TRAVEL & TOURISM

> **Paper 0471/11**
> **Key Terms and Concepts**

Key messages

Candidates are encouraged to be succinct in their responses for longer answer **Questions (e)**, avoiding long descriptions and examples.

Many candidates need to develop their skills of analysis and evaluation.

Candidates need to be secure in their understanding of the different categories of tourism impacts (economic, environmental and sociocultural).

General comments

Overall, the paper was answered well and candidates used the information in the Insert to inform their responses. Candidates showed good knowledge and understanding of the travel and tourism industry, however this was not always applied correctly.

Candidates are encouraged to read questions carefully and identify the context of the question before responding. This will ensure candidates provide responses that are firmly set in the context of the question and responses are focused on the relevant element of the question.

Candidates are encouraged to consider the different units of the syllabus and be secure in knowing which element of knowledge is in which unit so questions can be responded to with the correct theory.

Comments on specific questions

Question 1

(a)   Most candidates showed they had good understanding of the reasons for the growth of sustainable tourism and stated two reasons. A few responses incorrectly provided ways to be sustainable or extracted elements from Fig. 1.1 verbatim.

(b)   This question was answered well, nearly all candidates stated two ways tourists can reduce their waste when at a destination with the most common answers being focused on reducing or recycling. Occasionally candidates repeated the way they had identified.

(c)   This question was answered well, candidates had good understanding of the role of National Tourism Organisations. The most common answers were focused on marketing. Most answers were developed into good explanation. Occasionally responses related to roles of governments rather than National Tourism Organisations, for example providing Visas.

(d)   Many candidates answered this question well, there were some creative and knowledgeable answers of how tour operators can be sustainable. The most common answers were focused on educating their customers/tourists on how to act more sustainably when at a destination and ensuring the packages they sell include sustainable products. Some responses were unrealistic to the role of tour operators within the tourism industry, for example providing recycle bins for tourists when on holiday, or when on a guided tour.

(e)   There were many good responses to this question, candidates understood the importance of airlines becoming sustainable and identified valid reasons. Many of these responses were followed

with good analysis of the reasons identified, however there was limited evidence of evaluation. Some responses were not focused on reasons why it is important, instead describing sustainability or how airlines pollute. Most responses were focused on environmental elements of sustainability, however candidates could have responded with other elements of sustainability.

Question 2

(a)   Most candidates answered this question well, providing a range of different types of self-catering accommodation. Some candidates provided brand names rather than types and some responses did not consider the self-catering context and provided incorrect types.

(b)   This question was also answered well. Most candidates evidenced good knowledge of the different types of catered accommodation. Some candidates provided the response of 'resort' which is considered a type of destination rather than a type of accommodation, candidates needed to develop their response to include the type of accommodation for example 'resort hotel', however candidates need to be cautious of repetition if taking this approach, for example 'hotel' and 'resort hotel' would be repetition of the same type of accommodation.

(c)   Some candidates provided one valid advantage and one valid disadvantage that were in context. Some of these were explained and some candidates provided descriptive development rather than explanation. Some responses and explanations focused on the advantage or disadvantage to the customer rather than the destination. Candidates are encouraged to read the question carefully and consider the context before responding.

(d)   This question was answered well, candidates evidenced they had a good understanding of the reasons why tourists would be attracted to self-catering accommodation. Most responses included three valid, well explained reasons. Some candidates provided responses that were not explained, others confused catering and self-catering accommodation.

(e)   This question was answered well, most candidates identified ways seasonality impacts on accommodation providers. Most of these responses were developed into analysis evidencing good understanding. Many of these responses focused on the off-peak season and the economic impact of that on tourists visiting the accommodation provider. Occasionally candidates developed their responses further into evaluation, however this was infrequent.

Question 3

(a)   Most candidate answered this question well, the most common responses were business and Visiting Friends and Family. Some candidates provided the incorrect words, for example using the word vacation instead of leisure. Candidates need to use the correct key terms, concepts and definitions to evidence correct knowledge and understanding.

(b)   This question was answered well, candidates recalled the types well. The most common responses were beach and cities.

(c)   Some candidates successfully responded to this question, providing well-considered responses that were applied to virtual events. Weaker responses discussed the benefit to the customer/tourist rather than the event itself.

(d)   Candidates that were secure in their understanding of economic benefits provided three good responses that were applied to the contexts of destinations and hosting large events. Other candidates provided responses that were not an economic impact, for example overcrowding and crime. Candidates are encouraged to practice categorising impacts and setting them into different scenarios, so they can transfer their understanding into different contexts.

