the ways that the needs of foreign tourists/travellers could be met in an international airport and so most responses seen produced high marks. If marks were low it was usually because there was insufficient detail in the answer.

(c)   A level of response question about the use of a mystery shopper in an international airport, responses showed a high degree of knowledge about mystery shoppers and most responses were easily in level 2. The better responses mentioned the international airport scenario and where that was present the answer was usually level 3.

(d)   This question was related to impacts of poor customer service in a travel and tourism organisation. This generic aspect encouraged a number of good examples to be given in responses and marks were high, most responses reached high level 2. If there was evaluation present the response reached level 3.

Question 4

(a)   Responses were clear and the majority of responses scored at least half marks. The better responses demonstrated a depth of knowledge about the two types of resorts.

(b)   Seasonality was sometimes interpreted incorrectly as being about the weather. The better responses however identified three methods of dealing with seasonality and gave clear explanations how each method would help overcome it.

(c)   Many responses clearly indicated what the TIC did and how they support tourists. The better response assessed benefits to the destination such as encouraging tourists to stay within the area, to return the next year or to tell others and give the destination good comments on a social media platform.

(d)   Many responses misinterpreted the term 'accommodation' in the context of the question and in the area of the travel and tourism industry. It is clear in the syllabus that accommodation refers to places that people stay when they are away from their home e.g. a hotel, an apartment or a villa. The question required a discussion about the reasons for a range of accommodation types being found in a destination. The better responses included comments about attracting people with money to luxury hotels, business people to city centre hotels, backpackers or adventure tourists using hostels. Weaker responses described the ways that tourists could be looked after – with many types of attractions, with places to go if the weather was not good or plenty of places for children to play which were not answering the question.

TRAVEL & TOURISM

Paper 9395/12
The Industry

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A great number of answers to the questions on the paper revealed that candidates had a good range of knowledge of the travel and tourism industry and of the syllabus topics. This enabled them to attempt the questions in a competent manner and there were very few 'no response' answers which showed that candidates were confident in answering the questions set. Candidates who were producing the best answers were able to supplement their answers with comments and examples from the industry, evidencing a thorough understanding of the subject. Candidates who managed to provide judgements and conclusions usually reached level 3 and attained the higher marks. The stimulus materials were accessible and mostly well interpreted. Candidates should continue to draw on a range of examples and ensure that their choices are appropriate to the context of particular questions.

Comments on specific questions

Question 1

This question referred to Fig. 1, a photograph of a theme park.

(a)   Most responses correctly described the likely appeal to families of theme parks. Responses for business customers mostly only mentioned going on the rides. Very few answers suggested using the facilities for team building or using conference facilities which would have achieved full marks.

(b)   Most responses to this question were very good, giving a description of why staff have to undergo health and safety training and why a knowledge of procedures and routines is important for staff at a theme park.

(c)   There was evidence of very good understanding and knowledge of the impacts of good customer service in the responses given to this question. The best responses included an analysis of the impacts, getting them to level 3.

(d)   The level of knowledge demonstrated on the topic of evaluating customer service was high. Most responses reached level 2 because of the detailed description of the methods selected. The best responses included evaluation of the techniques mentioned.

Question 2

(a) Most responses to this question gained full marks correctly stating four products or services available at international airports. A small minority of answers included security, which did not receive credit as the question specifically stated 'other than security'.

(b) Most responses correctly identified two methods used in airports to manage the security of travellers. The best responses included a detailed explanation of each of the two methods identified.

(c) The better responses to this question gave a number of reasons why air travel is important to business customers and explained why this was the case. Most responses mentioned speed. Those that then went into further explanation, stating that speed is important to a business customer as they may have appointments or meetings to get to, gained higher marks. Other responses explained that business tourists were provided with space and facilities so that they could work en route.

(d) The better responses included information about in-flight services, new planes, IT applications and comment on the value of these developments. Many responses were limited, only mentioning plane sizes or the use of smart phones for booking.

Question 3

This question referred to tourism data for Kenya.

