

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 candidate responses showed a good knowledge and understanding 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, successfully using the source material to locate the correct information.
- (b)(i) There were some good responses to this question. Most candidates identified 'located far from the coast' as the physical feature as a constraint. Some candidates explained how the destination can overcome this constraint well. Other candidates did not correctly identify the physical constraint or did not provide an explanation of how to overcome it.
- (ii) Most candidates successfully identified a physical feature as a constraint. Most of these were explained well. However, some responses did not explain how tourism in the destination might benefit from the physical feature. Instead, they gave generic responses about the feature, rather than the benefit to tourism.
- (c) There were some good responses to this question. The majority of responses demonstrated understanding of possible reasons for the appeal of the destination to domestic tourists. Other responses discussed overseas tourists or discussed reasons that were not applied to domestic tourism.
- (d) The majority of candidates answered this question well. Most responses identified a reason for the appeal to families with children and explained it well. The most common answers for the park was the freedom for children to play and free to enter. For the museum, the most common answers were education and children's activities. In a few cases generic reasons for the appeal were provided that had no link to the context of families with children.

- (e) Generally, candidates showed good understanding of the economic benefits to Chicago of attracting more domestic than overseas tourists. There was some evidence of good analysis of the points raised. However, many responses needed to include more evaluation. Some candidates provided economic benefits that provided no clear specific application to domestic tourism.

Question 2

- (a) Candidates answered this question very well and interpreted the source material correctly. Some answers discussed guided excursions to local temples which are not considered an outdoor activity.
- (b) Some candidates explained the term full board well, however many provided an explanation of all-inclusive rather than full board. There were many successful explanations of guided excursions. A few candidates missed out the excursion element in their explanation explaining tour guides only, which did not answer the question. Many candidates explained an airport transfer well. Some candidates did not seem secure in their understanding of this term.
- (c) Candidates answered this question very well. There was clear evidence of candidates understanding the products and services provided within a spa.
- (d) There were many well described responses to this question. The majority of candidates successfully identified and described an item likely to be included in a luxury hotel bedroom. In a few cases the response provided was too generic and not applied to a luxury hotel bedroom, for example a bed rather than a large bed with high quality bedding.
- (e) Most candidates successfully identified likely reasons for the growth in well-being holidays, demonstrating good knowledge and understanding of trends and fashion in the industry. The best answers included analysis. Some responses needed more evaluation.

Question 3

- (a) Candidates answered this question very well, using the source material to identify the products or services.
- (b) Some candidates correctly ordered the stages of the tourism multiplier. Other candidates identified two stages.
- (c) There were many good responses to this question. Candidates confidently answered all three, explaining them well. Some candidates needed to demonstrate a more secure understanding of the importance of staff having 'short and clean fingernails'. The better responses to this question explained the importance in relation to hygiene and the presentation or brand image of the organisation.
- (d) Many candidates successfully used their knowledge and understanding of interrelationships and chains of distribution in the travel and tourism industry to discuss likely impacts. Other responses misinterpreted the context of the question and explained the impacts to tourists rather than the tourism industry.
- (e) Generally, candidates showed a good understanding of the role of entertainment venues in the travel and tourism industry. Some candidates provided analysis and many candidates included some evaluation. Weaker responses repeated the roles already raised rather than evaluating them and their importance to destinations and the tourism industry.

Question 4

- (a) Many candidates achieved full marks for this question, evidencing good geographical knowledge.
- (b) This question was answered well by most candidates. The majority of candidates successfully explained three social cultural impacts associated with tourists visiting sacred sites. Some candidates provided social cultural impacts that were not linked to the context of visiting sacred sites, therefore limiting their marks.

- (c) Most candidates successfully identified ways natural attractions can be protected. Most candidates explained these well. A few candidates provided valid ways that were not explained.
- (d) This question was answered well, almost all candidates identified ways that tourists can be informed about responsible behaviour when visiting sacred sites. Most candidates explained these well. Some candidates needed to further explain how the ways they identified control behaviour or provide the context of when the way should be used. For example, a member of staff at the ticket office explaining rules to the tourists before they enter the attraction.
- (e) Many candidates successfully identified the importance of destinations protecting natural and cultural attractions, evidencing good understanding of the role of these attractions within the tourism industry and for the local population. Some responses needed to include more evaluation.

TRAVEL & TOURISM

Paper 7096/13
Core Paper

There were too few candidates for a meaningful report to be produced.

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

Candidates should be familiar with the general principles and key concepts of marketing and promotion covered in Unit 5 from the syllabus. 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 evidence of candidates not responding to the particular demands of the question asked or offering the same knowledge on multiple questions. 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. There was also quite a high incidence of candidates not attempting questions in this paper.