(e)   Candidates provided some good responses to this question that were focused on destinations. Some candidates analysed the points raised well and some provided reasoned conclusions. The most common responses were linked to providing a range of options for diverse customer expectations. Occasionally candidates responded with a focus of the importance to tourists rather than destinations. Other candidates responded with an assessment of transport options rather focusing their response on the importance to destinations.

Question 4

(a)   This question was answered very well, most candidates used the source material (Insert) well to identify two services provided by the travel agent. Occasionally candidates repeated their response which limited their marks, for example guided tours and tours.

(b)   Many candidates provided two interpersonal skills that were relevant to travel agents. Other candidates responded with skills that were not interpersonal skills. Candidates are encouraged to know the different categories of skills.

(c)   Some candidates described two interdependencies in travel and tourism, the most common responses were airlines and airports and hotels and tour operators. To successfully describe the interrelationship candidates are required to describe both sides of the interrelationship. For example, airlines dependency on airports and airports dependency on airlines. Some candidates only discussed one side of the interrelationship limiting their marks.

(d)   In this new style of question candidates are required to firstly raise an analytical point, in this question that was a reason why it is important for travel agents to offer sustainable products. Candidates are then required to develop their response into evaluative comment. Some candidates successfully provided an analytical reason, the most common responses were focused on meeting an increased demand for sustainable tourism products and influencing customer behaviour. Some candidates then developed their response into well thought out evaluation. Other candidates provided explanatory reasons or explained elements of sustainable tourism.

(e)   Some candidates provided good knowledge and understanding of dynamic packaging and the benefit of dynamic packaging to tourists. Some of these responses were developed into good analysis however there was limited evidence of evaluation. Other candidates focused their answers on package holidays rather than specifically dynamic package holidays which limited their marks.

TRAVEL & TOURISM

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Paper 0471/12
Key Terms and Concepts

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Key messages

Candidates are encouraged to be more succinct in their responses for longer answer **Questions (e)**, avoiding long descriptions and examples.

Many candidates need to develop their skills of analysis and evaluation.

Candidates need to be secure in their understanding of the different categories of tourism impacts (economic, environmental and sociocultural).

General comments

Overall, the paper was answered well and candidates used the information in the Insert to inform their responses. Candidates showed good knowledge and understanding of the travel and tourism industry, however this was not always applied correctly.

Candidates are encouraged to read questions carefully and identify the context of the question before responding. This will ensure candidates provide responses that are firmly set in the context of the question and responses are focused on the relevant element of the question.

Candidates are encouraged to consider the different units of the syllabus and be secure in knowing which element of knowledge is in which unit, for example categories of tourism impacts or different activities and services provided by National Tourism Organisations.

Candidates should practice the different question types, for example knowing how to explain rather than analyse and how to evaluate. Candidates should also practice the skill of application, particularly for longer answer questions.

Comments on specific questions

Question 1

(a) Most candidates successfully evidenced their understanding of tourism organisations and linked it to the context in the case study. Some candidates responded with organisations that were not tourism organisations, for example waste disposal organisations or provided responses that were not clearly linked to tourism for example United Nations rather than United Nations World Tourism Organisation. Candidates are encouraged to provide the full name of the organisation rather than acronyms, for example National Tourism Organisations rather than NTOs.

(b) This question required candidates to use their understanding of the different types of government aims and positive sociocultural impacts of tourism to select the relevant aim from Fig. 1.1. The majority of candidates selected the correct aim. Some candidates selected aims that were economic rather than sociocultural.

(c) This question required candidates to apply their knowledge and understanding of social enterprise to the context given in the question (hotels and restaurants using more local food). Many candidates provided correct benefits to social enterprises of hotels and restaurants using more local food, some of which were explained well. Other candidates provided responses focused on

the benefits to hotels and restaurants rather than specifically the social enterprises. Some candidates focused their responses on sociocultural impacts rather than social enterprises.

(d) Many candidates responded well to this question, evidencing good knowledge an understanding of the management activities of National Tourism Organisations. Candidates that provided relevant management activities generally developed their responses into good explanation. Other candidates were not secure in their understanding of management activities and provided responses focused on the role or services of National Tourism Organisations.

(e) Many candidates answered the question well, showing good knowledge and understanding of the effect of a decrease of disposable income in demand for tourism. A reduction in demand was the most common response and some candidates analysed the consequences of a reduction in demand on the tourism industry, organisations, the local economy or local people. Some candidates further developed their responses into good evaluation. There were some particularly good responses evidencing advanced knowledge and understanding by linking the reduction in disposable income to causing an increase in domestic tourism as it is generally more affordable than international tourism. Other candidates were not secure in their understanding of disposable income and focused their response on general negative economic impacts, without first identifying that tourism demand is likely to decrease, resulting in less tourists and tourist spending.

