TRAVEL & TOURISM

| Paper 0471/11 |
| Key Terms and Concepts |

Key messages

Overall the performance on this paper was good, candidates interpreted the questions well and there was evidence of good application in candidate responses.

General comments

Candidates and centres are encouraged to know the demands of the different question styles. The new Cambridge resources specific to this exam will help teachers to understand and work with their learners on this.

Comments on specific questions

Question 1

(a) This question was answered well, with most candidates using the Insert well. Some responses were not awarded marks because they did not include the word 'million' after the numeric response.

(b) Many candidates responded well to this question. Some candidates incorrectly responded with business tourism, rather than MICE, which was the term used in the question.

(c) Most candidates responded to this question well, providing many good ways events and conferences can be sustainable, showing good knowledge and understanding of sustainability. Most responses were well applied to events and conferences evidencing good understanding of this sector of the travel and tourism industry. Most of the ways given were described well and the majority of candidates scored well.

(d) There were many good responses to this question. Candidates were required to explain the effect on demand of the two factors given. Most candidates identified that the factor would cause demand to increase or decrease and followed with a good explanation of why, evidencing good knowledge and understanding of both of the factors given. The structure of the question required candidates to give an extended explanation, with 3 marks available for each response. Many candidates did this successfully. Some weaker responses did not include a developed enough explanation and some provided no explanation.

(e) Responses to this question were mixed. There were some good responses evident where candidates gave good reasons why most business tourism takes place in urban areas. The most common responses seen were focused on accessibility and availability of tourism infrastructure. Many of these responses were developed into analysis focusing on how it makes business tourism easier, or the destination more appealing to the organisation hosting the event or tourists attending the event or conference. There was limited evidence of evaluation seen in the responses. Some candidates provided responses that were generic and not linked to the application of the question, for example generic statements about 'more accessibility' that were not applied or linked back to the urban destination, therefore missing the 'why' element required for a valid response.

Question 2

(a) Many candidates gave successful responses to the key terms given in this question, evidencing good knowledge and understanding. Some candidates gave unspecific responses. For example, some candidates needed to be more specific and refer to the idea of accommodation within their definitions, as seen in these responses *'you have to cook and clean for yourself'* and *'the amount a place holds'.* Other candidates needed to be aware of repeating the question and providing little else in their response, for example, *'where tourists cater for themselves'* and *'the rate at which a hotel is occupied'.*

(b) This question was answered well, and most candidates provided two accurate destinations. A few candidates provided examples of destination rather than types for example *'Spain'* or *'Parks'.*

(c) The responses to this question varied and candidates had either good or no knowledge of the key term perishability. The most common successful response focused on using promotion or discounting prices to ensure products sell. Some candidate responses were focused on goods rather than services, incorrectly focusing on the idea of products rotting and physical waste. Candidates are encouraged to remember that responses to any question should always be focused on the travel and tourism industry.

(d) There were many good responses to this question evidencing candidates understood homestay accommodation, focusing their responses on cultural immersion and sustainability. Some candidates' knowledge of homestays was incorrect or limited resulting in incorrect responses.

(e) Most candidates answered this question well, evidencing good knowledge and understanding of sociocultural impacts of tourism. Many candidates developed their responses into good analysis, however, evidence of evaluation was limited. Some candidates provided good knowledge and understanding however further development was descriptive rather than analytical.

Question 3

(a) There were many good responses to this question that were firmly rooted in the travel and tourism industry. Some candidates gave responses linked to personal resilience rather than resilience in the context of travel and tourism.

(b) There were many good responses to this question and most candidates scored well.

(c) This question was also answered well. Candidates had good knowledge and understanding of cruises and applied this to their whole response. The most common responses were focused on the tourists experiencing multiple destinations, or the variety of services provided onboard for tourists' enjoyment and comfort. A few candidates identified good and valid reasons for the appeal, however there was either no further development or the response was descriptive rather than explanatory.

(d) There were many good responses to this question, mostly focusing on maintaining the economy during the pandemic or establishing Jamaica as a safe and competitive destination. Most responses were developed into good explanation and most responses were applied to the question well. Some candidates did not develop their responses with explanation.

(e) It is clear that the candidates have good knowledge and understanding of government objectives, however candidates' ability to respond with an answer focused on why they are 'important' was more limited. The successful responses focused on a coordinated response within the country. A few candidates completed their response with good analysis and evaluation.

Question 4

(a) There were many excellent responses to this question. There were some vague responses and repetition.

(b) This question was answered well and most candidates achieve full marks.