(a) Responses either achieved full marks or half marks, if there was some description of the pattern but no data included the maximum mark was two as the question specifically required data to be used. Most responses include some data and consequently many responses achieved full marks.

(b) Most candidates gave three likely reasons for the change in tourist numbers throughout the period specified. The better responses then gave an explanation why each reason would have resulted in a change.

(c) Responses that were clearly familiar with the work of an inbound tour operator scored highly mentioning such benefits as knowledge of places to visit, group travel, security and cheaper prices.

(d) The best responses gave a balanced answer with advantages and disadvantages of the two methods of transport being discussed. Weaker responses were unbalanced and mainly discussed one type of travel and only briefly mentioned the other.

Question 4

(a) (i) The better responses defined the term perishability stating that there is a time beyond which a product cannot be accessed or a service is unavailable. In a small number of responses there was evidence of confusion between the terms perishability and intangibility.

(ii) Many candidates gave correct responses such as air tickets. Some responses were incorrect as they were not precise.

(b) Responses were very good and there was obviously familiarity with dealing with the notion of perishability. The better responses included ideas such as special offers, putting on special events, specific target marketing and special events for locals and went on to explain how these would manage the problem of perishability.

(c) The better responses demonstrated knowledge of both what responsible tourism is and how sustainable tourism operates and gave a balanced answer comparing the two. Weaker responses were generally one-sided.

(d) Most responses demonstrated some knowledge of UNWTO and what it is trying to do. Better responses mentioned UNWTO's advisory role and assessed how this could help with sustainable tourism.

TRAVEL & TOURISM

| Paper 9395/13 |
| The Industry |

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A great number of answers to the questions on the paper revealed that candidates had a good range of knowledge of the travel and tourism industry and of the syllabus topics. This enabled them to attempt the questions in a competent manner and there were very few 'no response' answers which showed that candidates were confident in answering the questions set. Candidates who were producing the best answers were able to supplement their answers with comments and examples from the industry, evidencing a thorough understanding of the subject. Candidates who managed to provide judgements and conclusions usually reached level 3 and attained the higher marks. The stimulus materials were accessible and mostly well interpreted. Candidates should continue to draw on a range of examples and ensure that their choices are appropriate to the context of particular questions.

Comments on specific questions

Question 1

This question referred to data about tourist arrivals to Cuba.

(a) (i)   Most responses correctly defined the term 'inbound tourist'.

   (ii)   The majority of candidates correctly gave the answer of Canada.

   (iii)   This question required a combination of interpreting data and background knowledge – many responses suggested reasons such as the location of Cuba being close to the MEDC countries of the USA and Canada and the fact that tourists from MEDCs are likely to have more money available for travel.

(b)   This question asked for some interpretation of why Cuba should be a popular port of call. Fig. 1 also provided some information in the form of a map which could have been used. Responses seen showed that this was not answered as well as part a. Responses seen rarely suggested that Cuba's location close to America and near to other Caribbean Islands would have encouraged cruises or the fact that it may want to develop tourism so may have offered deals to cruise lines which, if mentioned would have achieved a higher mark.

(c)   Responses given were generally very good, knowledge shown in the responses was detailed and marks were high. The majority of candidates identified two benefits to LEDCs of developing tourism and the better responses included a detailed explanation of why it would be a benefit.

(d)   Many responses included lots detailed information about visa regulations. The better responses included thorough discussions of the benefits of using visa regulations and the problems that they can cause such as control of entry, keeping a record of where the tourists are going or the fact that

they are time consuming in some cases as applications can take a lot of time and may cost a lot of money.

Question 2

This referred to information about National Tourism Organisations (NTOs).

(a)   The vast majority of responses achieved at least half marks on this question by identifying a reason why undertook both research and overseas publicity. The better responses then went on to explain in detail why they did this.

(b)(i)   The majority of answers stated that non-commercial organisations were publicly owned or were charitable organisations. The better responses then went on to include that they often provided a public service or did not exist to make a profit.

    (ii)   The majority of candidates gave two methods non-commercial organisations could use in order to generate an income.