Question 2

(a) Most candidates successfully identified two factors that cause seasonality, with weather/climate and national holidays being the most popular responses. Some candidates gave types of seasons rather than the factors.

(b) Most candidates were successful with this question and a range of different types of serviced accommodation were given. In a few cases candidates responded with brand names that gave no reference to the type rather than specifically stating the types.

(c) Many candidates successfully responded to this question with the most common responses being to advertise more and reducing prices. Most candidates developed their responses into good explanation that was clearly linked to the way they had identified. A few candidates developed their responses with description of the way they identified rather than explanation. Some candidates were not secure in their understanding of occupancy rates and offered responses suggesting the ice hotel could open for longer or create more rooms.

(d) Generally, candidates responded well to this new style of question. It is clear that candidates have a well-developed understanding of customer service and most gave two analytical points focused on the benefit of good customer service. Most responses were developed into good evaluation focusing on the impact of the benefit to the organisation, customer or staff. Some candidates did not develop their responses into evaluation, instead described the benefit they had raised.

(e) This question was answered well, when candidates had a good understanding of what serviced accommodation is they provided points of appeal and developed these into good analysis. Some candidates were then developed their responses further into evaluation. Other candidates attempted evaluation, however what they provided was repetition of what had already been discussed with no further development. A few candidates focused on the benefit of providing serviced accommodation to the accommodation provider rather than reasons why tourists enjoy, benefit from or chose serviced accommodation.

Question 3

(a) This question was answered well with most candidates correctly defining the term GDP. Candidates need to ensure that they accurately use key terminology when defining or expanding on an acronym.

(b) Most candidates responded with three adventure activities tourists can do in national parks. Some candidates responded with activities that were not considered adventure activities.

(c) Most candidates responded very well to this question, evidencing good knowledge and understanding of travel agents and the benefits to customers of using travel agents. Many candidates compared booking with a travel agent to booking independently allowing them to easily

develop their responses into explanation. Occasionally candidates provided description rather than explanation, describing the role of travel agents as opposed to the benefit of using travel agents for booking a wildlife or safari holiday.

(d)   This question was generally responded to well. Many candidates provided three negative economic impacts and most were well explained. Some candidates provided negative impacts that were not economic, for example environmental or sociocultural. Candidates are encouraged to know the classification of the different impacts as well as understanding the impacts.

(e)   This question required candidates to answer with an applied response. Candidate responses needed to be set in the context of involving local communities in decision making and managing sustainability in a destination. Some candidates applied their answer well and provided good responses that were analysed well and showed good evaluation. The best answers focused on the idea that local communities know what is best for their home area/culture, along with a right to be involved. The best evaluative responses focused on the increased chances of success of the destination becoming sustainable if local communities are involved.

Question 4

(a)   Candidates responded well to this question. Candidates provided a range of responses evidencing good understanding of public transport. A few candidates provided responses that were vague, for example cars rather than taxi cars, or shuttle rather than shuttle cars. Candidates are reminded to be specific in their responses.

(b)   The focus of this question was sustainable transport developments. Candidates were required to respond with examples of how transport has become more sustainable rather than sustainable transport types. For example, cycle lanes or bike hire schemes rather than the bicycles themselves.

(c)   Most candidates made a good attempt at responding to this question. Many described the interdependency between transport providers and the two given organisations. Better answers described how both organisations benefit from the interdependency. A few candidates confused the terms and described the interdependency between tour operators and airports.

(d)   This question was answered well, candidates identified reasons for the appeal of sightseeing buses and most responses were explained well. A few candidates responded to the question with ways that the bus company or destination benefits from this type of tourism provider, rather than the appeal which is always about the tourist.

(e)   Many candidates answered this question well, providing well thought out responses that focused on the benefits to the destination of having sustainable public transport. Many responses were well analysed, however there was less evidence of evaluation for this question. Other responses discussed the benefits of public transport rather than sustainable public transport.

TRAVEL & TOURISM

> **Paper 0471/13**
> **Key Terms and Concepts**

Key message

Candidates need to develop their skills of analysis and evaluation.

General comments

Overall, the paper was answered well and candidates used the information in the Insert to inform their responses. Candidates showed good knowledge and understanding of the travel and tourism industry, however this was not always applied correctly.

Candidates are encouraged to read questions carefully and identify the context of the question before responding. This will ensure candidates provide responses that are firmly set in the context of the question and responses are focused on the relevant element of the question.

Candidates are encouraged to consider the different units of the syllabus and be secure in knowing which element of knowledge is in which unit so questions can be responded to with the correct theory.