(c) Candidates used the Insert well to respond to this question and most candidates identified two valid ways. Most responses were developed into good and linked explanation focusing on the benefit to

the customer with limited mobility. Occasionally candidates developed their responses into description rather than explanation therefore limiting their marks.

(d) Many candidates responded with a valid analytical reason why the given features make public transport more accessible. Evidence of evaluation of the reason identified was only seen in a few responses. Candidates and centres are encouraged to practice this new style of question, focusing on evaluative development.

(e) Customer service is always a well understood topic and this question was no exception. Candidates responded well and many developed their responses into good analysis and there was some evidence of evaluation. Other candidates needed to focus their development to ensure it was analytical.

TRAVEL & TOURISM

Paper 0471/12
Key Terms and Concepts

Key messages

Overall the performance on this paper was good, candidates interpreted the questions well and there was evidence of good application in candidate responses.

General comments

All responses throughout the exam paper should be Travel and Tourism related.

Candidates and centres are encouraged to practice categorising the different positive and negative impacts of tourism.

The focus of this paper is key terms and concepts, therefore it is important for candidates to be able to accurately use key terms.

Candidates and centres are encouraged to know and practice the different command words and associated skills so they can respond in the correct manner to the different questions in this paper.

Comments on specific questions

Question 1

(a) This question was answered well by most candidates, occasionally candidates did not include the relevant currency sign ($) or value (million, m).

(b) Some candidates provided good responses to this question that were explained well, the most common responses were focused on how domestic tourists do not have the additional travel cost of currency exchange and therefore they have more in their budget to spend in the destination, and the volume of domestic tourists compared to international tourists which results in more total spending by domestic tourists. Some candidates identified valid reasons, for example domestic tourists can travel frequently due to travel expenses being less than international travel, however they did not develop their responses into explanation of why or how this results in domestic tourists spending more. A few candidates confused domestic and international tourists providing reasons that were not valid for the question.

(c) There were many good responses to both parts of this question that were explained well. The most common responses for part one (Mexico) were focused on the close location to USA which allows for affordable or frequent travel. For the second part (United Kingdon) the most common responses focused on the two countries having similar languages resulting in easier and more appealing travel for some. Other candidates focused their responses on matters that were not travel and tourism related such as economic immigration.

(d) There were many good responses to this question. Candidates evidenced good knowledge and understanding of negative economic impacts of travel and tourism and most candidates provided valid explanation of the impact they identified. Occasionally candidates provided environmental impacts rather than economic impacts. A few candidates provided descriptions of the impact identified rather than explanation.

(e) There were many good responses to this question, candidates evidenced good knowledge and understanding of the reasons why governments set objectives for tourism. Most of these responses were developed into analysis and occasionally evaluation. The majority of candidates linked government objectives to sustainability, evidencing candidates had good, rounded knowledge of the current issues in the travel and tourism industry. Some candidates described the different types of government objectives of tourism, rather than discussing the reasons why they are set by governments.

Question 2

(a) Many candidates gave two valid types of travel agents, the most common responses seen were retail and online travel agents. Occasionally candidates provided responses that were considered too vague, for example face to face rather than retail travel agent and website rather than online travel agent. Candidates are required to use key terms accurately to be creditworthy, particularly in the small value questions.

(b) Many candidates provided two types of package holidays. Other candidates provided vague responses for example mass, rather than mass market and everything included rather than all-inclusive.

(c) Some candidates provided a well explained response to this question that showed evidence of understanding of dynamic packages and the reasons why tour operators sell dynamic packages. The most common responses seen were focused on the ability of customers to choose their preferred elements to include in the package holiday, therefore generating more sales and/or satisfied customers. Some candidates provided responses that achieved limited marks as there was no evidence in the response of the candidates understanding of dynamic packages. For example, 'tour operators sell these to get more sales'.

(d) There were many good responses to this new style of evaluation question. The most common responses seen focused on the travel agents benefitting from a wider customer base and costs savings from not having a retail shop. Many of these responses were developed into thorough evaluation, others needed to provide more evaluation to achieve the 2 marks available for evaluation for each point raised. Some candidates were less confident in developing their responses into evaluation, instead provided description or explanation of the point raised.

(e) This question was answered well; many candidates successfully analysed the benefits of package holidays for customers. The most common responses focused on time saving and ease of booking. Some candidates went on to develop their responses into good evaluation, other candidates were less confident in what is required for an evaluation and finished their responses with sentences that just repeated the main points already raised, which is not considered evaluation.