(c)   Part three was not answered well, not many responses included three ways NTOs contributed to the quality of the customer experience in a destination. To achieve full marks a response would have to identify a method and then explain how it contributed to the quality of the customer's experience.

(d)   The vast majority of candidates were familiar with social media and could discuss its uses very easily. The better responses related the uses to the NTO and discussed how that body could utilise social media.

Question 3

(a)   Most responses correctly identified two types of internal customers but not all managed to give an example within the context of a hotel.

(b)   This question was answered well and responses demonstrated a good understanding of the needs of external customers with the majority of responses gaining full marks.

(c)   The responses to this question demonstrated a good understanding of the importance of customer loyalty. The better responses related this to how a hotel would benefit from customer loyalty suggesting points such as return visits and recommendations to others increasing business for the hotel.

(d)   This question required information on methods of evaluating customer service and responses tended to be detailed demonstrating familiarity with this topic. The better responses included discussion of the pro's and con's of some of the methods, for example saying the mystery shopper is seen as the best method because they are objective but questionnaires can be just as good because they can be targeted and can be produced quickly and cheaply for almost instant feedback.

Question 4

This question referred to a photograph of a rural location.

(a)   Many responses had full marks – the question required identifying two types of activity that could take place in the location shown and why the location was suitable for it. Weaker responses did not relate to the photograph given.

(b)   The responses for this question were varied. The better responses gave some explanation about increasing costs and providing for the luxury market or for looking to reduce costs for the budget traveller.

(c)   Generally good responses were seen here, most responses demonstrated knowledge of social factors. The better responses offered an explanation showing how each factor could help the development of adventure tourism.

(d)   Assessing how adventure tourism could be developed sustainably was not answered very well. Responses generally either explained how adventure tourism could be developed or how sustainable tourism operates, but very few put the two parts together. Some responses did reach level 3 by suggesting sustainable ways that adventure tourism could be developed, such as limiting the number of people allowed to take part in an activity at any one time.

TRAVEL & TOURISM

> **Paper 9395/02**
> **Planning and Managing a Tourism Event**

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.

Centres are reminded that the relevant paperwork should be completed to accompany the candidate work. MS1s should be clearly marked and the marks given should be the same as those which are given on the candidate record sheet. If internal verification has taken place, it is important that the final agreed mark is clearly given on the MS1 and record sheet in order to avoid confusion. Centres are asked to check carefully the transference of marks from individual candidate record sheets as on occasion marks do not match.

This coursework module has four strands that total a maximum of 50 marks. During this moderation period there were a small number of Centres which were scaled downwards. This was generally applied because a Centre had marked too leniently across the bands and occasionally key evidence was missing such as candidate personal logs (a log book will suffice) and a bibliography to show sources used throughout the project.

It was pleasing to see many successful events planned and executed. On the whole, candidate work submitted by Centres clearly followed the syllabus guidance. These portfolios were generally well structured and presented in a clear and logical format. Centres should ensure that events chosen are clearly linked to a travel and tourism scenario. An outline proposal form can be submitted to Cambridge International in order to check the suitability of planned events.

For future reference, Centres must ensure that they submit the correct number of portfolios.

Centres with:
1 – 10 entries – all portfolios to be forwarded
11 – 50 entries – 10 portfolios to be forwarded
51 – 100 entries – 15 portfolios to be forwarded
101 – 200 entries – 20 portfolios to be forwarded
Over 200 entries – 10% of candidates.

It should be noted that candidates do not need to use large or heavy book bindings. A plastic wallet or hole-punched work would suffice.

Strand 1 – Working in a team (12 marks)
Many candidates included Minutes and agendas to show team involvement. Personal logs were also included to show individual actions. On occasion, some candidates did not include personal logs and this made it difficult to judge candidate involvement.

