

TRAVEL & TOURISM

Paper 0471/11
Core Paper

Key messages

- Candidates are reminded to be specific when using the term pollution, for example air pollution, noise pollution or water pollution.
- Candidates are using the term profit incorrectly, which often limited their marks. Candidates should use the terms revenue/income/money instead.
- Centres are advised to spend time with candidates understanding the demands of questions and command words.

General comments

Candidates were able to access and use the Insert material well. Candidates' knowledge and understanding of most areas of the syllabus covered by this exam was good. Candidates' skills of explaining were generally good, however, centres are advised to work with candidates to develop their skills of analysis and evaluation.

Comments on specific questions

Question 1

- (a) This question was answered well. Most candidates identified three physical features that have become tourist attractions, using the Insert as a prompt. Other candidates used their own knowledge to respond to this question. In a few cases candidates repeated themselves or incorrect phrases from the Insert which limited their marks.
- (b) Most candidates successfully identified three natural disasters in mountain regions. A few candidates responded with types of extreme weather, which are different from natural disasters. A few candidates identified a natural disaster that would not be relevant in mountain communities, for example Tsunami.
- (c) Most candidates identified three positive economic benefits relevant to mountain communities. Some candidates went on to give good explanations that were well applied to the benefit and mountain community. Other candidates did not explain and apply the impact to mountain communities. A few candidates responded with 'mountain communities will get more profit', which is incorrect use of the term profit. More tourism does not guarantee more profit. Candidates are advised not to use the term profit, instead they should use the words more income/more revenue/more money.
- (d) This question was answered well, most candidates identified three negative environmental impacts of mountain tourism. Fewer candidates went on to explain the impact in the context of mountain tourism resulting in a generic response that was not explained with application. Some candidates needed to be more specific with their use of the term pollution, to do this candidates needed to state which pollution they were identifying – air pollution, water pollution or noise pollution instead of just using the word pollution.
- (e) Most candidates identified reasons why it is important for destinations to develop year-round tourism, with a few referencing seasonality well. Some candidates analysed why the reasons identified are important for a destination, however a few of these incorrectly used the term increased profit. As suggested in **Question 1d** candidates need to be careful of their use of the term profit. Very few candidates developed their response into evaluation.

Question 2

- (a) Candidates used their own knowledge and the Insert to correctly identify the required information. There were only a few candidates who identified the international date line.
- (b) Most candidates described the way travelling across time zones can affect international travellers. Some candidates directly referred to jet lag and others successfully described the effects of jet lag without directly using the term. Other candidates described the time differences without referencing international travellers, which was not answering the question.
- (c) Some candidates successfully explained three ways tourism organisations rely on transport providers. The most common response discussed moving tourists to and from a destination. Other candidates explained the role of transport providers in the chain of distribution. Few candidates gave responses that were vague and did not refer to a specific way or tourism organisation.
- (d) There were many good responses to this question. However, some responses showed a limited understanding of travel agents as a retail organisation. Travel agents themselves do not create package holidays, or provide transport, insurance and accommodation – instead they sell, book, advise or give information on these services. To be successful in this question candidates needed to give reference to tickets, selling or some descriptive language of the service.
- (e) Most candidates successfully identified reasons why Europe has more international arrivals than any other continent. The most common responses were the range of visitor attractions and good accessibility. Many candidates developed their responses to analyse why the reasons they had given make Europe a popular destination. Only the best responses included any evaluation or a conclusion.

Question 3

- (a) This question was answered well. Candidates used their knowledge well and most gave three correct responses.
- (b) Many candidates described ways destinations are perishable with the most common responses were focused on natural disasters destroying the destination or transport infrastructure and destinations not developing with changing tourist expectations. Other candidates were not secure in their understanding of the term perishable. A few candidates responded with a description of perishability of tickets rather than destinations.
- (c) Some candidates explained the ways tourist boards can encourage more domestic tourism. The most common answers were focused on promotion, market research and providing information on websites. However, some responses were incorrect: tourist boards do not set prices or give discounts at attractions, transport, or accommodation organisations, neither are tourist boards responsible for making or improving infrastructure.
- (d) Most candidates identified benefits for each of the elements given. Fewer candidates developed the benefit they had identified into explanation that was applied to domestic tourism.
- (e) There were many good answers to this question. Many candidates successfully identified roles of the government in developing a successful destination. Some candidates developed their response into analysis, however there was little evidence of evaluation.