Question 3

(a) There were many good responses to this question. Occasionally candidates provided responses that were vague or did not use the key terms correctly. For example, tour guide (which is the person/job role) rather than a guided tour (which is the service purchased).

(b) Many candidates provided a good description of how visitor attractions are intangible that were correctly applied. Some candidates provided responses that appeared to evidence some confusion between intangible and perishable which are two separate concepts. Other candidates provided responses that lacked detail or were considered vague. For example, 'visitor attractions are things you cannot touch…' which is not entirely true of visitor attractions and therefore not applied to the question.

(c) There were many interesting and innovative responses to this question of how visitor attractions can provide for business tourists. The most common responses seen focused on providing a space for business tourists to host meetings/conferences and providing discounts for incentives. Some candidates provided responses that were not applied enough or did not have enough explanation to make it realistic to a visitor attraction and/or business tourists, for example 'providing accommodation'.

(d) Most candidates responded to this question well with many well-explained and applied responses seen. Most of these focused on the environmental benefits or economic benefits that a wildlife attraction can bring to a destination. Some candidates provided responses that were focused on the benefits to the attraction rather than the destination and were therefore not applied to the context of the question.

(e) There were many good responses to this question, the most common focused on the concepts of overcrowding and various negative environmental impacts likely to be caused by locating all visitor attractions in one area. Occasionally candidates provided a balanced response that considered possible positive and negative impacts which resulted in a well-analysed response. Some candidates provided a good conclusion; others were less confident in applying evaluative comment and/or a conclusion to this question.

Question 4

(a) Most candidates recognised the good customer service evident in Fig. 4.1. Nearly all candidates provided one valid example. Some candidates provided generic or vague response that were not relevant to Fig. 4.1 or customer service.

(b) Many candidates were confident in their knowledge of this area of the syllabus and provided two valid responses. Other candidates were less confident in their knowledge and provided meal options rather than meal plans, for example buffet, dinner etc.

(c) This question was answered well by most candidates and there was evidence of good explanation of the consequences of bad customer service on a hotel business. Occasionally candidates provided responses that were not applied to hotels which limited their marks.

(d) There were many good responses to this question that were well explained. Generally, candidates were more confident in their understanding of teamwork, than patience. Some candidates provided descriptions or explanations of the skill itself, rather than the importance of the skill. Other candidates provided responses that were not clearly set in a travel and tourism context.

(e) Many candidates provided a good well-analysed response to this question. The most common responses focused on reducing long term negative environmental impacts at a destination and meeting customer/tourist preferences. Some candidates completed their response with good evaluation, most of which considered the long-term success of the destination. Occasionally candidates described sustainable transport rather than evaluated its importance.

TRAVEL & TOURISM

Paper 0471/13
Key Terms and Concepts

Key messages

Overall the performance on this paper was good, candidates interpreted the questions well and there was evidence of good application in candidate responses.

General comments

Candidates and centres are encouraged to know the demands of the different question styles. The new Cambridge resources specific to this exam will help teachers to understand and work with their learners on this.

Candidates and centres are encouraged to practice applying the different theories and concepts to different travel and tourism organisations.

Comments on specific questions

Question 1

(a)   This question was answered well, most candidates used the source material well. Most candidates included the relevant sign within the answer e.g. per cent and $.

(b)   Most candidates answered this question well. Occasionally candidates' responses were too vague and lacked reference to travelling or did no more than repeating the key term and question.

(c)   Some candidates provided good responses to this question. The most common responses were focused on economic issues if an over dependent destination experiences a sudden loss in demand. Some candidates provided responses that were based on seasonality rather than over dependency.

(d)   Some candidates identified relevant identifications of how Fiji benefits from the multiplier effect, the most common responses were focused on creating more jobs and more taxes. Occasionally candidates developed their responses into good explanation evidencing good knowledge and understanding of the multiplier effect. Some candidates were less confident in their knowledge of the multiplier effect, resulting in generic responses with little or no explanation.

(e)   Most candidates had good knowledge and understanding of sustainability, however, few applied this knowledge to the context of National Tourist Boards. As a result, there was little evidence of analysis or evaluation for this question.

Question 2

(a)   Most candidate were able to answer this question well, evidencing good knowledge and understanding of customer service. Some candidates provided responses that missed the 'good' part of the question. For example, handling complaints rather than handling complaints efficiently. Other candidates missed the 'example' part of the question providing vague responses.

(b)   This question was answered well by most candidates, evidencing good understanding of what constitutes good body language. Occasionally candidates provided responses that were personal presentation rather than body language. For example, clean and well pressed uniform.