Comments on specific questions

Question 1

(a) This question was answered well, candidates used the information in the Insert to successfully respond to the three parts of the question. Most candidates included the money sign ($) in their responses, ensuring their answer was correct.

(b) This question was answered well, nearly all candidates stated three factors that can affect tourism demand, with the most common answers being focused on seasonality and disposable income.

(c) Most candidates had good understanding of the reasons why tourists spend more when travelling internationally. The most common responses were focused on the tourists having further to travel/more expensive travel costs. Most answers were developed into good explanation.

(d) Many candidates answered this question well, there were many good responses that were well applied to the context of international tourism decreasing. Occasionally candidates were not secure in their understanding of economic impacts and responded with other impacts e.g. sociocultural impacts. Some candidates did not apply their explanation to the context of the question and therefore could not be awarded explanation marks.

(e) There were many good responses to this question, many candidates had a good understanding of this new term in the syllabus. Many of these responses were followed with good analysis of the reasons identified, however there was limited evidence of evaluation. Some candidates misinterpreted the question and did not focus their answers on reasons why it is important, instead describing the characteristics of being dynamic.

Question 2

(a) Most candidates answered this question well, providing a range of different topographical features. Some candidates were not secure in their understanding of topographical features and provided invalid geographical features.

(b)   This question was also answered well. Most candidates successfully stated two types of tourists. Occasionally candidates identified types of tourism, rather than types of tourists. Should understand the key terms in unit one of the syllabus.

(c)   This question was answered very well. Customer service and customer service skills continues to be a part of the syllabus that candidates have good understanding of. A range of skills were given evidencing good understanding of customer service.

(d)   In this new style of question candidates are required to firstly raise an analytical point. Candidates are then required to develop their response into evaluative comment. Some candidates answered this question well. Their understanding of ecotourism was well applied to the benefits to a destination. Other candidates were less secure in their understanding of ecotourism and therefore did not respond with analysis and evaluation.

(e)   Generally, candidates had good understanding of tour guides and some applied this understanding to the sustainable benefits of using local tour guides. There was evidence of good analysis, however evaluation was rarely seen. Other candidates gave a description of tour guides rather than linking tour guides to sustainability.

Question 3

(a) (i)   Most candidate answered this question well. However, many responses gave types of tourists instead of types of tourism.

(ii)   This question was answered well, most candidates successfully used the Insert to identify a government objective.

(b)   Most candidates successfully responded to this question, identifying leakage as the negative economic impact.

(c)   Many candidates provided creative and well considered responses that explained ways hotels can reduce single use plastic. Most responses were well explained. A few candidates described rather than explained which limited their marks.

(d)   Candidates responded to this question well, evidencing good understanding of sustainability which was clearly linked to the appeal of the Balearics. Most responses were explained well, however a few candidates misinterpreted the appeal aspect of this question and provided responses that explained ways to be sustainable.

(e)   Candidates provided some good responses to this question that were focused on destinations. Some candidates analysed the points raised well and better responses included reasoned conclusions. Some candidates did not include the 'whole destination approach' in their responses which limited their marks. The most common responses were focused on the increased chance of success for the destination if every person and organisation is focused on sustainability.

Question 4

(a)   This question was answered very well, most candidates achieved the full two marks for this question. Occassioanlly candidates provided types of built attractions for one of their responses instead of the other types of attractions. For example, historical attractions are a subcategory of built attractions.

(b)   This question was also answered well, candidates responded with a variety of relevant services that were applied theme parks.

(c)   Most candidates successfully explained two reasons for the appeal of theme parks. Occasionally candidates described rather than explained which limited their marks.

(d)   Many candidates responded well to this question. Candidates have a good understanding of handling complaints, however some responses were not focused on reasons why staff should follow procedures when handling complaint. Instead, some candidates described the procedure rather than focusing on why staff should follow procedures.

(e)   Some candidates evidenced good knowledge and understanding of the importance of visitor attractions having good public transport and developed their responses into good analysis and occasionally evaluation. Other candidates focused their answers on the benefits of public transport rather than applying their response to public transport links at visitor attractions, which limited their marks.

TRAVEL & TOURISM

> **Paper 0471/21**
> **Managing and Marketing Destinations Paper**

Key messages

- The externally set examination has four subsets of questions, each based on a short, vocationally specific case study.
- Candidates should pay close attention to the instructions and ensure they refer to the correct case study for each subset of questions.
- Answers should refer specifically to examples of travel and tourism marketing and promotion, especially for definitions of meanings of vocational terminology.

General comments

Candidates should be familiar with the general principles and key concepts of managing and marketing destinations. This includes familiarity with specific terminology used within the industry.

