

TRAVEL & TOURISM

Paper 9395/11
The Industry

Key messages

To achieve good results in this examination candidates should be familiar with the requirements and contents of the syllabus. The questions in this exam paper covered a wide variety of topics from all parts of the syllabus in a variety of ways. Candidates should be familiar with the key words used in the questions and should be prepared for answering a variety of types of questions on topics contained within the syllabus. The questions could be short answers, applying and interpreting source material, or producing an analysis, or evaluation or discussion of some topic.

Candidates should be aware of the relevant strategies needed to achieve the higher level marks in the level marked responses. 'No response' answers should be avoided.

General comments

Many answers to the questions showed a very good range of knowledge of the travel and tourism industry and the syllabus topics – this was especially shown in the responses about customer service. This enabled candidates to attempt the questions in a competent manner and there were only a few 'no response' answers seen, which showed that candidates were confident in their attempt with the paper. The more successful responses supplemented the answers with comments and examples from the industry, showing a thorough understanding of the subjects in the paper. Candidate responses which provided judgements and conclusions achieved higher marks. Many of the candidate responses made a positive attempt to address the issues posed by the various questions. Extended response questions showed an increase in detail given in the responses, while the stimulus materials were accessible and well interpreted. Candidates should be encouraged to continue to draw on a range of examples and ensure that their choices are appropriate to the context of the question asked.

Most of the responses showed candidates were well prepared and familiar with the syllabus. Very few responses achieved no marks and some achieved level 3 marks for the extended response questions. Better responses were supported by the use of examples and showed clear understanding of the questions.

Comments on specific questions

Question 1

- (a) Responses to this question were mixed. Some candidate responses showed familiarity with the issue of climate change and the impacts of natural disasters and, therefore, achieved high marks. The less successful responses showed a lack of knowledge and understanding about these issues and received lower marks.
- (b) This question asked candidates to explain ways in which climate change has impacted the Seychelles and was generally answered well. The less successful responses identified some ways in which climate change may impact the Seychelles but did not include any explanation of the ways identified.
- (c) The majority of candidate responses achieved high marks for this question. There was good use of the source material to correctly identify and explain how the Seychelles appealed to leisure tourists. Responses which achieved lower marks usually did not draw relevant information from the Insert.

- (d) This question asked candidates to discuss the ways that the tourism industry in the Seychelles could be managed responsibly. Responses were mixed. Some responses described what responsible tourism is and why it is important, with little reference to strategies which could be adopted. Such answers did not achieve higher than level 1 marks. Some candidate responses suggested strategies which would be better to adopt and explained why and, therefore, achieved level 3 marks.

Question 2

- (a) (i) Most candidate responses correctly defined the term 'travel motivation'.
- (ii) This question asked candidates to suggest three likely travel motivations. The less successful responses listed the reasons for travel from the table and included reasons such as Business, VFR, etc.
- (b) Overall, there were many mixed responses to this question. Candidate responses which used the Insert correctly suggested the reasons such as distance, proximity or the fact that the USA and Canada are wealthy countries and people will have the money to travel. Some responses suggested that a number of people from America and Canada are working in Brazil or visiting friends and relatives, neither of which are likely reasons for attracting large numbers.
- (c) This question was answered very well by most of the candidates. Responses showed a good familiarity with online information sources and usually showed a very good knowledge of the topic. There were only a few responses where the marks achieved were low. The general level of understanding for this question was very good.
- (d) This question had mixed responses. To achieve a higher mark, responses needed to give some degree of judgement on the impacts of hosting sporting events on a destination. Most of the candidate responses suggested impacts that may occur in a destination and achieved at least level 1 marks. The more successful responses included explanations and some assessment or judgement. However, there were some 'no response' responses seen, which did not achieve any marks. This indicated that most of the candidates were confident with the subject and could make some comments. The most successful answers used examples to support comments made and showed a high level of understanding.

Question 3

- (a) Overall, the responses to this question mostly achieved full marks. Candidate responses were clear about the role of the holiday representative and suggested four ways that they could assist international tourists.
- (b) This question was not answered very well, and most responses received lower marks. This was due to some confusion about the type of ancillary services a tour operator can provide, with a number of responses describing and explaining ancillary services which would be provided by a travel agency.
- (c) Responses to this question generally achieved high marks. The question referred to dealing with complaints and was answered well. Candidate were well prepared for customer service questions and responses showed a high level of understanding of the scenarios referred to.
- (d) Responses to this question were mixed. Most of the candidate responses suggested methods of performance management which could be used to assess performance. The less successful responses lacked appropriate methods and understanding about the role of a holiday representative.