(c) This question was answered well and most candidates had good understanding of serviced accommodation. A variety of responses were provided that illustrated the reasons for the appeal of serviced accommodation. Many of these were developed into good, applied and linked explanation. Occasionally candidates provided answers that were considered generic because no reference was made to any of the services provided in serviced accommodation. For example, tourists can relax and enjoy the holiday because everything is taken care of, rather than, tourists can relax and enjoy the holiday because there is no need to clean their room.

(d) Many candidates responded to this question well, providing a variety of ways that hotels can be responsible. The majority of these focused on sustainability in regards to minimising negative environmental impacts. For example, reducing water or single plastic use. Most of these responses were applied to hotels and developed into explanation evidencing good knowledge and understanding of sustainability within hotels. Some candidates needed to develop their application to make it more obviously hotels they were discussing.

(e) Many candidates had a good understanding of the importance of measuring occupancy rate. The most common responses were focused on knowing the occupancy rate to inform pricing and other marketing actions. A few candidates responded with an explanation of occupancy rate rather than the importance of measuring the occupancy rate. A few candidates' responses were generic and could have been interpreted as carrying capacity or occupancy rate. Candidates need to make sure their responses are clear, explicitly linked to the theory and applied to the context of the question (in this case hotels).

Question 3

(a) Most candidates correctly responded with accommodation and transport, however fewer responded with ancillary services.

(b) Many candidates responded well to this question. Some candidates provided responses that were technically incorrect or required more detail. For example, 'a holiday for just a few days' rather than 'a holiday for 4 nights or less'. Candidates and centres encouraged to practice key terms, definitions and concepts for this exam.

(c) Many candidates used the Insert well and responded with accurate and well-explained and applied responses. Some candidates provided responses that were not specific to Walk the World and therefore unapplied.

(d) This question was answered well by most candidates, there were many good responses, the most common were focused on the package holiday element and walking element. Some candidates provided responses that were developed into description rather than explanation, therefore limiting their marks. Candidates and centres are encouraged to know and practice the demands of the different command words used in this paper.

(e) Most candidates evidenced good knowledge and understanding of the role of tour operators. A few responses were developed into analysis and evaluation whilst others focused on describing the role rather than analysing or evaluating.

Question 4

(a) The majority of candidates provided two different types of food and drink providers. Occasionally candidates were repetitive providing responses that were not distinctly different from each other.

(b) There were many good responses to this question. As with **Question 4a** occasionally candidates were repetitive providing responses that were not distinctly different from each other.

(c) Many candidates responded well to this question. The most common responses were focused on choosing a locally owned restaurant to keep money in the local economy and avoid leakage, or choosing a restaurant that has reuseable cutlery and plates, therefore reducing waste and the use of single use plastic.

(d) Many candidates provided an analytical comment on how each of the given factors can affect demand for a café. However, few candidates developed their responses into evaluation.

Occasionally candidates provided explanation of the factor and neglected to mention the impact on demand (if it would increase or decrease).

(e)   This question was answered well, most candidates had good knowledge and understanding of the importance of tourism organisations having staff who can speak other languages. Most responses were developed into good analysis, most of which focused on customer satisfaction. Some candidates developed their responses further into evaluation. Other candidates needed to develop their responses more to move it from analysis to evaluation.

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 be able to give definitions of key terms.

Candidates should ensure that they read the question carefully and make sure they answer the question being asked.

Question 1 was based on information about the water problems in Bali. It explains that even though Bali benefits economically from tourism it also causes water shortages which have an impact on the UNESCO sites, food production, the culture and population.

Question 2 was based on a SWOT analysis for domestic tourism in Indonesia.

Question 3 was based on an advertisement for Park City Mountain Resort, a ski resort in the USA. The advertisement gives details about the park, the activities as well as a 20 per cent discount offer and booking information.

Question 4 was based on Tourism Malaysia marketing plan for 2025 – 2027. Tourism Malaysia wants to ensure that the tourism industry contributes to the sociocultural and economic development of Malaysia. It is a two-year plan in order to achieve its objectives which have been listed.

Comments on specific questions

Question 1

Most candidates found the source material for this question very accessible.

(a)   The majority of candidates correctly gave three causes of water shortages in Bali

(b)   Many candidates achieved either two or four marks for one or two explained answers. The most common correct answer was loss of habitat which was caused by destroying land to build new resorts. Some candidates gave impacts of water shortages even though the question says other than water shortages. Many candidates knew what had happened to cause the negative impact, i.e. forests being cut down, but they did not go on to say what the impacts were of forests being cut down. Litter, especially plastics was another common answer. Pollution was given many times without saying what type of pollution and some candidates gave impacts other than environmental ones such as food shortages.