Candidates should read questions carefully and make sure that the response provided relates to the question asked. There were some answers that were quite reasonable but were answering a different question to what had been asked, and some responses repeating the same knowledge on multiple questions.

Candidates should know the definitions of common and key terms. There were a number of questions that needed a specific answer relating to the customer or provider which candidates did not read correctly and therefore could not be awarded any marks.

Question 1 was based on a PESTLE analysis of Türkiye.

Question 2 was based on information about Mount Kilimanjaro National Park.

Question 3 was based on information about Sri Lanka's largest city Columbo.

Question 4 was based on an advertisement for 'Insight Independent Travel'. This travel company removes the stress of arranging and booking your holiday by building tourists their own dynamic package.

Comments on specific questions

Question 1

(a) There were mixed responses to this question. There were some candidates who did not know what the meaning of the initials were and did not gain any marks. There were also a lot of imprecise answers e.g. economical.

(b) There was a mixture of good answers for this question and ones that did not address the question. Typically, candidates identified 'looking for strengths/opportunities or weaknesses and threats' so that these could be built on or mitigated. Some answers simply described market analysis tools such as SWOT without a direct link to the question.

(c) Some answers focused on the benefits to the customer rather than the travel agent of using information technology and many answers were confined to the benefits of simply using the internet/web rather than wider examples and applications. Typically, candidates identified fast

communication with customers 24/7 as a main benefit which brings satisfaction and a wider potential customer base. Few candidates referred to graphics or GPS. Throughout the scripts there was frequently repetition of ideas in points 1 and 2 and also no further development.

(d) Candidates often used the question itself as a lead statement to help them towards APP credit. Many showed knowledge of actions which the country or destination could take to specifically reduce the dangers of marine and air pollution. There were examples of laws and education to prevent litter or oil spills for example to reduce sea pollution. Candidates usually suggested measures to stop polluting vehicles in terms of reducing air pollution. There were some responses which related to ways of managing other types of pollution which did not answer the question. Ideas such as ecotourism or limiting visitor numbers could have been used. Generally there was limited analysis of points and very few candidates gave a judgement or conclusion.

Question 2

(a) (i) Many candidates did not know the definition of 'hostel' and there were several no response for this question. Some of the responses demonstrated an understanding that the accommodation had shared sleeping arrangements.

(ii) The majority of candidates were able to extract three correct answers from the source material.

(b) This question elicited a few answers based on profit i.e. more money would come in because more souvenirs could be sold to school groups, large number of customers all received at the same time, more snacks would be purchased so more profit. Many answers, however, did not identify an advantage first as the question required. Where candidates did identify an advantage, typically they stated that school groups will visit in term time i.e. off-peak and this will help issues of seasonality and give a more even source of income.

(c) Not all candidates answered this with reference to the question. Many candidates often gave a description of a leaflet first rather than the identification of a benefit and the follow up explanation was sometimes generalised e.g. 'attracts customers'.

(d) The response to this question was often an no response and otherwise not answered very well. The context of national parks seems to have been missed by some candidates who did attempt an answer. For example, some understanding of social enterprise was evident but the points made were not applicable or linked to national parks. Employment opportunities and support for local businesses and communities were ideas that were most successfully developed.

Question 3

(a) Most candidates correctly identified three places from the source material.

(b) There were a number of no response answers to this question. The candidates who did give an answer often identified one reason only, 'to increase tourist numbers' which was then not developed any further.

(c) This question elicited a limited range of responses which were typically 'special offers' and 'social media/internet'. In both cases the follow up explanation was an explanation of the term i.e. what is a special offer instead of how the local community could use it to attract more tourists.

(d) Most candidates selected timing, target market and occasionally costs to answer this question. Few other factors were included in responses. Responses were sometimes successfully developed further to show significance of the factors identified, particularly target market.

Question 4

(a)(i) Many candidates successfully defined the term 'dynamic package'. Some responses incorrectly gave a definition of all-inclusive package.

(a)(ii) The majority of candidates gave two correct ancillary services. There were a number of candidates who incorrectly gave sightseeing activities as their answer.

(b)   Correct answers given by many candidates referred to 'flexibility' and 'freedom of choice' to arrange the day as they wished which makes for a more enjoyable holiday. 'Avoidance of stress' was also a typical answer and so was 'not having to move on to the next attraction if they were not ready to'. Candidates often gave 'cost saving' as an answer to this question and also assumed that it saved time prior to departure. A further suggestion often stated was that it meant that tourists would not lose out in the event of flight delays which did not answer the question.

(c)   Most candidates correctly listed 'to find out customers needs and wants' and 'understand their position in the market', better responses followed this with an explanatory point. Sometimes the explanation was another identified reason or an explanation which did not follow the reason itself e.g. 'understand the place in the market'.