Question 4

- (a) Most candidates successfully stated three services provided by museums. A few responses incorrectly included facilities rather than services.
- (b) This question was answered well, candidates had good knowledge and understanding of handling complaints. In a few cases candidates did not identify an action which limited their marks.
- (c) Most candidates suggested ways that museums could provide for families and some developed those into explanation on how it would benefit families or what customer need would be met. A few candidates developed their answers with descriptive comment, rather than analysis which

restricted their marks. Centres are encouraged to spend time with learners, so they understand command words and what is required from the different command words.

- (d) Most candidates answered this question well, giving good responses on the importance of good personal presentation. Most responses were well applied to museums. The most common responses were focused on good reputation and repeat visitors.
- (e) This question was answered well. Most candidates focused their answer on educating and preserving history. Some candidates developed their response into analysis, however there was little evidence of evaluation.

TRAVEL & TOURISM

Paper 0471/12
Core Paper

Key messages

- Candidates are using the term profit incorrectly, which often limited their marks. Candidates should use the terms revenue/income/money instead.
- Centres are advised to spend time with candidates understanding the demands of questions and command words.

General comments

Candidates were able to access and use the Insert material well. Candidates' knowledge and understanding of most areas of the syllabus covered by this exam was good. Candidates' skills of explaining were generally good, however centres are advised to work with candidates to develop their skills of analysis and evaluation.

Comments on specific questions

Question 1

- (a) This question was answered well. Most candidates identified the correct information from the Insert.
- (b) Most candidates responded to this question, however, they responded with types of transport for example bus, train, aeroplane rather than transport gateways. Correct answers included airports, trains stations etc.
- (c) Most candidates identified three positive economic benefits to the local population. Some candidates went on to give good explanations that were well applied to the way the local population benefit. Other candidates did not explain and apply the impact to the local population. A few candidates responded with *the local people will get more profit*, which is incorrect use of the term profit. More tourism does not guarantee more profit. Candidates are advised not to use the term profit, instead use the words *more income/more revenue/more money*.
- (d) This question was answered well, most candidates identified three reasons why cities are popular tourists destinations. Fewer candidates explained how what they identified would makes cities popular/appealing. This resulted in generic responses that were not explained with application.
- (e) Most candidates identified risks to destinations of having more visitor spend from domestic tourism. Most candidates focused their response on the destination receiving less foreign currency. Some candidates analysed why the reasons identified would be a risk for a destination, with most candidates focusing on the lack of foreign currency limiting funds for infrastructure development. Few candidates developed their response into evaluation.

Question 2

- (a) This question was answered well. Candidates used their knowledge and the Insert to correctly identify the required information.
- (b) Most candidates described the way permits and limited visitor numbers can reduce impacts of tourism. Most candidates focused their answer on how these visitor management techniques

enable destinations to have more control over visitors. Some candidates provided responses which were not clearly focused on how it would reduce an impact and were too vague to be credited.

- (c) This question was answered well. Most candidates successfully identified a positive environmental benefit and applied this to the context of gorilla trekking. There was also evidence of good explanation.
- (d) There were many good responses to this question. The most common answer was demonstration effect and culture clash. Some candidates selected negative social cultural impacts that were not relevant to the context of local porters.
- (e) This question was answered well. Most candidates demonstrated a good understanding of the importance of the environment to tourism and applied this well to the tourism industry. There was evidence of good, applied analysis. However, evidence of evaluation was more limited.

Question 3

- (a) This question was answered well. Candidates used their knowledge well and identified three correct types of passenger water transport. Some candidates provided responses that were too vague for example 'ship' rather than 'cruise ship'.
- (b) Many candidates described two facilities for passengers with limited mobility shown in Fig. 3.1. Descriptions of the facilities and how they are useful for the passengers were good. A few candidates responded with facilities that were not specifically applied to passengers with limited mobility, for example library.
- (c) Some candidates provided features of the given cruise products. Responses were more successful for fly-cruise and all-inclusive cruise features. Some candidates provided facilities rather than features.
- (d) Some candidates explained the appeal of the given cruise circuits with the most common answers focusing on the climate and natural features in each area. Other candidates gave responses that were not clearly applied to the area or too vague to be credited, for example warm weather rather than tropical climate/weather.
- (e) There were many good answers to this question. Many candidates successfully identified reasons why cruises have become more popular evidencing good knowledge of the modern cruise product. There was evidence of good, applied analysis and some evidence of evaluation.