Strand 2 – Choosing the event (13 marks)
It was very pleasing to see thoughtful and detailed feasibility studies conducted by candidates. The most successful included SWOTs as well as details of customers, costings, risks and a simple concept plan. Centres should ensure that it is clear which candidate has completed which feasibility study in order that there is no apparent collusion. Weaker candidates did not analyse the results of their feasibility studies to show good reasons for their final choice. This was a pity as much research was in evidence. Candidates must also include either a bibliography or a sources sheet to show where research had been conducted.

Strand 3 – The Business plan (12 marks)
For some candidates the business plan formed the weakest section of the coursework submitted. If there were only brief comments for each of the sections than it was not possible for Band 3 to be attained. Please

note that the business plan should be completed before the event and therefore should be written in the future tense.

Strand 4 – Running and evaluating the event (13 marks)
It was pleasing to see many successful events with supporting evidence of materials and resources used by candidates. These included letters, emails, photographs, permission requests and financial documentation.

Thank you to those Centres who included a detailed witness statement this clearly assisted with both the marking and moderation process

Evaluation and recommendations
Many candidates gave interesting and informed evaluations of their events. Many detailed personal perception, team reflection and witness statements. Some included questionnaires to garner customer feedback. Weak or brief recommendations for the future prevented candidates gaining the higher mark bands.

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

TRAVEL & TOURISM

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Paper 9395/31
Destination Marketing

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Key messages

• The externally set examination is based on two vocationally relevant case studies, so candidates must answer using applied context examples. There is a subset of three questions for each case study, two of which are extended answer questions.

• Candidates should be familiar with all of the syllabus content for Paper 3 and should understand the context of which part of the syllabus is being tested by each question. There have been many instances where candidates write lengthy and detailed answers, relevant to the syllabus in general but not specific to the actual question set.

• It is important that, at this level, candidates do not rely on the wording of the case study or copy it out as part of their answers. Candidates are expected to have the necessary skills to write independently within an applied context.

General comments

The examination allows candidates 1 hour 30 minutes to answer two subsets of questions based on the two pieces of stimulus material. The omission rate suggests that candidates had sufficient time to develop their responses. The **(a)** questions are short answer questions which the majority of candidates answered well. The **(b)** and **(c)** questions are extended answer questions, with differentiated outcomes across the ability range.

It is important that candidates understand the difference between the brand and the destination or product it promotes – many of the answers this session blurred these distinctions, especially at the lower end of performance.

Candidates must also ensure they maintain relevance and focus to the question as there was a tendency this session to write generalised answers about the marketing and branding processes rather than answer the questions set.

Comments on specific questions

Question 1

The case study material in Fig. 1 focused on the Discover Mana brand introduced by Tahiti Tourisme. The majority of candidates seemed to find this source document accessible.

(a) The first question in this subset required candidates to explain benefits of carrying out exit surveys. The majority seemed unfamiliar with the concept of an exit survey but attempted the question based on carrying out generic market research. Few scored maximum marks.

(b) Candidates were asked to discuss the product positioning of Tahiti as a destination, based on a slight change within the marketing mix. Few recognised the link between the product–Tahiti–and what it offers and the destination's product positioning. There was a heavy reliance on the original source document to identify aspects of the product and limited understanding of a change to the destination's brand positioning. Language was more descriptive than a balanced discussion. The best answers were those where candidates used specific detail from the case study about the new product offering, in order to suggest how the product positioning might change.

(c)   The final question in this subset required candidates to evaluate the range of marketing activities involved in the launch of the 'Embraced by Mana' tagline. Most candidates seem to have read the phrase 'marketing activities' as being synonymous with 'types of promotion' so there was a high incidence of responses not answering the actual question set. This section is clearly outlined in the syllabus document under Section 3.2.1 (d) and should not be confused with Section 3.3.1 (b) (i) 'communication methods'. This significantly impacted on the marks awarded to those who confused the two sections of the syllabus here. From those who correctly understood the question, responses were very good.

Question 2

The case study materials in Fig. 2 focused on the Turkey Home marketing campaign. Most candidates found this information accessible.

(a)   The first question asked candidates to explain joint marketing activities that could be carried out between the NTO and the private sector. The phrase 'joint marketing activities' seemed to be well understood, with the better responses suggesting examples of running a festival or event. Sponsorships were also suggested although the examples given were often inappropriate to the travel and tourism context.

