

TRAVEL & TOURISM

Paper 7096/12
Core Paper

Key messages

- Source material was used well.
- Candidates should be encouraged to develop their analysis and evaluation skills.
- Candidates should carefully read questions to ensure their responses are in context and correctly meet the demands of the question.

General comments

The majority of the candidate responses showed a good knowledge and understating of the syllabus topics raised in this paper.

Candidates should be encouraged to ensure they understand the command words used in the question.

Candidates should be encouraged to develop their analysis and evaluation skills to help them answer the longer response questions. Analysis and evaluation should be clearly applied to the context of the question to achieve the maximum marks.

Comments on specific questions

Question 1

- (a) Candidates answered this question well using the source material.
- (b) The majority of candidate responses provided two ways used to educate tourists. Most of the candidate responses explained well how the method identified would be used to educate tourists or the benefit of the method. Other responses lacked explanation.
- (c) There were many good responses to this question that correctly identified positive environmental impacts, however explanation of the impacts was more limited in some of the responses. A few candidate responses identified and explained negative environmental impacts.
- (d) Most of the candidate responses identified and successfully described the appeal of three water-based activities. Some of the responses incorrectly identified beach activities that were not water based, for example, sunbathing or volleyball.
- (e) Generally, candidate responses showed a good understanding of the need for environmental controls. However, many responses described the control identified, for example pollution, rather than why the control is needed or the benefits gained from the control. Some candidate responses linked the controls to sustainability, although these responses were rarely developed.

Question 2

- (a) This question was generally answered well, however some candidate responses identified countries rather than cities.
- (b) Most candidate responses identified and described three different types of tourist attractions likely to be found in major cities.
- (c) This question was answered very well showing a good understanding of business tourists and the facilities provided for them.
- (d) There were many well explained responses to this question with most candidate responses identifying reasons for the appeal of leisure tourism between the UK and Europe. However, some responses identified generic reasons for the appeal of leisure tourism that were not applied to the context of the question (UK and Europe).
- (e) Most of the candidate responses identified factors that could affect the future of tourism between the UK and Europe and used knowledge of current affairs to answer this question with many good responses linked to Brexit and COVID-19. Although many good factors were identified only a few were analysed, and there was limited evaluation seen.

Question 3

- (a) This question was answered well, and the responses interpreted the source material correctly to identify the required elements.
- (b) There were some good responses to this question, which showed a good knowledge and understanding of a tropical climate. Other candidate responses relied too heavily on the source material, which should act as a prompt only, and therefore text copied from the source did not receive any credit.
- (c) Candidate responses showed a good understanding of the context of the question and many successfully described how tropical weather can limit tourist activities. Some of the responses included none or an incorrect tropical weather feature, and therefore these responses were vague.
- (d) The majority of candidate responses explained well the infrastructure developments that could be made to encourage more international tourists.
- (e) Generally, candidate responses showed a very good understanding of the economic effects of tourism. There were many good examples of analysis of the economic impacts identified where candidate responses considered the effect on the developing destination well. Some of the responses also provided good evaluation.

Question 4

- (a) This question was answered well and the responses showed a good knowledge of products and services.
- (b) This question was answered well and most of the candidate responses successfully explained the skills required by staff working at visitor information desks. Some candidate responses lacked explanation and gave a description instead of an explanation.
- (c) Most of the candidate responses successfully identified the importance of teamwork in travel and tourism. Some of the responses described what teamwork is rather than its importance.
- (d) Most of the responses successfully identified the reasons for the appeal of audio guides and the explanations showed a good understanding of customer wants and needs by linking the explanation well to the customer need.
- (e) Many candidate responses identified tourist attractions as being the main reason for travel, and successfully analysed the contribution to the economy and jobs. Fewer candidate responses considered education and the preservation of culture/amusement/relaxation as a role.

TRAVEL & TOURISM

Paper 7096/13
Core Paper

Key messages

Source material was used well.

Centres should encourage candidates to carefully consider the context of the question to ensure that responses are fully applied.

Candidates should be encouraged to develop their analysis and evaluation skills.