(d)   The knowledge typically given was that websites are worldwide and have 24/7 use and so can reach a wide number of customers. Many candidates assumed that the internet is free to set up and operate, but they did suggest that other forms of distribution and promotion would involve more cost and so website is more cost effective as money is saved. While the range of analysis points was limited in some answers, there were examples of evaluations for this question. Candidates sometimes answered from the point of view of customers rather than tour operators and also some candidates referred to social media as if it is the same as a website.

TRAVEL & TOURISM

> **Paper 0471/22**
> **Managing and Marketing Destinations Paper**

Key messages

- The externally set examination has four subsets of questions, each based on short, vocationally specific case study.
- Candidates should pay close attention to the instructions and ensure they refer to the correct case study for each subset of questions.
- Answers should refer specifically to examples of travel and tourism marketing and promotion, especially for definitions of meanings of vocational terminology.

General comments

Candidates should be familiar with the general principles and key concepts of Managing and Marketing Destinations. This includes familiarity with specific terminology used within the industry.

Candidates should avoid rewording or repeating the same answers to more than one question. Likewise, where a question asks for two examples, the same example cannot be used for both answers with slightly different wording, credit can only be given for such examples once.

Candidates should know the definitions of common and key terms. There were a number of questions that needed a specific answer relating to the customer or provider which candidates did not read correctly and therefore could not be awarded any marks.

Candidates should read questions carefully and make sure that the response provided relates to the question asked. There were some answers that were quite reasonable but were answering a different question to what had been asked, and some responses repeating the same knowledge on multiple questions.

Question 1 was based on information about rural tourism.

Question 2 was based on a SWOT analysis of ecotourism in Australia.

Question 3 was based on an advertisement for the grand opening of The London Resort a theme park with six different adventure lands.

Question 4 was based on an advertisement for Luxury Boat Hire, a company that offer visitors a way to visit the islands of the Grenadines.

Comments on specific questions

Question 1

(a) (i) There were a large number of candidates who did not know the definition of 'homestay' with candidates referring to 'staying at home' or 'working from home'. Although many responses were not correct, there were many who correctly answered with 'staying in a house with the locals'.

(ii) This question was clearly tied to the case study with the majority of candidates answering correctly.

(b) On the whole this question was generally well answered. The typical valid answer from candidates was based on the ease of access for tourists which happened when road and rail routes were improved. Some answers featured airports as hubs but this was not relevant to the rural area. Some candidates referred to accommodation improvements and comfort although references to hotel chains were not relevant to the context of rural tourism. Other correct answers given referred to cheap means of transport and learning more about the local customs and activities. There were occasions when candidates gave the benefits of improved infrastructure but did not say how or what infrastructure had been improved. Candidates sometimes described infrastructure changes or responded in terms of benefits to the economy which is not what the question asked, they needed to say benefits to tourists.

(c) Many candidates did not know what role national tourism organisations (NTO's) played in managing and marketing destinations. Many candidates gave ways that tourism organisations could use product and promotion rather than NTOs. For product many candidates incorrectly gave examples of products which NTOs could develop as merchandise which could be sold to rural tourists such as souvenirs rather than suggesting its advisory role. A few candidates did suggest ideas on tours or packages, but these were generally not well linked to rural tourism. Suggestions that the Product could be 'better quality' without any reference to rural tourists was also common. Promotion was answered slightly better although many of the answers were based around promotional pricing and so were not valid. Those that did refer to promotions typically selected social media or the internet as the method, which they then went on and explained how it would increase rural tourism. 'Advertisement' in general was also sometimes given.

(d) The better answers responded to the nature of rural tourism as a new product and why market penetration would entice customers to try something different. The low prices could be raised once customer loyalty is gained and customer base established. Conclusions often suggested a better policy that could be used along with an explanation of why it would be better. Candidates were not always certain about the details of market penetration, whether there was high competition or no competition, whether it was a new product or not and crucially whether it involved high or low pricing. There were also some candidates who showed an understanding of the pricy policy but did not apply it to rural tourism organisations. Answers sometimes began with a sentence about what market penetration actually is, but this was not then applied to rural tourism organisations which meant candidates did not get an application mark. Candidates then went on immediately to recommend market skimming or another policy without addressing the question.

Question 2

(a) Most candidates correctly matched Opportunity and Strengths, but not as many matched the Threats and Weaknesses with 7 – unplanned tours and 9 – little support from local government.

(b) Responses to this question were often vague with few candidates gaining the full three marks. Most common answers given by candidates were, identifying wants and needs, know their place in the market. Other answers which were typically given were incorrect i.e. to find target market, to gain competitive advantage and to find competitors and their strengths and weaknesses.