Question 4

- (a) Most candidates identified the three types of information given on the beach information board. Some candidates repeated the warnings that were evident on the information board rather than identifying the type of information.
- (b) Many candidates identified countries entirely in the southern hemisphere. Some candidates identified continents rather than countries.
- (c) This question was answered well, candidates demonstrated a good understanding of ways tourists can research destinations. The most common answers were the internet and brochures. A few candidates identified tourist information centre, this was only awarded marks if it was clear in the response that the tourist was telephoning or emailing the TIC as the context of the question was before they arrive at a destination.
- (d) This question was answered well and there were many examples of good explanation. Candidates demonstrated a good understanding of self-catering accommodation.
- (e) This question was answered well. Most candidates focused their answer how seasonality affects the way tour operators price package holidays and what elements, e.g. activities, are included in the package holidays they create. There was evidence of good analysis, however evaluation was more limited.

TRAVEL & TOURISM

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TRAVEL & TOURISM

Paper 0471/21
Alternative to Coursework

Key messages

- 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 marketing and promotion covered in Unit 5 from the syllabus. This includes familiarity with specific terminology used within the industry. Candidates should be familiar with key terms and be able to define these.

Candidates must ensure that when answering questions that ask for a number of examples/methods/ways each example given is different. Marks cannot be awarded for repetition of the same point. It is important that when a question asks for explanation the point identified is expanded and some development is given in order to get the second mark.

It is really important that candidates read each question carefully and make sure their answer is relevant to the context the question is set in.

Question 1 was based on an advertisement for Malawi showing how tourism plays an important role in the development of Malawi and features of its brand.

Question 2 was based on an advertisement for River Fire Cruises; explaining all the features of the cruise.

Question 3 was based on a SWOT analysis for tourism in Bulgaria.

Question 4 was based on an advertisement for Island Hopper package holidays in Greece.

Comments on specific questions

Question 1

- (a) (i) Most candidates correctly defined 'brand image'. Most common answers were that it 'shows what the brand stands for' and 'it differentiates it from other products'.
- (ii) This question required three ways other than a slogan that a destination might create a brand image. This question was answered fairly well by many candidates although few achieved the full three marks. The most common answers were logo, name and uniform.
- (b) This question asked for three benefits of using a website to promote a tourist destination such as Malawi. It was generally well answered. Many candidates gave a benefit and at least one explanation but few candidates gave two explanation points. Most common answers given were 'a large number of customers', 'worldwide', and 'costs less money than producing printed materials'.
- (c) This question asked for three characteristics of the growth stage of the product life cycle. It was not very well answered. Very few responses showed a good understanding of the product life cycle, specifically the introductory stage. Answers that were done well stated that 'sales are starting to

increase, leading to increased profits' and 'public are becoming aware of the product, demand starts to rise steadily'. Incorrect answers that were given related to other stages of the product life cycle or candidates wrote no competition instead of low competition which was incorrect.

- (d) There were a large number of candidates who identified different reasons for the importance of brand image, however very few candidates managed to achieve L2 or above. The most common response was how brand image differentiates the destination from others or competition, creates a memorable impression, reputation leading to repeat customers and brand loyalty. There were also several candidates who successfully wrote about the disadvantages of having a bad brand image.

Question 2

- (a) (i) This question was not very well answered. The question asked for two target markets of River Fire Cruises. There were many answers such as restaurant and adjoining rooms which did not answer the question. There were candidates who did understand and achieved the full two marks.
- (ii) This question was also not very well answered. Candidates had to identify a service from the source. A common error was writing a massage centre instead of just a massage which was the service.
- (b) Candidates were required to explain the advantages to customers of price bundling. This question was not answered well. Many candidates demonstrated an understanding of what price bundling is, however, few stated the advantages of it. Some common correct answers were 'satisfied customer', 'value for money' which was developed by stating that it would be cheaper than buying each element of the bundle separately.
- (c) This question asked for three reasons why tourism providers identify their target market. It was fairly well answered with many candidates explaining at least two good reasons. The most common answers were 'identifying customer tastes so they could satisfy their needs' and 'helps to promote more successfully by using methods their target market will see'.
- (d) This question was fairly well answered although a lot of candidates gave generic marketing mix answers rather than answering why which limited their marks. There were a large number of responses such as 'gaining more customers', ensuring promotion is correct' and 'changing the price to make more profit'.