General comments

For the most part a good knowledge and understating of the syllabus topics raised in this paper was shown.

Some candidate responses lacked analysis and evaluation to fully answer the longer answer questions. Analysis and evaluation should be clearly applied to the context of the question to benefit from the maximum marks.

Comments on specific questions

Question 1

- (a) This question was answered well, and the source material was interpreted well. However, the responses showed a lack of familiarity with the continent of Australasia/Oceania.
- (b) There were many good responses to this question and candidates were able to correctly identify most features. It is important for candidates to know the correct terminology of climatic conditions.
- (c) (i) There were many good responses to this question and candidates were able to correctly define the term and provide a variety of interesting and accurate examples.
(ii) Candidates were able to provide a well explained advantage of VFR. However, fewer responses provided an accurate disadvantage.
- (d) Most candidates were familiar with the topic and were able to explain three accurate reasons. Some candidate responses provided reasons that were not explained.
- (e) Generally, a good understanding of the reasons why international tourism continues to grow was shown, and there was some good evaluation. Some candidate responses provided reasons but did not include analysis or evaluation of them.

Question 2

- (a) Most responses stated products and services available at travel agents and used the source material well. Some candidate responses missed the context of 'sold' in this question, for example, recommendations and advice are not sold.
- (b) Most responses provided a reason for how seasonality affects tour operators' prices and most of these were explained well. Candidates found flight departure time more challenging, however some explained this factor well.

- (c) (i) Some candidate responses stated the travel and tourism principals. However, some responses lacked a correct interpretation of the question. Candidates should show an understanding of the key words of the syllabus and the knowledge of these key words in a travel and tourism context.
- (ii) Candidate responses showed a good understanding of how travel and tourism organisations depend on each other and generally this was explained well. A few candidate responses did not show an awareness of the interrelationships in travel and tourism.
- (d) Most candidate responses identified ways the internet has changed the way travel agents operate and generally these were well explained. Some responses were not in the context of travel agents, instead focusing on how the customer/tourist benefits or interacts with the travel agent.
- (e) Most candidate responses assessed the importance of ancillary services to travel agents and there was good use of analysis and evaluation observed in many answers. Some responses identified reasons why they are important but did not develop the responses further. A few responses showed a lack of awareness of the term 'ancillary services'.

Question 3

- (a) Candidates answered this question well and showed a good knowledge and understanding of promotional methods. However, some candidate responses identified promotional methods not relevant to the NTO of a country, for example, lowering the prices of package holidays, which would be a decision of the travel agent or tour operator selling the package.
- (b) There were many good responses to this question, showing a good understanding of the role of tour operators and accommodation providers, with good explanation of the terms throughout.
- (c) Candidate responses showed a good understanding of the infrastructures given, however many did not include explanation of their role within tourism, instead responses focussed on their function as a form of infrastructure. For example, a seaport is the place tourists can go to get on board a cruise or a sightseeing boat trip.
- (d) Most responses explained factors that would have a negative effect on tourism demand. Some responses provided only one or two reason, and repeated the information given in the insert rather than providing another reason.
- (e) Generally, candidate responses showed a good understanding of the impacts of destinations being over-dependent on tourism and linked these risks to the economic impact of the destination and country. There are other risks, for example, environmental and social, and candidate responses should try to show the understanding of these areas in relation to over-dependence. However, there was a lack of analysis and evaluation of the impacts identified in most cases.

Question 4

- (a) This question was answered well showing a good knowledge of built attractions.
- (b) This question was answered well, and most responses stated four alternative modes of transport.
- (c) Candidate responses showed a good understanding for environmental impacts. The majority of responses correctly identified three impacts associated with over-crowding in tourist areas and most of these were explained well.
- (d) This question required candidates to consider ways that tourism organisations can limit the number of tourists in an area, destination or attraction. Some candidate responses provided one or two well explained ways, for example, timed tickets, raising entry prices or pre-booking. However, some responses only provided one or two well explained ways.
- (e) Some candidate responses showed a good understanding of the impacts of cruises on destinations – candidates could have chosen from positive or negative economic, social, or environmental impacts. These impacts are topics in the syllabus that are generally well known by the candidates and a good analysis was seen in some candidate responses, but with very little evaluation.