(c) The trade promotions part of this question was poorly answered as it seemed to be a term less well known. Many answers were based around the idea of a literal translation of the term, i.e. trading/selling. Other candidates referred to trade fairs and exhibitions without explaining what happened at these events. Correct answers given were linked to the relationship between manufactures and retailers and other tourism providers which would increase demand/sales.

Candidates performed better on the sales promotion part of this question. It was generally explained using the example of BOGOF and for a short term to entice customers which they then went on to explain that it would increase customers/sales.

(d) There were clear definitions of what responsible tourism is and why this is important, but responses showed minimal discussion points on how this can be done. Many responses focused on 'why' rather than 'how'. The best answers developed examples of how tourists could act responsibly such as choosing activities which do not harm wildlife and the natural environment and explained how this meant that natural habitats are kept so breeding programmes can be ensued. The knowledge of the action taken by tourists or destinations to enable it was sometimes not included or only vaguely. A lot of answers mentioned 'putting more bins around' or 'getting food locally' but these responses were not explained and therefore could not be credited.

Question 3

(a) (i) (ii) This question was generally well answered with the answers being taken from the source material. There were occasions when candidates gave an example from the source material even though it did not answer the question. Family discounted tickets was the most commonly used incorrect answer for both parts, and themed restaurants and hotel rooms were often given but for the wrong part.

(b) The answers to promotional pricing were generally well done, although on some occasions the answers were a description of the policy which did not answer the question of suitability to the London Resort. Candidates were well aware of what price bundling is, however, it was often answered from the point of view/benefits to the customer or described as more of a package. Again the policy was described first rather than answering 'suitability'.

(c) This question was generally well answered. The reasons most commonly given were to gain a competitive advantage and attract more customers.

(d) This question was accessible as most candidates were confident in their knowledge of social media and understood the benefits of using social media as a form of promotion. The focus of most responses was suitability for a resort rather than the added point of 'new attraction'. Many answers commented on the value of the wide reach of social media and the inclusion of clips and videos compared to traditional promotional methods such as brochures. There were also a number of candidates who gave a judgement, the benefits of using a different form of promotion.

Question 4

(a) Most candidates correctly identified families, groups and couples from the source material. However, some candidates also used individuals from individual itinerary on the source material which did not answer the question.

(b) There was a mixed response to this question with a number of responses focused on costs, stating it is cheaper to have no set itinerary, or described it as a physical object which had to be carried along during travels. Correct answers given were typically 'freedom to choose where to go' as a key reason explained by they can go to somewhere they have seen in a guide book if they want which would not have been possible if they had a set itinerary. Another typical answer was that they could 'stick to their own times' and so could get up later and spend a long time at just one beauty spot if they wanted to.

(c) Correct responses should have focused on how competitor analysis can identify a competitor's weaknesses so that the organisation can gain an advantage over their competitors. Answers needed to highlight the competitors. Some candidates correctly identified finding the competitors pricing policies and adapting their own relative to the competitors. Responses often focused on SWOT analysis, market research or stated that the tourism organisation analyses itself first. The reasons given therefore were confused e.g. 'to find out your weaknesses and then see what the competition does better so you can improve'.

(d) This question was not particularly well answered largely due to the uncertainty about the role of sponsorship. Many candidates demonstrated some knowledge of sponsorship when celebrity involvement occurs or sports and saw it very much as a one-way process. Many candidates showed knowledge of some key aspects such as increased number of visitors meaning more income. Positive brand image and edge over competition were also answers commonly given, these points were often not explained and there was confusion as to whether the sponsor or the company being sponsored was the beneficiary and if both were, how that was so.

TRAVEL & TOURISM

Key messages

- The externally set examination has four subsets of questions, each based on short, vocationally specific case study.
- Candidates should pay close attention to the instructions and ensure they refer to the correct case study for each subset of questions.
- Answers should refer specifically to examples of travel and tourism marketing and promotion, especially for definitions of meanings of vocational terminology.

General comments

Candidates should be familiar with the general principles and key concepts of managing and marketing destinations. This includes familiarity with specific terminology used within the industry.

Candidates should read questions carefully and make sure that the response provided relates to the question asked. There were some answers that were quite reasonable but were answering a different question to what had been asked, and some responses repeating the same knowledge on multiple questions.

Candidates should know the definitions of common and key terms. There were a number of questions that needed a specific answer relating to the customer or provider which candidates did not read correctly and therefore could not be awarded any marks.

Question 1 was based on information about Tuvalu a small remote island nation in the Pacific Ocean.

Question 2 was based on an advertisement for Serenity Cruises who offer cruises on smaller ships aimed more towards elderly passengers.