(b)   Candidates were asked to assess the reasons why Turkey aims to make its brand value sustainable by ensuring continuity and stability of promotion. The question was reasonably well answered, though there was limited evidence of the higher-level skill of assessment. Most candidates recognised that there was value in either having a long-lasting brand name (like I❤NY) or using the same message consistently throughout all its promotion and people would feel comfortable and confident in the brand. There was little specific reference to 'creating a common vision' for the future of the brand and the destination. More candidates referred to the 'consistent representation' message and the longevity of the brand.

(c)   The final question on the paper required candidates to discuss social media response rates in monitoring brand effectiveness. This refers to Section 3.4 (a) of the syllabus – methods used to monitor costs and marketing activities of a destination brand. This question was answered well by the majority of candidates with specific examples of response rates being given. The role of social media in marketing and monitoring response rates is well understood by candidates. There were some excellent discussions at the higher end in ranking social media response rates compared with other methods used to monitor costs and marketing activities.

TRAVEL & TOURISM

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- Candidates should be familiar with all of the syllabus content for Paper 3 and should understand the context of which part of the syllabus is being tested by each question. There have been many instances where candidates write lengthy and detailed answers, relevant to the syllabus in general but not specific to the actual question set.

- It is important that, at this level, candidates do not rely on the wording of the case study or copy it out as part of their answers. Candidates are expected to have the necessary skills to write independently within an applied context.

General comments

The examination allows candidates 1 hour 30 minutes to answer two subsets of questions based on the two pieces of stimulus material. The omission rate suggests that candidates had sufficient time to develop their responses. The **(a)** questions are short answer questions which the majority of candidates answered well. The **(b)** and **(c)** questions are extended answer questions, with differentiated outcomes across the ability range.

It is important that candidates understand the difference between the brand and the destination or product it promotes – many of the answers this session blurred these distinctions, especially at the lower end of performance.

Candidates must also ensure they maintain relevance and focus to the question as there was a tendency this session to write generalised answers about the marketing and branding processes rather than answer the questions set.

Comments on specific questions

Question 1

The case study material in Fig. 1 focused on Montréal's city branding campaign in Canada. The majority of candidates seemed to find this source document accessible.

(a)   The first question in this subset required candidates to explain reasons for the destination wanting to rebrand itself. Most candidates were able to use information from the extract, in order to correctly identify two reasons. The better responses then explained both reasons to score the full four marks.

(b)   Candidates were asked to discuss ways that Montréal has created an effective destination brand. Weaker responses relied heavily on the information from the source document and tended to describe the characteristics of the brand logo. Mid-range responses recognised the characteristics of an effective destination brand, whereas the best answers discussed the different ways that brand identity can be created, linking their discussion points closely to the information about the destination brand for Montréal from the case study.

(c)   The final question in this subset required candidates to consider how Tourisme Montréal might overcome the challenge of intangibility. Responses were very varied across the whole ability range, with weaker responses not demonstrating an understanding of the term 'intangibility'. Some responses discussed a range of other challenges, without actually addressing the issue of intangibility at all which did not answer the question. The best answers were those which gave a range of practical options to help overcome the issue of intangibility, citing some good examples. These also drew conclusions, making strong reference to the fact that there are a whole host of other challenges that must be faced, and offering a value judgement of whether intangibility was a significant issue in relation to the other challenges.

Question 2

The case study materials in Fig. 2 focused on the Destination Marketing Organisation (DMO) responsible for the branding of the city of Verona in Italy, Europe.

(a)   The first question asked candidates to explain two aims for the DMO in carrying out market research. Answers here were very varied, with many candidates only identifying one plausible aim. There was some repetition within the answers as a result.