Question 4

- (a) Generally, candidate responses mostly achieved full marks for this question, as it was a very topical question. Responses indicated that candidates are used to the preventative methods, which are being adopted in most of the countries at present.
- (b) This was a well answered question, where candidate responses showed a clear understanding of security methods that could be adopted and explained the methods identified. The less successful

responses selected health and safety methods instead of security methods, and, therefore, these responses did not answer the question.

- (c) This question had some weak responses. Some candidate responses showed complete understanding about the work of a consular service provider and explained two roles, achieving a high mark. Other responses showed confusion about this role and replaced the consular service provider role with that of a travel agent or a tour operator, consequently achieving no marks.
- (d) Generally, responses to this question achieved level 2 marks. Many of the responses showed an understanding of the impacts of air pollution but were focused on the health of individuals rather than impacts on a destination and therefore achieved only level 1 marks. Level 2 marks were achieved when the impacts on a destination were mentioned, although these were mostly described with little or no analysis. Very few candidates achieved level 3 marks.

TRAVEL & TOURISM

Paper 9395/12
The Industry

Key messages

To achieve good results in this examination candidates should be familiar with the requirements and contents of the syllabus. The questions in this exam paper covered a wide variety of topics from all parts of the syllabus in a variety of ways. Candidates should be familiar with the key words used in the questions and should be prepared for answering a variety of types of questions on topics contained within the syllabus. The questions could be short answers, applying and interpreting source material, or producing an analysis, or evaluation or discussion of some topic.

Candidates should be aware of the relevant strategies needed to achieve the higher level marks in the level marked responses. 'No response' answers should be avoided.

General comments

Many answers to the questions showed a very good range of knowledge of the travel and tourism industry and the syllabus topics – this was especially shown in the responses about customer service. This enabled candidates to attempt the questions in a competent manner and there were only a few 'no response' answers seen, which showed that candidates were confident in their attempt with the paper. The more successful responses supplemented the answers with comments and examples from the industry, showing a thorough understanding of the subjects in the paper. Candidate responses which provided judgements and conclusions achieved higher marks. Many of the candidate responses made a positive attempt to address the issues posed by the various questions. Extended response questions showed an increase in detail given in the responses, while the stimulus materials were accessible and well interpreted. Candidates should be encouraged to continue to draw on a range of examples and ensure that their choices are appropriate to the context of the question asked.

Most of the responses showed candidates were well prepared and familiar with the syllabus. Very few responses achieved no marks and some achieved level 3 marks for the extended response questions. Better responses were supported by the use of examples and showed clear understanding of the questions.

Comments on specific questions

Question 1

- (a) Responses to this question were very good. Most of the responses correctly identified suitable activities for each type of tourist and explained their choices, therefore, achieving full marks for the question. A few responses did not achieve full marks due to some repetition.
- (b) This question asked candidate to discuss ways in which the tour referred to in the Insert material could be adapted for sale at a lower price. Most of the responses achieved high marks for this question. Where responses correctly suggested, for example, changing the type of hotel used or suggested that tourists could deal with hotel/airport transfers themselves good marks were achieved. The weaker responses identified a method and did not explain it, or just identified two ways rather than three. A few responses misinterpreted the question and suggested that tour operators should sell to more tourists to then lower the price, which was not relevant to this question.

- (c) This question asked candidates to give two reasons why the tour is only available from February to November. Most of the candidate responses correctly suggested that the weather would be an issue, as part of the tour was based on rice farming fields and trips on the Mekong river, which indicates that, e.g. monsoon times would not be suitable for tours. Other candidate responses also referred to Christmas and New Year during December and January, which may cause numbers to be lower. It is important to note that each part of this question is worth three marks and a brief mention of the reason would achieve only one mark. More supporting comments/reasoning are required to achieve the full 3 marks for each reason.
- (d) This question asked about the ways that political factors may have affected tourism development in LEDC's and candidate responses showed a very good familiarity with political factors and explained the impacts that they would have on tourism. Candidate responses achieved high level 2 marks due to competently describing impacts of political factors on tourism. The best responses referred specifically to the impact on LEDC's. Most responses referred to terrorism, crime or wars. Some responses mentioned the impacts of governments, but few included discussion of the value of governments making legislation, developing infrastructure, providing training and education, etc. Candidate responses which were balanced with positive and negative impacts mentioned, generally achieved level 3 marks.