Question 3

- (a) This question was generally well answered. There were some options that fitted into two categories.
- (b) In this question the candidate had to explain three reasons why national tourist boards carry out a SWOT analysis. The identification part of this question was well answered by many candidates where they identified the acronyms of SWOT and to check their position in the market. However, there were less candidates who developed their answers. A common error was using examples from the source material which did not answer the question.
- (c) This question was often misinterpreted by candidates. The question asked for the advantages of three different methods used by national tourism boards to assess their position in the market. Candidates answered the question by explaining what each method was rather than explaining their advantages.
- (d) This question asked candidates to discuss how marketing and promotion can be used to increase tourism after a pandemic disease. This question was not answered very well. Most responses were generic about how to promote a destination and what methods it would be best to use which were all valid answers but did not relate to a pandemic disease. The best responses included comments about making visitors feel safe and holding activities outside.

Question 4

- (a) (i) Very few candidates correctly answered this question.

- (ii) There were a large number of wrong answers for this question which linked to the identification in **part (a)(i)**.
- (b) This question required candidates to give ways that Island Hoppers tour operators could develop their products to attract more families. A large number of candidates answered this question correctly with the most common answers being about the availability of a kids club which gives the parents an opportunity to relax and budget packages which are more affordable. Incorrect answers were those linked to the resource where examples were given which did not answer the question.
- (c) There were two methods of promotion in this question which candidates had to explain the benefits of. The first method, trade fairs, was poorly answered, responses demonstrated very little knowledge about the purpose of trade fairs. Electronic media was answered better although the descriptions were generic rather than answering the question.
- (d) This question was well answered by many candidates. Several different factors were identified with the most common ones being competition, seasonality, profitability and economic factors. These factors were then developed and a large number of candidates achieved good marks.

TRAVEL & TOURISM

Paper 0471/22
Alternative to Coursework

Key messages

- 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 marketing and promotion covered in Unit 5 from the syllabus. This includes familiarity with specific terminology used within the industry. Candidates should be familiar with key terms and be able to define these.

Candidates must ensure that when answering questions that ask for a number of examples/methods/ways each example given is different. Marks cannot be awarded for repetition of the same point. It is important that when a question asks for explanation the point identified is expanded and some development is given in order to get the second mark.

It is really important that candidates read each question carefully and make sure their answer is relevant to the context the question is set in.

Question 1 was based on an advertisement for the Grand Opening of Hotel Buena Vista, Bora Bora.

Question 2 was based on an advertisement for the Wet and Wild Activity centre package holidays.

Question 3 was based on an advertisement for Alpaca Tours, South America and the different methods of promotion that can be used by a tour company.

Question 4 was based on an advertisement for Sunshine Club, holidays in the sun which showed how tourists can become a member of the Sunshine Club and the rewards they can receive as a member.

Comments on specific questions

Question 1

- (a) Most candidates identified at least one service that may be provided by Hotel Buena Vista demonstrating interpretation skills and using the source material to apply their knowledge. Very few candidates identified all four services. Services most commonly cited were car rental; attractions; tour guide and transfers. Some responses were repetitive and included multiple examples of attractions and excursions which could only score one mark. Some responses cited products such as hotel rooms, food and beverage which were not credited. Some candidates included services provided in hotels rather than packages which could not be credited.
- (b) This question required three characteristics of the introductory stage of the product life cycle to be described. The best answers identified each characteristic and then added further exemplification. There were some candidates who wrote about all the stages of the life cycle in turn. Most candidates referred to the launch of the product and knowledge was also shown of intense marketing to encourage awareness. The extent of sales and profit was an issue which differentiated candidates. Some candidates stated that there were 'no sales or profit', while others

wrote that it was 'growing'. Similarly, competition was sometimes stated to be strong and low prices are always used which is not valid at this stage.