(c) Candidates found this question very challenging with many incorrect answers being given. Examples of incorrect answers were, 'spread awareness of environmental health', 'developing an image', 'being sustainable' 'placing fines on tourists' and 'MICE tourism'. There were candidates who gave at least one correct activity with an explanation, such as 'educate tourists on responsible tourism', 'maintaining standards of infrastructure' and 'ensure UNESCO sites are not in danger'. There was evidence in some responses of a lack of knowledge of what NTOs actually do in the travel and tourism industry.

(d) This question was fairly well answered with many candidates identifying at least three ways Bali can manage the problem of water shortages. Although various measures of water conservation were given there was often no further explanation or evaluation. A common correct answer given was about educating tourists and locals on the problems of water shortages and things they could do to help. Some candidates suggested limiting tourist numbers to Bali, this would mean that if there are less tourists then the economy of Bali would suffer. Candidates must make sure they think very carefully about their answers so that their suggestions solve the problem without causing more problems.

Question 2

Many candidates found the source material for this question accessible.

(a) A large majority of candidates achieved the full three marks. The most common wrong answer was usually, long public holidays.

(b) Candidates successfully gave reasons why a SWOT analysis is carried out, but not all then gave a correct explanation. The most common correct responses were, 'competitive advantage' and 'identifying weaknesses/threats/opportunities'. Some incorrect answers were in the perspective of tourists and the benefits to them of carrying out a SWOT analysis.

(c) Correct responses included, 'PESTLE', 'marketing mix' and 'competitive advantage'. Few responses included explanation of how these helped organisations understand their position in the market. Some answers given did not relate to position in the market at all, such as, how many tourists they receive, revenue, public feedback and market share.

(d) This question was generally well answered with the majority of candidates getting at least the three marks for knowledge and understanding. Correct answers included, can do it at home, able to access review sites and see what other customers thought of the destination, resort and accommodation, takes less time than visiting the travel agent in person and can book to suit their needs and wants. Incorrect responses were that booking online meant having a room ready and you can prepare before you get there which would happen regardless of what method you used to book the accommodation. There were also a number of candidates who wrote about booking online but not about booking accommodation online specifically.

Question 3

The majority of candidates found the source material for this question accessible.

(a) This question was not particularly well answered by many candidates. The question asked candidates to state three special interest tourists likely to visit the resort. Candidates often gave any three tourist types that they knew regardless of whether it answered the question. Some incorrect tourist types given were, family, leisure, hikers, snowboarders and business. There were also some candidates who did not give any tourist types at all, instead copying statements from the insert.

(b) There were two sections to this question, two distribution channels were given, 'retailers' and 'online' and candidates had to explain the suitability of using them for Park City Mountain Resort. The section on 'online' was answered quite well and many candidates achieved the two marks, with answers such as, reaches a large number of people and anywhere in the world with explanations given. Very few marks were achieved for 'retailers'.

(c) This question was answered well by a large number of candidates. Different ways were given with the most common correct answers being non-snow related activities, arranging events and using special offers. These ways were usually explained for full marks.

(c)   This question was generally well answered with many candidates gaining four marks or more. Correct responses for advantages included increased sales and competitive advantage. These responses were often analysed; however, few responses moved into evaluation. For the disadvantages, the most common answers were when the discount pricing stops visitors may stop coming, low profit and if the price is discounted customers may think that the quality is no good. These responses were also analysed but very few included evaluation.

Question 4

Many candidates found the source material for this question accessible.

(a)   Many candidates found this question challenging. Many responses did not demonstrate an understanding of what a marketing plan is and so did not include any steps in creating one. The most common correct answer was identify the target market.

(b)   This question was about the benefits to tourist destinations of having a marketing plan and it was not answered well. Very few responses scored any marks. The most common correct answer was 'setting objectives or goals'.

(c)   Candidates did not do very well on this question with many responses not gaining any marks. Candidates answered the question as though Malaysia was developing domestic tourism because it had no international tourists. Answers that reflected this were, 'reduce unemployment rate', 'increase standard of living'. Also, a lot of incorrect responses related the benefits to tourists and not Malaysia.

(d)   This question proved to be very challenging for candidates with few candidates gaining any marks. Those candidates who did score marks wrote about different ages and gender. Responses demonstrated a lack of understanding of demographics and so did not discuss how destinations managed the effect of changing demographics on tourist demand. Incorrect responses covered a multitude of topics such as, having back up plans, something for everyone, offering discounts and promote trending products. There were a significant number of no responses to this question.