Question 2

- (a) (i) Responses to this question were good, the terms 'health' and 'spa tourism' were defined well and therefore most responses achieved full marks.
- (ii) The majority of candidate responses achieved full marks for correctly suggesting a reason for the growth of this type of tourism. Very few responses received no marks or very low marks. Candidate responses showed a good knowledge of the various types of tourism and why they may have grown.
- (b) Generally, this question was answered very well. Most of the responses showed knowledge on the issue of intangibility by explaining three ways that it could be overcome, and therefore most achieved full marks for this question.
- (c) Answers to this question were clear and detailed, including an explanation of methods of assessing of customer service. Customer service related questions were answered in a competent and detailed way and many responses showed good familiarity with the subject.
- (d) Candidate responses were not detailed in many cases and very often only one or two methods were explained. Discussion about the possible methods was very limited and, therefore, not many level 3 marks were achieved. The more successful responses included comments about the use of organisational practices and maintaining legal requirements, whilst the weaker responses focused on putting signs up and having lockers for the use of customers. Expressing opinions about the value of the methods of providing a safe environment would have reached level 3 marks, but only a few responses provided this.

Question 3

- (a) Overall, most of the responses achieved full marks for this question, as they showed a good knowledge of customer service in a variety of situations. Most of the responses explained two ways that travel agency may motivate its staff.
- (b) Responses to this question showed a good familiarity with another part of customer service and suggested strategies that could be adopted in specific situations. Most of the responses suggested reasonable solutions for the tour operator going out of business. The more successful responses showed some insight and suggested informing clients and putting on access to flights out of the area or notifying consular staff so they would know how many people needed to be evacuated.
- (c) Many candidate responses did not answer this question. Details about why tour operators would use responsible tourism were not generally suggested. The more successful responses detailed such aspects as: educating tourists, making themselves popular in the destination, making them seem more authentic to their customers and so getting repeat business, and maintaining or

increasing their market share. Other responses described responsible tourism practices, which was not what the question required.

- (d) Responses to this question were very descriptive and so mostly did not achieve high marks. Some level 2 marks were achieved where descriptions were detailed. Examples of transport developments were not very clearly described, and many responses demonstrated only limited knowledge about them. There was very little analysis seen in responses.

Question 4

- (a) (i) This question was answered well. All candidate responses showed good use of the source material.
- (ii) Most of the candidate responses achieved both marks for this question, showing a good knowledge of the industry.
- (b) Generally responses to this question were very good and suggested the anticipated reasons for the low number of visitors to mainland China from Canada.
- (c) Many candidate responses suggested that tourists would like company and so would go in groups, and that this would allow group savings to be made and so costs will be cheaper. The more successful responses referred to safety in places and that the authorities could direct people to specific places, and that way manage tourist sites.
- (d) The more successful responses to this question discussed how secure employment, paid holidays, and better exchange rates would allow outbound tourism to grow in China. Many responses misinterpreted the term 'outbound tourist' – that is tourists who leave the country and travel to another one – and instead discussed the reasons why tourists may travel to China, i.e. inbound tourists which limited the marks achieved.

TRAVEL & TOURISM

Paper 9395/13
The Industry

Key messages

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Candidates should be aware of the relevant strategies needed to achieve the higher level marks in the level marked responses. 'No response' answers should be avoided.

General comments

Many answers to the questions showed a very good range of knowledge of the travel and tourism industry and the syllabus topics – this was especially shown in the responses about customer service. This enabled candidates to attempt the questions in a competent manner and there were only a few 'no response' answers seen, which showed that candidates were confident in their attempt with the paper. The more successful responses supplemented the answers with comments and examples from the industry, showing a thorough understanding of the subjects in the paper. Candidate responses which provided judgements and conclusions achieved higher marks. Many of the candidate responses made a positive attempt to address the issues posed by the various questions. Extended response questions showed an increase in detail given in the responses, while the stimulus materials were accessible and well interpreted. Candidates should be encouraged to continue to draw on a range of examples and ensure that their choices are appropriate to the context of the question asked.

Most of the responses showed candidates were well prepared and familiar with the syllabus. Very few responses achieved no marks and some achieved level 3 marks for the extended response questions. Better responses were supported by the use of examples and showed clear understanding of the questions.