TRAVEL & TOURISM

Paper 7096/22
Alternative to Coursework

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 refer to the correct case study for each subset of questions.
- Responses should refer specifically to examples of travel and tourism marketing and promotion, especially for definitions of meanings of vocational terminology.

General comments

Candidate familiarity with the general principles and key concepts of marketing and promotion covered in Unit 5 of the syllabus is essential. This includes familiarity with specific terminology used within the industry.

Rewording or repeating the same answers to more than one question should be avoided. There was a high incidence of repetition, with weaker responses including large portions of material copied directly from the case study, which was often used for more than one answer. Likewise, where a question asks for three examples, the weaker responses often used the same example for all three after wording it slightly differently, credit will not be given for the same reason twice.

Comments on specific questions

Question 1

- (a) Most candidate responses identified primary and secondary research as techniques. Often quantitative research and secondary research were both given as identifications, which meant only one mark was achieved. Descriptions for primary research were quite specific, but for secondary research they were more generic.
- (b)(i) Answers for this question were varied. The most successful responses identified the different ways to monitor the success and linked explanation to the campaign for the second mark. Some responses interpreted the question as how they might have a marketing campaign rather than focusing on the success of the campaign that was already happening. Weaker candidate responses repeated the same identification of ways using different wording, which limited the number of marks awarded.
- (c) This question was generally answered well with most responses identifying the different reasons for fewer visitors. Weaker responses did not link the reason to why visitors go elsewhere or did not use the source material and made assumptions about Pakistan.
- (d) This question was poorly answered. The focus of the question was the product and many candidates answered it as a marketing mix question, often with reference to pricing policies or promotion rather than the product. Candidate responses that showed some understanding listed the four P's as a whole without explaining or gave a generic promotion answer. Some responses gained some credit through reference to events or culture and history, however these answers were generic rather than giving specific examples of a likely tourism product.

Question 2

- (a) (i) The majority of candidate responses provided a definition of customisable packages, however very few included examples. The weaker responses showed confusion between customisable and tailor-made packages or all-inclusive packages.
- (ii) Most candidate responses identified at least one advantage of customisable packages, however the second advantage was often a repetition of the first, or advantages for all-inclusive, or just general packages rather than customisable packages.
- (b) Answers to this question were good with most candidate responses identifying three different features and giving a reasonable explanation. Weaker responses gave more than one example from the same aspect of the resort, such as three examples of what the hotel had to offer – this limited the number of marks awarded. Also, the identified feature had to be linked to the main target market to achieve the second explanation mark, and some responses explained the feature rather than the link.
- (c) This question was answered poorly. The answers were not focused on sales promotions, but rather on promotion or advertising. There were a lot of generic advertising suggestions such as PR or sponsorship, however there were no examples of merchandising or mascots. The most successful responses were about discounts/special offers. These examples were often given in the same response, but only one could be credited. Most responses identified a correct technique, but only the better responses explained why it would work with customers.
- (d) Responses to this question were varied. The better responses showed understanding of variable pricing, stating that it could be used for seasonality and age for example. The better responses also recognised that customers might choose a better standard of hotel or bike, which would attract a different price point. Many candidate responses named other pricing policies and gave the advantages/disadvantages over variable pricing in terms of suitability. Weaker responses confused customisable with variable, arguing that the more things are taken out of or changed in the package the less a customer would pay. Some weaker responses listed other pricing policies or did not mention variable pricing at all, limiting the marks achieved to Level 1.