TRAVEL & TOURISM

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Paper 0471/22
Managing and Marketing Destinations

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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 be able to give definitions of key terms.

Candidates should ensure that they read the question carefully and make sure they answer the question being asked. When a question asks for two examples, different examples should be used, often the same example for both answers with slightly different wording was given, credit can only be given for such examples once.

Question 1 was based on an advertisement for Best Cost Airlines (BCA), a low-cost airline flying from London City and London Stansted airports in the UK to airports in Paris, Lyon, Barcelona and Madrid. BCA want to increase the number of business passengers flying with them.

Question 2 was based on an advertisement for Intercity Coaches, who operate between cities in Arizona, USA. They are a no-frills company with a set price of $10 per single journey. Intercity Coaches are running a promotional campaign to attract more people to use their coaches.

Question 3 was based on information about a Responsible Tourism Charter for Cape Town, South Africa. The aim of the charter is to ensure the long-term growth of Cape Town as a tourist destination. All the details of the charter have been included.

Question 4 was based on information about Tourist Information centres (TIC) in Vietnam. The information includes all the products and services that the TIC provides.

Comments on specific questions

Question 1

Most candidates found the source material for this question accessible.

(a)   Few candidates achieved full marks on this question, many candidates often had the right idea but missed out key words such as trade, government or statistics. Many responses were methods of primary market research such as 'surveys' and 'focus groups', which were incorrect. Other candidates offered vague sources such as 'newspaper articles' and 'books'. Most candidates who achieved a mark suggested internet.

(b)   This question was answered quite successfully with many candidates identifying that business travellers 'pay more', 'travel all year round', 'increase brand image and customer base'. The mark

for explanation was not always so easily gained as it was often either simple repetition (revenue) or no explanation was given. Some incorrect answers focused on BCA being a destination and not an airline.

(c) Many candidates gave very general answers to this question, especially to the section on questionnaires. The responses given often described or explained the two types of market research rather than giving the benefits as the question asked. On the questionnaire section, they were often described as cheap and could contain open-ended questions. Better responses mentioned the idea of 'common questions' to all recipients and distribution to a wide audience. Focus groups was answered slightly better in terms of reference to benefits. Some candidates referred to 'discussion' and 'face to face' so that opinions were freely expanded and collected by the people who set up the group session.

(d) Candidates who demonstrated a good knowledge of pricing policies and applied them to the context of BCA answered very successfully. There were some good analysis responses, with some candidates getting evaluation marks. However, some did not explain pricing policies precisely enough, for example stating that discount pricing could be used and that it would attract customers but not explaining how. Penetration pricing was suggested without reference to new products. Variable pricing was often not well explained in the context of aircraft seats and competitive pricing sometimes described as setting the price near to the price of competitors rather than below (unlikely to attract customers, e.g. without considerable extra services on offer). Price bundling was often explained as a benefit in terms of saving the effort of buying things individually rather than cheaper price/value. There were some candidates who correctly associated it with an airline, bundling onboard food and executive lounge entry and did not include transfers or accommodation in the bundle. Some candidates referenced the policies with no further explanation. Loss leader pricing, market skimming and prestige pricing were common incorrect answers. Weaker responses covered pricing without being specific to policies. Many candidates also wrote about discounts and special offers with explanations, however, as these are not pricing policies so no credit could be given.

Question 2

Many candidates found the source material for this question very accessible.

(a) This question was generally well answered with many candidates achieving full marks. There were some repeat responses and competitive advantage was often given incorrectly.

(b) This was a challenging question for candidates and very few answered this question correctly, most interpreted it as 'stages of a campaign' thus writing about 'timing', 'cost', 'location' and 'discounts'. The most popular correct answers given were 'advertising' and 'target market', with explanations for target market being well done.

(c) Most candidates were able to get at least half marks on this question by identifying well-known platforms or influencers and then explaining how these had a wide reach to big audiences. Some went on to give another way, commonly 'pictures and videos' but had limited explanations. There were a range of other mixed answers which identified setting up websites rather than social media.