Comments on specific questions

Question 1

- (a) Responses to this question were mixed. Some candidate responses showed familiarity with the issue of climate change and the impacts of natural disasters and, therefore, achieved high marks. The less successful responses showed a lack of knowledge and understanding about these issues and received lower marks.
- (b) This question asked candidates to explain ways in which climate change has impacted the Seychelles and was generally answered well. The less successful responses identified some ways in which climate change may impact the Seychelles but did not include any explanation of the ways identified.
- (c) The majority of candidate responses achieved high marks for this question. There was good use of the source material to correctly identify and explain how the Seychelles appealed to leisure tourists. Responses which achieved lower marks usually did not draw relevant information from the Insert.

- (d) This question asked candidates to discuss the ways that the tourism industry in the Seychelles could be managed responsibly. Responses were mixed. Some responses described what responsible tourism is and why it is important, with little reference to strategies which could be adopted. Such answers did not achieve higher than level 1 marks. Some candidate responses suggested strategies which would be better to adopt and explained why and, therefore, achieved level 3 marks.

Question 2

- (a) (i) Most candidate responses correctly defined the term 'travel motivation'.
- (ii) This question asked candidates to suggest three likely travel motivations. The less successful responses listed the reasons for travel from the table and included reasons such as Business, VFR, etc.
- (b) Overall, there were many mixed responses to this question. Candidate responses which used the Insert correctly suggested the reasons such as distance, proximity or the fact that the USA and Canada are wealthy countries and people will have the money to travel. Some responses suggested that a number of people from America and Canada are working in Brazil or visiting friends and relatives, neither of which are likely reasons for attracting large numbers.
- (c) This question was answered very well by most of the candidates. Responses showed a good familiarity with online information sources and usually showed a very good knowledge of the topic. There were only a few responses where the marks achieved were low. The general level of understanding for this question was very good.
- (d) This question had mixed responses. To achieve a higher mark, responses needed to give some degree of judgement on the impacts of hosting sporting events on a destination. Most of the candidate responses suggested impacts that may occur in a destination and achieved at least level 1 marks. The more successful responses included explanations and some assessment or judgement. However, there were some 'no response' responses seen, which did not achieve any marks. This indicated that most of the candidates were confident with the subject and could make some comments. The most successful answers used examples to support comments made and showed a high level of understanding.

Question 3

- (a) Overall, the responses to this question mostly achieved full marks. Candidate responses were clear about the role of the holiday representative and suggested four ways that they could assist international tourists.
- (b) This question was not answered very well, and most responses received lower marks. This was due to some confusion about the type of ancillary services a tour operator can provide, with a number of responses describing and explaining ancillary services which would be provided by a travel agency.
- (c) Responses to this question generally achieved high marks. The question referred to dealing with complaints and was answered well. Candidate were well prepared for customer service questions and responses showed a high level of understanding of the scenarios referred to.
- (d) Responses to this question were mixed. Most of the candidate responses suggested methods of performance management which could be used to assess performance. The less successful responses lacked appropriate methods and understanding about the role of a holiday representative.

Question 4

- (a) Generally, candidate responses mostly achieved full marks for this question, as it was a very topical question. Responses indicated that candidates are used to the preventative methods, which are being adopted in most of the countries at present.
- (b) This was a well answered question, where candidate responses showed a clear understanding of security methods that could be adopted and explained the methods identified. The less successful

responses selected health and safety methods instead of security methods, and, therefore, these responses did not answer the question.

- (c) This question had some weak responses. Some candidate responses showed complete understanding about the work of a consular service provider and explained two roles, achieving a high mark. Other responses showed confusion about this role and replaced the consular service provider role with that of a travel agent or a tour operator, consequently achieving no marks.
- (d) Generally, responses to this question achieved level 2 marks. Many of the responses showed an understanding of the impacts of air pollution but were focused on the health of individuals rather than impacts on a destination and therefore achieved only level 1 marks. Level 2 marks were achieved when the impacts on a destination were mentioned, although these were mostly described with little or no analysis. Very few candidates achieved level 3 marks.

TRAVEL & TOURISM

Paper 9395/02
**Planning and Managing a Travel and
Tourism Event**

Key messages

- Centres should include correct paperwork and accurately record candidate details onto MS1s.
- Individual candidate mark sheets should accompany each candidate portfolio.
- Coursework should be completed on an individual basis.
- Candidate log books or diaries should be included for team evidence.
- Centres should annotate all coursework.

This session coursework presented many challenges for centres due to the global pandemic affecting the planning and running of some events. Centres achieved excellent resolutions, which allowed for many successful events to be completed either using virtual or online events as part of contingencies. It was unfortunate that a small number of events did not take place, but understandable given the circumstances.