- (c) The concept of market penetration and market skimming was not fully understood by many candidates as suitable pricing policies and a minority of candidates confused the two pricing policies. Some candidates showed knowledge that market penetration involved low prices but did not always explain how it differed from other low pricing policies, for example, that the low price is short term once the trial price has established loyal customers. Other candidates wrote identifier points with no development. Market skimming was typically explained as a high pricing policy however, the lack of competition initially was not often explained, nor the reduction in price once substitution products enter the market. There were a number of candidates who did not write a response.
- (d) This question required candidates to discuss the factors that need to be considered when choosing a destination for an event to promote a new product such as the Hotel Buena Vista. This question was not a straightforward question on the factors for choosing a location for a new hotel and many candidates answered this question by referring to factors of location which was not relevant, such as the building of or suitability of the location for a hotel. The best answers considered the event and commonly considered accessibility, capacity of venue, budget and occasionally travel arrangements.

Question 2

- (a) (i) Many candidates correctly identified two target markets such as families, singles or groups. However, some responses were vague and not related to a target market likely to visit the Wet and Wild Activity centre. There were examples of psychographic, lifestyle and also market sub divisions such as nature lovers and nature seekers.
- (ii) The majority of candidates correctly identified two perishable products such as accommodation and transport. Some candidates offered two examples of activities such as rafting, climbing and bike riding, however, only one example could be credited as they were all types of activities.
- (b) Candidates were required to consider factors influencing the choice of a location for an activity holiday provider. Availability of staff; many responses were about the staffing needs of the centre once built and considered the impact and reaction of customers, which was not the focus of the question. The best answers noted that the provider needed to ensure there would be enough workers in the area to employ at the centre if located there. A few very good responses considered measures that the provider would need to take to obtain staff or mentioned recruiting from other countries and leakage. Access; candidates noted that access to the centre was important but tended to write about transport after the centre was built. Some answers referred to roads and infrastructure, but as with the first part of the question steered the answer towards the response of customers. Costs; this part of the question was not very well answered with the majority of candidates answering this from the point of view of the customer and the price of entry to the centre. The best answers referred to the cost of buying or renting land or premises and the more ideal the location the higher the likely price. This would raise the fixed costs of the provider and necessitate ensuring prices to customers are high enough to ensure profits to cover costs.
- (c) This question required candidates to explain the benefits to the activity centre of offering packages. Most candidates referred to the aspects of 'more sales' and 'customer satisfaction', however the benefit to the provider was often conflated with the benefit to the customer. Many answers were not developed successfully beyond the identification of a benefit.
- (d) The majority of candidates commented on the widespread use of social media. Some candidates based their answers on websites and these could not be credited. Many candidates made reference to raising awareness and global reach in a vibrant forum. There tended to be a limited range of advantages offered. Disadvantages tended to be better explained. Responses typically focused on the idea of missing target markets such as the grey market and also the problem of hackers or malicious reviews which harm the business. Some answers mentioned the idea that promotion could be wasted as people just flick through screens so fast that promotions are more easily forgotten than other forms of advertising. There were a few candidates who wrote about the advantages to the tourists instead of the provider.

Question 3

- (a) This question was generally well answered. Most candidates got A special offers and D press releases correct but B face to face and C promotional emails were sometimes reversed.
- (b) In this question candidates were required to explain three disadvantages of booking a tour independently rather than booking a package with Alpaca Tours. Typically, candidates identified 'more expensive'; 'takes more time'; 'no expert help' as three disadvantages. Some candidates answered the question from the aspect of the benefit of booking with Alpaca Tours, which was not valid.
- (c) This question required the identification and subsequent development of two disadvantages of online travel services. A significant number of candidates identified 'lack of security' for both disadvantages and wrote about issues of fraud/hacking. The idea of hacking/scams could only be credited once in the answer. Candidates also often considered that online booking gives less opportunity for help or information. Other candidates identified a disadvantage but did not go on to develop the point, therefore only achieving one mark for identification. Some candidates did write about internet problems and the fact that they may make mistakes but these were not awarded any marks.
- (d) Candidates did not often demonstrate their knowledge of personal selling in their answers. While there were some responses which contained points about giving information, persuading customers and promoting sales, these aspects could have been achieved with other promotional techniques and the specific nature of personal selling was not explicit. Where candidates did demonstrate knowledge of face to face selling, or selling by a personal email (rather than by direct marketing) there was a clear link to the benefits of sales and customer/provider relationship.