Question 3

- (a) Most candidate responses identified two forms of print advertisements, although many gave newspapers and magazines as two different forms, which could only be credited once. A number of responses suggested posters and billboards, which are not forms of print advertisements. The descriptions given were often about where the advertisements were placed or how durable they were, which was not what the question had asked for.
- (b) Answers to this question were varied. The more successful responses identified the factors of place that were relevant, also giving further explanation. Weaker responses answered in relation to the Golden Route, for example, suggesting it should be made more expensive rather than encouraging tourists to visit other rural areas.
- (c) The majority of candidate responses achieved two marks for identification of the levy or tax exemptions given in the source. Explanations of these were often a straight lift from the source and so could not be credited.
- (d) This question was poorly answered. Many responses focused on market research, explaining the benefits of surveys to know customer's needs. The more successful responses often named SWOT and PEST when discussing the benefits of the analysis. Weaker responses gave either an actual analysis or described SWOT and PEST.

Question 4

- (a) (i) Most candidate responses gave correct reasons for organised excursions, typically these were safety and to protect wildlife and the environment.
- (ii) This was a poorly answered question. Many responses did not give a valid geographic segment. Many responses were about anyone interested in going to Russia and rock carvings – which was not relevant to this question.

- (b) Many responses identified reasons why the Arctic is suitable for the development of ecotourism products. Typically, the responses identified natural landscape, wildlife, national parks and sanctuaries. However, the explanations given were focused on the attraction to tourists and not the suitability for ecotourism products.
- (c) Candidate responses identified examples of tourism activities from the source and some linked this to the interests of different tourist types.
- (d) This question was generally well answered, and most responses achieved Level 2 marks. The candidate responses clearly defined the product life cycle model and selected reasons from the source material which justified that the Russian Arctic is at the growth stage. A number of responses attempted to justify why it was not high up in the life cycle or still at the introductory stage with some success.

TRAVEL & TOURISM

Paper 7096/23
Alternative to Coursework

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 refer to the correct case study for each subset of questions.
- Responses should refer specifically to examples of travel and tourism marketing and promotion, especially for definitions of meanings of vocational terminology.

General comments

Candidate familiarity with the general principles and key concepts of marketing and promotion covered in Unit 5 of the syllabus is essential. This includes familiarity with specific terminology used within the industry.

Rewording or repeating the same answers to more than one question should be avoided. There was a high incidence of repetition in this session, with weaker responses including large portions of material copied directly from the case study, which was often used for more than one answer. Likewise, where a question asks for three examples, the weaker responses often used the same example for all three after wording it slightly differently, credit will not be given for the same reason twice.

Comments on specific questions

Question 1

- (a) This was a poorly answered question with only a few responses demonstrating an understanding of the term 'mature destinations'. Several responses focused on older people. Many responses used the source material, but the answer for this question was not in the source.
- (b) There were a variety of responses to this question with the majority of responses getting at least three marks from the source material. Candidates who explained the characteristics in their own words produced the best answers.
- (c) Many responses focused on the increase in interest and demand as a reason why discount pricing is suitable for some Spanish destinations, but did not give many other identifications. A few responses achieved full marks.
- (d) The majority of candidate responses identified the different types of electronic media that might be used, but many responses concentrated on why it is used rather than how it is used. Most answers achieved Level 1 or low Level 2 marks.

Question 2

- (a) This was a poorly answered question. Many responses identified that sponsorship creates awareness and can attract tourists. The better responses were developed.
- (b) This question was generally well answered by most candidates. Typically, the response was: wanting to take part, visiting an event in another country and to see famous person or team.

- (c) This was a poorly answered question with most candidate responses focusing on the timings of the actual event instead of the timings of the promotion campaign.
- (d) There were a variety of responses for this question with the majority of responses only gaining Level 1 or low Level 2 marks. Answers were typically about safety and trust with the more successful responses describing the effects of a negative image.

Question 3

- (a) (i) This was a poorly answered question. Responses did not demonstrate any knowledge of the term 'double occupancy' and many of the responses given did not answer the question.
 - (ii) Poor responses to **Question (a)(i)** impacted on this question, with a few candidates achieving no marks. The responses given were mainly repetitive and focused on sales.
- (b) There were a variety of responses to this question. Most responses identified the ways the package has been tailored to meet customer's needs. The more successful responses used the source material well to get the answers and develop them. Weaker candidate responses used parts of the source material that were not relevant to the question.
- (c) The term 'perishable' was not well understood with many responses not gaining any marks. Better candidate responses identified a way that the package might be perishable and what the operator may do to overcome it.
- (d) This was a poorly answered question with a variety of responses. Many responses focused on brand image and not brand loyalty. The more successful responses showed an understanding that brand loyalty was linked to repeat business, positive word of mouth and increased income/profits.