(b)   Candidates were asked to analyse how service factors can be used to raise brand awareness. The case study materials provided key information about how this could apply to Verona. Mid to high level responses used analytical language to consider how transport, parking, and information points can contribute to the overall brand identity of a destination, and there were some excellent answers discussing unified brand messages on park and ride buses, on signs and information boards and at other strategic locations around the city to keep the brand message visible. Weaker responses included information copied from the source about the service factors without demonstrating any understanding of this information within the context of this question.

(c)   The final question on the paper required candidates to discuss two specific key performance indicators (KPIs) – margin of satisfaction and price-quality ratio. Candidates seemed to be less comfortable discussing these KPIs than some of the alternatives listed in the syllabus document. Weaker responses listed the alternative KPIs and described why these might be useful. At the higher end of performance, candidates did develop arguments both in support of and opposing the two KPIs being used in any meaningful way. Answers tended to be short, largely descriptive and not fully developed.

TRAVEL & TOURISM

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**Paper 9395/33
Destination Marketing**

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(b)   Candidates were asked to analyse how service factors can be used to raise brand awareness. The case study materials provided key information about how this could apply to Verona. Mid to high level responses used analytical language to consider how transport, parking, and information points can contribute to the overall brand identity of a destination, and there were some excellent answers discussing unified brand messages on park and ride buses, on signs and information boards and at other strategic locations around the city to keep the brand message visible. Weaker responses included information copied from the source about the service factors without demonstrating any understanding of this information within the context of this question.

(c)   The final question on the paper required candidates to discuss two specific key performance indicators (KPIs) – margin of satisfaction and price-quality ratio. Candidates seemed to be less comfortable discussing these KPIs than some of the alternatives listed in the syllabus document. Weaker responses listed the alternative KPIs and described why these might be useful. At the higher end of performance, candidates did develop arguments both in support of and opposing the two KPIs being used in any meaningful way. Answers tended to be short, largely descriptive and not fully developed.

TRAVEL & TOURISM

General comments

In the main, this paper was well answered. The paper proved accessible to most candidates and there was little evidence of not having enough time to complete the whole paper. This session saw an increase in space provided for candidate responses and it was pleasing to see that the majority of candidates were able to utilise the booklet for their responses without having to use extra sheets.

The paper followed the format of the previous two sessions with two case studies with 25 marks per case study set over three questions. The first case study covered a destination management company – Atlas based in Croatia and the second a UNESCO World Heritage site in Spain – The Antequera Dolmens Archaeological site. The case studies were provided in an Insert, whilst candidates used an answer booklet for their responses.

Overall, the standard of entry was pleasing. Many candidates had clearly been taught the new syllabus and there was evidence of good understanding of the case studies. Many candidates also provided excellent understanding of key tourism definitions. It was pleasing to see that there were many successful candidates this year who were able to produce concise, relevant information on the longer style responses.

The longer style questions are marked using a level of response criteria. Some candidates did not gain the higher banded marks due to an inability to demonstrate the higher order skill levels of analysis, evaluation and discussion. Centres should attempt to give candidates exam practice allowing them to develop the higher order skills taking note of the mark allocation. Many candidates were able to identify or explain, on occasion examples to demonstrate their points were not always accurate or clearly expressed. For the shorter response questions, candidates should be reminded that if they are asked for, e.g. two benefits or reasons, they should not give four or five answers.

Finally, candidates are not credited with marks 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 of this session was pleasing. 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

Question 1

(a)   Generally very well answered. Most candidates were able to give good responses including gaining more and different types of customers.

(b)   Candidates were asked to discuss the likely reasons why retaining local traditions and culture was seen as a success factor for Atlas (the DMC). There were some good detailed responses. Candidates were clearly aware of the impacts of tourism and were able to relate the importance of retaining culture for the long-term benefit of a destination. Weaker responses did not discuss fully and were therefore only able to gain the lower banded marks.

(c)   Generally well answered. Many candidates were able to explain how a DMC might wish to work with a variety of commercial organisations. Support and better products and services were the most common responses. Most responses included some appropriate and realistic suggestions of the reasons. Weaker responses did not give in depth assessment of the reasons given.