Question 4

- (a) (i) The majority of candidates offered a plausible definition of 'customer loyalty' such as 'repeatedly going to the same provider for purchases and avoiding the competition'. Responses which repeated the word 'loyal' and did not offer an alternative term or adjective could not be credited.
- (ii) Most candidates correctly suggested discounts; loyalty cards; and free gifts. Some candidates gave repetitive answers such as different free gifts which could only be credited once.
- (b) Many candidates correctly identified that competitive pricing has lower prices. Many explained further that this was in order to attract customers. Responses showed a lack of knowledge of pricing policies and a lack of precision in descriptions, particularly of prestige pricing which was sometimes confused with market skimming or variable pricing. The majority of candidates did not explain what bundles are and often gave examples of the components of the package. The idea of value for money was not mentioned very often.
- (c) This question required candidates to explain three ways that Sunshine Club can achieve loyalty. Candidates typically suggested a range of ways to achieve loyalty. Discounts and free gifts or vouchers were suggested most often. Further to those, many candidates wrote about good customer service and fulfilling customer needs or providing good quality products. The development of the ways was often from the point of view of the customer, i.e. that the customer would wish to come back, rather than the specific explanation why that way will lead to the customer coming back. This limited marks awarded in this question.
- (d) Many candidates identified the acronym correctly AIDA, although there were some invalid identifications of A as attraction. Once identified, to achieve L2, the AIDA principle needed to be explained with reference to the email. For example, candidates who stated that Desire meant the use of emotive words, without referring to the words in the email such as 'joy and exploration' would not gain L2 for that aspect. Candidates tended to explain where Attention and Interest were seen in the email but were less likely to successfully explain Desire and Action. Several candidates did achieve L3 for this question by giving examples of how each of the parts could have been changed/improved to make the email more successful.

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Question 1

- (a) (i) Most candidates correctly defined 'brand image'. Most common answers were that it 'shows what the brand stands for' and 'it differentiates it from other products'.
- (ii) This question required three ways other than a slogan that a destination might create a brand image. This question was answered fairly well by many candidates although few achieved the full three marks. The most common answers were logo, name and uniform.
- (b) This question asked for three benefits of using a website to promote a tourist destination such as Malawi. It was generally well answered. Many candidates gave a benefit and at least one explanation but few candidates gave two explanation points. Most common answers given were 'a large number of customers', 'worldwide', and 'costs less money than producing printed materials'.
- (c) This question asked for three characteristics of the growth stage of the product life cycle. It was not very well answered. Very few responses showed a good understanding of the product life cycle, specifically the introductory stage. Answers that were done well stated that 'sales are starting to

increase, leading to increased profits' and 'public are becoming aware of the product, demand starts to rise steadily'. Incorrect answers that were given related to other stages of the product life cycle or candidates wrote no competition instead of low competition which was incorrect.

- (d) There were a large number of candidates who identified different reasons for the importance of brand image, however very few candidates managed to achieve L2 or above. The most common response was how brand image differentiates the destination from others or competition, creates a memorable impression, reputation leading to repeat customers and brand loyalty. There were also several candidates who successfully wrote about the disadvantages of having a bad brand image.

Question 2

- (a) (i) This question was not very well answered. The question asked for two target markets of River Fire Cruises. There were many answers such as restaurant and adjoining rooms which did not answer the question. There were candidates who did understand and achieved the full two marks.
- (ii) This question was also not very well answered. Candidates had to identify a service from the source. A common error was writing a massage centre instead of just a massage which was the service.
- (b) Candidates were required to explain the advantages to customers of price bundling. This question was not answered well. Many candidates demonstrated an understanding of what price bundling is, however, few stated the advantages of it. Some common correct answers were 'satisfied customer', 'value for money' which was developed by stating that it would be cheaper than buying each element of the bundle separately.
- (c) This question asked for three reasons why tourism providers identify their target market. It was fairly well answered with many candidates explaining at least two good reasons. The most common answers were 'identifying customer tastes so they could satisfy their needs' and 'helps to promote more successfully by using methods their target market will see'.
- (d) This question was fairly well answered although a lot of candidates gave generic marketing mix answers rather than answering why which limited their marks. There were a large number of responses such as 'gaining more customers', ensuring promotion is correct' and 'changing the price to make more profit'.