Question 3 was based on information about agritourism in Maharashtra, India and how the agritourism development corporation (ADC) is trying to help small farmers to sustain family farms through tourism by promoting agritourism.

Question 4 was based on an advertisement for Mandai Wildlife Reserve which is celebrating its 50th anniversary, and the fact it has won the best leisure attraction nine times.

Comments on specific questions

Question 1

(a) Most candidates answered this question correctly by using the source material to correctly select three reasons that made Tuvalu appealing to tourists.

(b) This question was answered very well with most candidates identifying two reasons. Candidates successfully extracted the reasons from the source material with typical answers of 'no direct flights' and 'flights are expensive'. Most candidates went on to correctly explain their reasons.

(c) There was a mixed response to this question. Many candidates gave different methods of market research rather than applying their answer to the question. The question asks for a method of

market research that could be used to gain customer feedback, therefore secondary research which was an answer given by many candidates would not be a suitable type of market research to gain feedback. A common correct answer and one that was successfully explained was, 'primary research, get the opinions of customers'. Other typical correct answers that were not explained were questionnaires and focus groups.

(d) Candidates generally gave good answers to this question. They gave both positive and negative impacts of developing tourism on Tuvalu. Typical answers were about the positive economic impact of more jobs which means locals can earn more, spend more and have a better quality of life. Negatively there would be damage to environments if they are building more accommodation, more waste and pollution of beaches. Although there were a large number of candidates who applied and analysed their answer there were not quite so many candidates who gave an evaluation.

Question 2

(a) Although the answer to this question could be taken from the source material there were many candidates who gave wheelchair adapted rooms and large bathrooms as two different answers which meant they could only gain one mark. Other common answers were elevators and easy access to pools and public spaces.

(b) This question was generally well answered particularly the disadvantages of using the internet to market to the elderly. Answers could have related to either the industry or the tourists, however, the majority of answers related to the elderly tourists. The most common answers for advantages were 'convenience' and 'no need to visit travel agents' although only convenience was explained. For disadvantages the most typical answers were 'lack of knowledge to use internet' and 'many households do not have internet' which were both explained.

(c) This question was not very well answered. Candidates gave different pricing policies in detail, however the majority of policies given were not suitable for Serenity Cruises. There were three suitable pricing policies competitive, discount and variable pricing.

(d) In order to answer this question well, candidates needed to know about promotional campaigns and what benefits can be obtained from a successful campaign. Candidates did not do well answering this question, there were simple answers of 'brand awareness' and 'competitive advantage', however, these were rarely explained which meant no marks could be awarded, therefore analysis and evaluation marks could not be obtained.

Question 3

(a) Most candidates used the source material to correctly identify three tangible products.

(b) Candidates did not answer this question. There were some candidates who correctly identified 'creating a website' and 'use market research', however, few candidates gave a correct description. Responses showed a limited understanding of what a DMC does.

(c) This question was fairly well answered, with the majority of responses including both the identification and explanation of the benefits of brand loyalty. The most typically used answers were 'have consistent customers because they are trusted' and 'creates a positive brand image which leads to positive word of mouth'.

(d) In answering this question candidates showed an understanding of sustainability, however their answers did not show an understanding of agritourism or how it was related to tourism. Many candidates wrote about the sustainability of farming and how tourists must be prevented from damaging the farms, however, this was not answering the question. Candidates did not score very well on this question, there were some candidates who correctly identified that locals in rural areas would have more employment which would increase their income and protecting local culture and customs. There were very few candidates who managed to gain any evaluation marks.

Question 4

(a) Most candidates correctly gave three types of tourists who were likely to visit the reserve. However, some candidates gave incorrect answers i.e. adventure tourists this was probably due to the

reserve having wildlife in its name. Candidates need to ensure that they read the source material fully and carefully to avoid making these sort of errors.

(b) This question was generally well answered with many candidates correctly identifying and explaining at least one benefit of winning the best leisure attraction award. Most common correct answers were, 'good brand image which will make tourists more confident and trust the reserve' and 'it will make the reserve more popular, hence more people will be attracted'.

(c) There was a mixed response to this question, many candidates achieved at least two marks. There were also candidates who managed to gain the full four marks with the most common answers being 'to attract new tourists which will lead to increased sales' and 'to gain competitive advantage by attracting customers from rival organisations'. However, there were also candidates who interpreted the meaning of marketing as being market research and so all of their answers related to this which limited their marks.

(d) This question was poorly answered mainly due to limited understanding of the term 'familiarisation trips'. There were some candidates who did know the meaning of the term and so correctly answered the question. Most common answers related to the journalists describing their experience to other potential tourists, these tourists may then be interested enough to book.