Question 4

- (a) (i) This question was poorly answered with few responses demonstrating any understanding of the term 'star classification'. Vague definitions and poor examples were given. The more successful responses achieved two marks by showing a correct understanding of the term and giving a correct example.
 - (ii) Poor understanding of the term 'star classifications' impacted on this question, therefore many responses achieved low marks for this question. The more successful responses showed an understanding of what constitutes better quality.
- (b) This question was answered poorly, and many candidate responses showed little understanding of the word 'subsidies' in the context of travel and tourism. The more successful responses identified a reason, such as improving the destinations image and developing infrastructure, to expand tourist facilities. The best responses then gave an explanation of the reasons given.
- (c) The majority of responses identified different ways the internet might help to promote the subsidy scheme, such as, it is worldwide and cheaper than other methods of promotion. A few responses applied the use of the internet to this question.
- (d) This was a poorly answered question. Only a few responses achieved above Level 2 marks. Candidate responses generally identified that it was more profitable, can create brand image and customer loyalty, The best responses developed these points further.

TRAVEL & TOURISM

Paper 7096/03
Coursework

Key messages

Candidates should be familiar with the learning content for Unit 5 and 6 of the syllabus when undertaking this coursework. Candidates carry out a practical investigation into the marketing and promotion of visitor services in a chosen destination, which usually involves trips to visitor attractions and face to face interactions with visitors and/or representatives from the tourism industry.

Given the global coronavirus pandemic and its significant restrictions on both the travel and tourism industry, and on education in 2020, it is recognised that Centres and their cohorts of candidates would experience varying levels of difficulties in carrying out coursework investigations under normal conditions.

Moderation this year took a more flexible approach to the requirements to use both primary and secondary research methods to collect evidence in support of the investigation. Any reference to the limitations of research methods were accepted as a valid reason for limited evidence of primary research data. Centres and candidates are to be commended for their extremely creative solutions to the difficulties posed, with a greater incidence of secondary research evidence and excellent examples of remote interviews having been carried out with travel and tourism industry personnel.

General comments

The choice of focus for the coursework brief is important and teachers are encouraged to discuss this carefully with candidates. It should be noted that visitor attractions and accommodation providers offer excellent opportunities for these types of investigations, especially where learning is perhaps being carried out remotely, as these types of providers have more detailed websites from which marketing information may be taken. Fast food outlets are less appropriate and should be avoided.

It is essential that candidates understand that they should consider the specific marketing and promotion techniques used by the organisation and collect specific evidence relating to it. Teachers should help to ensure that the focus is neither too broad nor too narrow. Research can be carried out as a group exercise, but each candidate must submit their own coursework report. Research evidence should be submitted in the form of completed questionnaires, interviews, photographs and, for secondary research, URLs should be given, screen shots taken, or evidence of sales literature included. Data should be presented clearly, and candidates should select the most meaningful chart or graph, rather than using inappropriate forms, just to add to the variety of presentation techniques.

The coursework submissions this session were generally well organised and mostly appropriate to the context of the syllabus content. The majority of candidates use advanced ICT skills in presenting the data although there is no requirement to do so.

Performance across the range of assessment criteria was reflective of the whole ability range for candidates within this cohort. At the lower end of performance, it was evident that candidates required a high level of teacher support in producing the necessary evidence and that the skills of analysis and evaluation were often superficial. Data was described, rather than analysed and interpreted by weaker candidates. At the top end of performance, there was good supporting evidence to demonstrate independent analysis of the data, with investigations being carefully planned and executed to draw valid conclusions and make recommendations based on a hypothesis linked to visitor service provision within the chosen organisation/destination. These candidates were aware of the limitations that the current pandemic had posed for their investigations and were able to offer their proposed methodology for conducting the investigation had normal market conditions applied.