Question 3

- (a) This question was generally well answered. There were some options that fitted into two categories.
- (b) In this question the candidate had to explain three reasons why national tourist boards carry out a SWOT analysis. The identification part of this question was well answered by many candidates where they identified the acronyms of SWOT and to check their position in the market. However, there were less candidates who developed their answers. A common error was using examples from the source material which did not answer the question.
- (c) This question was often misinterpreted by candidates. The question asked for the advantages of three different methods used by national tourism boards to assess their position in the market. Candidates answered the question by explaining what each method was rather than explaining their advantages.
- (d) This question asked candidates to discuss how marketing and promotion can be used to increase tourism after a pandemic disease. This question was not answered very well. Most responses were generic about how to promote a destination and what methods it would be best to use which were all valid answers but did not relate to a pandemic disease. The best responses included comments about making visitors feel safe and holding activities outside.

Question 4

- (a) (i) Very few candidates correctly answered this question.

- (ii) There were a large number of wrong answers for this question which linked to the identification in **part (a)(i)**.
- (b) This question required candidates to give ways that Island Hoppers tour operators could develop their products to attract more families. A large number of candidates answered this question correctly with the most common answers being about the availability of a kids club which gives the parents an opportunity to relax and budget packages which are more affordable. Incorrect answers were those linked to the resource where examples were given which did not answer the question.
- (c) There were two methods of promotion in this question which candidates had to explain the benefits of. The first method, trade fairs, was poorly answered, responses demonstrated very little knowledge about the purpose of trade fairs. Electronic media was answered better although the descriptions were generic rather than answering the question.
- (d) This question was well answered by many candidates. Several different factors were identified with the most common ones being competition, seasonality, profitability and economic factors. These factors were then developed and a large number of candidates achieved good marks.

TRAVEL & TOURISM

Paper 0471/03
Coursework

Key messages

Candidates carry out an individual investigation into visitor services provision at a travel and tourism organisation based in their local area. Candidates often choose a local visitor attraction or a hotel and base their investigations around the marketing and promotion of the products and services offered by their focus organisation. Centres may allow candidates to work in groups to carry out surveys and interviews and to collect primary data relevant to the investigation, but candidates should work independently in gathering secondary sources of information. The final coursework write-up must also be completed independently.

General comments

Some centres use one focus organisation for all candidates, whilst others allow candidates to select a focus organisation of their choice. There were some interesting choices of local attractions. There was at least one candidate who chose a fast food outlet as their focus – these types of organisations do not meet the criteria for this coursework task and should be avoided where possible. Several centres attempted comparative investigations where candidates compared the marketing and promotion of two different organisations. These often worked well, especially where better performing candidates used these to construct a relevant hypothesis. There is a danger that less able candidates will become overwhelmed by the volume of information available from the research across two organisations. The best examples of coursework this session focused on one organisation, often a tourist attraction, and how this organisation used effective marketing and promotion to attract visitors.

The coursework scripts sampled through the external moderation process spanned the ability range, with the majority of work being professionally presented. There were a range of data presentation techniques evident, at the top end of performance, the data was well presented and aided ease of interpretation, whilst at the lower end using inappropriate graphs and charts, or missing data labels. Better evidence demonstrated a clear understanding of the principles of marketing – Product Life Cycle, 4Ps etc. There was often good reflection back on the original hypotheses.

Most centre documentation was completed accurately although there was a higher than normal incidence of arithmetic errors. Centres are respectfully asked to carefully check their addition of marks and transference to the ICRC and MS1 to overcome such issues for future submissions. Centres are also reminded that if an internal Moderator is used, all documentation should be amended to reflect the moderated mark for any mark amendments. This means the mark on the Individual Candidate Record Card, the centre assessment Summary Sheet and the MMS1 or equivalent must all match – there were several instances where the internal Moderator had made changes to the marks but the documentation had not been updated.

Annotation by assessors is variable from centre to centre. Annotation at the point of accreditation is hugely beneficial as it allows the internal/external Moderator to ascertain where assessment decisions have been made. Brief assessment comments about individual candidate performance are also always welcome, especially if they help explain why credit has been given, where the evidence might not be so obvious.