(d) Many candidates demonstrated an understanding of the terms of the question and the identification of the three campaign ideas was achieved by a large number of candidates. Candidates needed to explain the ideas to achieve marks for AO2 rather than just naming them e.g. just 'sponsorship' or 'newspapers and magazines'. There was an understanding by most candidates of the context of Intercity Coaches (to attract customers) and most gave an analysis in light of this. Some candidates focused on the general appeal of the campaign rather than being specific. There was also some evaluation in this question. Nearly all candidates dismissed newspaper and magazine advertisements as being pointless as 'nobody reads them except old people' and many suggested Intercity Coaches should put the advertisements on social media in order to reach a wide audience.

Question 3

Many candidates found the source material for this question accessible.

(a)   This question was generally well answered. Better responses focused on what tourists could do. Some responses were copied directly from the insert, and this did not make sense in terms of what tourists can do (as in the question) i.e. 'encourage the use of public transport'.

(b)   Competitive advantage often featured as one of the answers to this question which was unusual as it was the question. The identification part of this answer regularly featured 'improves brand image', 'good reputation' and 'unique selling point'. However, providing the correct accompanying explanation was not always done.

(c)   This question was not particularly well answered. There was often repetition of the points in **3b** or some lifting of phrases from the insert without any real understanding being shown. Common responses were 'Cape Town can promote sustainable tourism practices' or 'environmental conservation', only better responses then went on to explain why these were a benefit.

(d)   Some candidates answered this question with reference to the local population, making points about jobs, preservation of their culture and environment and avoiding commodification or other socio-cultural impacts. This as well as giving the local population more status and awareness of their capabilities was important. There was quite a common approach to write about the benefit to tourists and tour operators who would have more peaceful relations with locals if they had been given jobs and locals could show the tourists around. Tourism companies would benefit from the knowledge of locals and have more successful packages which would attract customers. There were also a lot of candidates who wrote about how it was important to involve locals in the management of tourism to reduce conflict between locals and tourists. Some responses focused solely on conflict, therefore missing some of the other knowledge points and subsequent analysis and evaluation.

Question 4

Many candidates found the source material for this question accessible.

(a)   Almost all candidates successfully mentioned souvenirs and maps. The third product however, included a variety of incorrect responses, such as 'booking of river cruises/boat tours', advise about accommodations and attractions and local transport information.

(b)   This question was not answered particularly well. Candidates did not write about methods of promotion, instead taking ideas from the insert such as 'to promote quality destinations'. Correct methods of promotion suggested for a TIC were, 'internet', 'social media' and 'brochures or leaflets'. Explanation given was often different ways of saying 'reaches more people'. There were some unlikely suggestions of promotion methods for a TIC such as, TV advertisements, billboards, Trade Shows and newspapers.

(c)   This question was generally well answered, with most candidates showing knowledge of the factors of location and explaining each one. Some responses demonstrated a misunderstanding of what a TIC does, and this was reflected mostly in the explanation. 'Nearby competitors' as a factor does not fit into the context of a TIC. For availability of staff candidates wrote about having to pay transport costs and having to employ staff from other areas which could affect leakage which also does not fit into the context of a TIC.

(d)   Candidates who successfully answered this question used the insert well to identify the main points to structure their answer, i.e. 24-hour help from anywhere, multilingual and fast. Most drew conclusions about efficiency, good customer service and saving staff or relieving staff from certain duties. Weaker responses tended to focus on competition/brand image/sales/profitability/positive word of mouth leading to returning visitors and there was also reference to how money saved could be reinvested which were not relevant for a TIC.

TRAVEL & TOURISM

Paper 0471/23
Managing and Marketing Destinations

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 be able to give definitions of key terms.

Candidates should ensure that they read the question carefully and make sure they answer the question being asked. When a question asks for two examples, different examples should be used, often the same example for both answers with slightly different wording was given, credit can only be given for such examples once. This also applies to explanation questions, where the explanation for each point should be different.

Question 1 was based on a graph showing the different market segments of the cruise market. In this instance the segment was different ages.

Question 2 was based on information about golf tourism, from taking part in golfing events to watching professional tournaments. It also included a short advertisement for Golf To You, a premium golf tourism provider.

Question 3 was based on information about protecting National Parks. It looks at overtourism, habitat loss and the consequences of climate change and how these problems can be managed to conserve the environment in these parks.

Question 4 was based on an advertisement for Wishing Wildlife Adventures, who offer wildlife package holidays. It gives examples of some of the adventures that are on offer and what is included in these packages.

Comments on specific questions

Question 1

Most candidates found the source material for this question very accessible.

(a) (i) The majority of candidates answered this question correctly, usually opting for primary research or an example of primary research.

(ii) This question was generally answered successfully, although some candidates suggested tourist types such as business or gave specific ages which were incorrect. For this question candidates needed to give tourist types likely to go on a cruise rather than just giving two different types of tourists.