Question 2

(a)   Very well answered. Candidates were asked to give two possible reasons why managers of the Antequera Dolmens had made the attraction free to enter. There were some very sensible and creditable answers including encouraging more visitors, allowing for education and development of the site for its future growth and sending a positive message that the site was newly established.

(b)   Generally well answered. Candidates were asked to assess tourism development activities that may be used to reduce negative environmental impacts at the Antequera Dolmens. Many excellent responses were given including zoning, education, conservation policies and visitor and traffic management policies. Some responses were not able to access higher banded marks as they did not fully assess.

(c)   Very well answered. This question was accessed by all candidates and some excellent responses were given. Candidates clearly understood positive economic impacts and were able to apply them to the situation in the case study. Good responses included a growth in visitors would assist with the multiplier effect and maximising of spending which would benefit the area. The better responses included very good attempts at discussing the positive impacts with well-judged conclusions.

TRAVEL & TOURISM

Paper 9395/42
Destination Management

General comments

In the main, this paper was well answered. The paper proved accessible to most candidates and there was little evidence of not having enough time to complete the whole paper. This session saw an increase in space provided for candidate responses and it was pleasing to see that the majority of candidates were able to utilise the booklet for their responses without having to use extra sheets.

The paper followed the format of the previous two sessions with two case studies with 25 marks per case study set over 3 questions. The first case study covered destination management with details of the national tourist organisation for Wales and the second an article about community based tourism in Ghana. The case studies were provided in an Insert, whilst candidates used an answer booklet for their responses.

Overall, the standard of entry was pleasing. Many candidates had clearly been taught the new syllabus and there was evidence of good understanding of the case studies. Many candidates also provided excellent understanding of key tourism definitions. It was pleasing to see that there were many successful candidates this year who were able to produce concise, relevant information on the longer style responses.

The longer style questions are marked using levels of response criteria. Some candidates did not gain the higher level marks as they did not demonstrate the higher order skill of analysis, evaluation and discussion. Many candidates were able to identify or explain. On occasion examples to demonstrate points were not always accurate or clearly expressed. For the shorter response questions, candidates should be reminded that if they are asked for two benefits or reasons, they should not give four or five answers.

Finally, candidates are not credited with marks for weak or over simplistic conclusions. All judgemental statements should be supported by comments made throughout the body of the response.

Comments on specific questions

Question 1

(a)   Generally very well answered. Most candidates were able to give two good reasons why successful destination management involves working in partnership. Most common responses included helping with resources, finance and understanding of the needs and interests of the community.

(b)   Candidates were asked to assess likely strategies that organisations such as Visit Wales might use for assessing visitor needs. There were some good detailed responses to this question. Candidates were clearly aware of research techniques, setting of priorities and developing new products to fit the needs of the customer. Some candidates did not 'assess' fully and were therefore only able to gain the lower level marks.

(c)   Generally very well answered. Many candidates were able to explain methods for successful destination management. Most common responses included sustainable tourism policies, developing new products and planning control. It was pleasing to see and most evident that candidates were conversant with the new syllabus. Some candidates did not give full discussions for their chosen methods and marks were limited to the lower levels.

Question 2

(a)   Reasonably well answered. Candidates were asked to give two political benefits of Ghana protecting natural areas. Most common responses included – image, reputation and, good

relations. In some instances candidates gave a response but did not explain it fully for the second mark.

(b) Reasonably well answered. Candidates were asked to assess how community-based tourism can help to reduce negative environmental impacts in destinations such as Ghana. Good responses included links to regeneration, considerate planning and improved co-operation. Some candidates did not link their responses clearly to community based tourism. Some candidates were able to access higher level marks as they did not fully 'Assess'.

(c) Very well answered. This question was accessed by all candidates and some excellent responses were given. Candidates clearly understood possible strategies to preserve Ghanaian traditions. In some cases candidates simply wrote about socio-cultural impacts and did not always apply their knowledge to appropriate strategies. The best responses evaluated the suggested strategies and included relevant judgemental conclusions.

TRAVEL & TOURISM

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                Paper 9395/43
            Destination Management
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