Comments on specific questions

Question 1

- (a) (i) This question was answered well. Most candidates recognised what the chatbot could do and gave two examples of what the chatbot provided. Some candidates gave generic answers about what traditional tourist information centres do.
- (ii) Candidates who were familiar with the term 'homogenous' generally accessed two marks. Many responses identified that the chatbot gives standardised answers but needed to include a second descriptive comment to achieve two marks. Some weaker responses confused homogeneous with heterogenous or separable and some repeated the phrases of Fig. 1.1.
- (b) The best responses identified three advantages from Fig. 1.1 and included further development. Some candidates incorrectly gave benefits to the customer and not Visit Faroe Islands.
- (c) Many responses identified and explained improvements to the chatbot well. The most common answer was the addition of languages which would help people from other countries to understand the detail of the information in the chatbot. Some responses demonstrated some misunderstanding of the app and gave suggestions unlikely for a chatbot, such as a link to human help or suggested it should be put on the internet.
- (d) Many responses demonstrated a good understanding of this question and a number of primary research methods were suggested, such as rating systems on the app. To achieve level three, candidate responses needed to fully explain the customer satisfaction element of each primary research method. Some candidates misread the question and wrote answers to '*how effective is the chatbot*' or '*how could the chatbot become more effective*' instead.

Question 2

- (a) In order to achieve four marks for this question, candidates needed to have a good understanding of the key terms. Many candidates started to explain 'Daytripper' by stating that the visitor stayed 24 hours or less but were not explicit about them returning home. Some responses incorrectly described them as people who stay in a destination but who only go out during the day and stay in at night. Responses needed to include examples. Most candidates explained the idea that a honeypot destination is very popular with tourists. However, there were some candidates who confused 'Honeypot' with 'Honeymoon'.
- (b) Some candidates successfully selected three access measures from Fig. 2.1 but then did not gain a second development mark because they wrote about the impact on tourists. Many candidates addressed pricing and cost rather than place. Candidates answered with all the general factors of location (access to adjacent facilities/access to staff). There was also a significant number of candidates who answered about economic measures such as the 'tourist tax', which was not credited.
- (c) The majority of candidates answered this question well. Strong responses described three examples of economic measures separately, such as the tourist levy and explained how this cost would put tourists off becoming daily tourists because it added to the cost of the trip, especially in peak periods.
- (d) Most candidates suggested some reasons why Venice might be in the saturation stage. The most common answers discussed the number of visitors and the measures put in place to reduce overcrowding. Some responses needed to include further explanation. Some responses which attempted to justify the growth stage and maturity stage resulted in confused answers.

Question 3

- (a) (i) This question was poorly answered. Very few candidates were able to define the term 'half board'.
- (ii) This question was reasonably well answered with most candidates gaining at least one mark. However, many incorrectly chose Geographic as a type of market segmentation.
- (b) Candidates typically chose variable pricing and bundle pricing as correct answers. Some candidates identified pricing policies which were not suitable for the product such as penetration pricing. It was important to explain the suitability of the policy rather than just describe it and this often limited the marks that candidates gained in this question. Candidates must select appropriate pricing strategies for the scenario provided.
- (c) This question was well answered. Good responses included ideas such as travel agents are experts, they can be accessed face-to-face and their bookings may be safer than independently booking online. The best responses also explained the benefit of product knowledge which can be gained at a travel agency.
- (d) The best answers typically took each of the AIDA principles in turn and applied them to the advertisement and then gave a conclusion or judgement. Some weaker responses were generalised and did not include analysis of the effectiveness of the advertisement Fig. 3.1 according to AIDA but instead described what AIDA should be without applying it to the advertisement or described the advertisement itself.

Question 4

- (a) Most candidates described two separate functions of a Destination Marketing Organisation such as promotion and giving information.
- (b) There was generally a good understanding of the reasons people visit the NTO website. Most responses stated that it gave out information as one reason, and often that it is reliable as a second. Some candidates offered answers that gave the advantages of using a website in general over visiting a TIC or a physical advice centre. Weaker responses sometimes gave three reasons about information, for example information about accommodation, about events and about activities, the three reasons needed to be three separate ideas.

- (c) Most responses explained that e-marketing materials are cheaper to produce and have a wider spread as the two reasons. The development of cost saving was sometimes not well explained because this needed to be in comparison to traditional printed materials. There was sometimes confusion between e-marketing, e-commerce and distribution channels so that answers were about booking and receiving tickets and being able to charge shipping fees rather than promotion.
- (d) This question was not well answered. Correct examples given were of more products, better quality products, modified and developed products and services.

TRAVEL & TOURISM

Paper 7096/23
Alternative to Coursework

There were too few candidates for a meaningful report to be produced.

TRAVEL & TOURISM

Paper 7096/03
Coursework

There were too few candidates for a meaningful report to be produced.