(b) Candidates often identified benefits of booking a cruise using a telephone such as being able to ask questions, that it was easy or convenient, helpful if customers could not use the internet, book anytime and it saves time. A lot of the answers were successfully explained.

(c) This question was generally well answered. The most common correct responses given were creating awareness, building a brand image and competitive advantage. In most cases candidates gave a good explanation for the identifiers given.

(d) This question was about the benefits of using printed publicity material as a communication method for cruise operators. Some candidates recognised that these materials are tangible, informative and suitably designed to attract potential customers who could retain it and use it to browse at their leisure. These points were often not well developed with answers given such as it was a waste of paper, too expensive and slow to make. A significant number of candidates answered the question as if the purpose of the material was not to promote to potential customers but to communicate between ships in the cruise liner industry and even to communicate actually onboard ship to the crew.

Question 2

Many candidates appeared to find the source material for this question accessible.

(a) (i) Most candidates knew that this meant setting a high price to indicate a quality product. There were some candidates who gave only part of the definition, either it meant a high price or a quality product.

(ii) Most candidates scored well on this question, identifying two services sold by Golf To You.

(b) This question was generally well answered. Candidates understood premium pricing, setting higher prices for products and services of superior quality or luxury with golfing which is a prestigious high-quality pastime. The reasons were identified but in some cases the explanation did not always follow. There was also repetition of answers by some candidates.

(c) There was a mixed response to this question. The most common answer given was to diversify products and services and try new promotional campaigns. Promotions and discounts were sometimes also correctly given and explained. Some candidates suggested using different pricing policies, particularly variable pricing, but this was not suitable in this context.

(d) Candidates showed some knowledge of market segmentation in general, but responses did not include much analysis as to why it was a benefit. Many stated that segmentation gave the organisation knowledge of the target market's needs and wants but then did not explain further what that knowledge enabled the organisation to do in terms of marketing, pricing, tailoring products and being competitive.

Question 3

The majority of candidates found the source material for this question accessible.

(a) (i) Most candidates knew that carrying capacity meant 'maximum number of visitors a destination can take' but they needed to include 'without causing environmental damage' for the second mark.

(ii) A large number of candidates correctly identified 'two timed entries a day' gaining one mark. The most common incorrect answer given was, 'visitors restricted to specific trails'.

(b) There tended to be a lot of repetition in the answers to this question. Most candidates identified that day permits are issued to limit numbers. Many also correctly suggested timed duration of visits as an idea. However, the explanation point was often missing or repeated for each part. Many candidates suggested charging as a deterrent so that people would not wish to come at all, or that the very existence of the day permit being a 'hassle' would deter visitors and keep the numbers of people down. There were some incorrect responses that stated that having a day permit would mean people would visit during the day and not at night which showed a lack of understanding of day permits.

(c) This question was well done by most candidates who identified correct ways and gave the following explanation well. The ideas of signs; awareness; limiting numbers; regulations; fencing off areas were the most commonly suggested correct answers.

(d) This question led to an interpretation of the question to mean environmental damage by nearly all candidates and many answers were very general and lifted ideas from the insert. There was a very narrow view of what the NGO could do and there was often very little to reward beyond very basic points. The most common correct answers were, 'raising awareness of the harm done by tourists to the environment' and 'reducing overcrowding'.

Question 4

Many candidates found the source material for this question accessible.

(a) This question was very poorly answered by most candidates. Many candidates took examples from the insert which did not answer the question. Some correct responses included 'adventurous or physical activity' and 'take part in activities with a degree of risk'.

(b) Many candidates had some idea of direct selling, particularly the idea of a profit advantage and control for the advantages. For the disadvantages candidates gave limited range and occasionally dislike of the method. Some candidates mentioned that it was slow. The most common correct answers for disadvantages were, 'can be expensive' and 'limited reach'.

(c) This question was challenging, with many responses gaining no marks. A few candidates correctly mentioned market research and a few also suggested low-price packages for budget or family customers, larger rooms for luxury customers and providing products that were based on income levels. However, many of the suggestions were not about particular market segments but about making plastic toys for children or build easy trails for tourists who have problems walking.

(d) The overwhelming majority of responses did not demonstrate an understanding of what direct marketing is, often confusing it with direct selling. Responses were based on the idea that a representative would go to the customer with a package (to sell) and the customer would ask questions about the package. Many responses were almost a repetition of those given in **Question 1(b)**. The idea that a leaflet or direct mail could be used was only mentioned in a minority of responses.