A small number of centres were scaled downwards – this was generally applied because a centre marked too leniently across the bands and on occasion key evidence was missing. The syllabus gives details of all elements to be included, showing guidelines that provide a framework for the production of the portfolio. Centres should avoid providing a prescriptive template for candidates as this restricts individuality.

Overall, candidate work submitted by centres clearly followed the syllabus guidance. The portfolios were generally well structured and presented in a clear and logical format. Centres should ensure that events are clearly embedded within a travel and tourism context.

Centres should note that candidate coursework must be completed as an individual project. Work that has been completed by another candidate must be clearly labelled and made explicit for the marker, e.g., 'John created this webpage for our event.' Candidates cannot take credit for work that is not their own. Centres should encourage their markers to show annotation throughout the portfolios as this will assist moderators and markers alike.

2.1 Working in a team

Candidates demonstrated team roles and responsibilities well. Minutes and agendas were clearly recorded. However, some candidates did not include personal logs to show individual actions taken. These should be included for a candidate to pass through to MB3. An individual log may be a personal blog or written/electronic diary.

2.2 Choosing the event

There were many thoughtful and detailed feasibility studies conducted by candidates. The most successful studies included SWOTs as well as details of customers, costings, risks and a simple concept plan. Where elements were omitted the higher mark band could not be credited. Some candidates did not analyse the results of their feasibility studies and did not show good reasons for their final choice even though a lot of research had been done. Candidates must include either a bibliography or a list of sources to show where research had been conducted. Candidates should also make it clear if another team member has completed any part of the feasibility study.

2.3 Produce a business plan

Business plans were included by all candidates. The contents of the business plans were, on occasion, too brief. It should be noted that one sentence per bullet point is insufficient detail to explain the plan.

Candidates must cover all aspects of **Outline Content 2.3** in order to achieve MB3. The business plan should also be completed before the event and, therefore, should be written in the future tense.

2.4 Preparing for the event

A good range of materials and resources were used by the candidates. These included letters, emails, permission requests, photographs and financial documentation.

2.5 Running the event

Many events appeared to have been very successful. Photographic evidence was clear; however, these should be clearly labelled. Detailed witness statements from centres assisted with both the marking and moderation process, however, a signed witness statement should be included for **all** candidates.

2.6 Evaluation and recommendations

Many candidates gave interesting and informed evaluations of their events. Many portfolios included detailed personal perception, team reflection and witness statements. Some included questionnaires to gain customer feedback. Better evaluations include an analysis of questionnaire results. Weak or poor recommendations for the future prevented candidates from gaining the higher mark bands.

Some assessors did not annotate candidate work. Centres should ensure that they clearly annotate where the candidate has progressed through the mark bands, as this will aid with both marking and moderating.

TRAVEL & TOURISM

Paper 9395/31
Destination Marketing

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

TRAVEL & TOURISM

Paper 9395/32
Destination Marketing

Key messages

- There was good evidence that centres had prepared candidates well for the assessment even though many centres have faced disruption to teaching and learning during the Coronavirus pandemic.
- Candidates should be familiar with the syllabus content for Paper 3 and should understand the context of which part of the syllabus is being tested by each question. There were many instances of candidates writing lengthy and detailed answers, relevant to the syllabus in general but not specific to the actual question set which limits marks.

General comments

The omission rate and the appropriateness of responses shows that the majority of candidates are able to complete the examination in the time given with no difficulty.

Higher order learning skills of analysis and evaluation are required for all **(b)** and **(c)** questions. Candidates are expected to refer to the case studies to write their responses but should avoid lifting answers directly from the insert materials.

Comments on specific questions

Question 1

- (a) Most responses were generic, rather than specific to different types of commercial organisations, as was expected, which often limited marks awarded.
- (b) Many responses included a range of different challenges faced when branding Croatia, with the majority focusing on competition and the difficulties encountered because of over-reliance on the traditional 'sun, sea and sand' destination image. Answers were not always well developed, with lots of bullet points or repetition. The best answers were those which considered a broad range of challenges, using analytical skills in the development of each point made.
- (c) At the top end of performance, responses were focused and specific about the benefits of stakeholder acceptance, including adopting a unified approach to marketing the destination, for example. At the lower end of performance, candidates were familiar with the range of different stakeholder groups and compared their different roles, even though this did not answer the question set and therefore could not score any marks. This reiterates the need to carefully read the question to determine exactly the context of what is being asked.

Question 2

- (a) Most responses included some reasons why destinations use DMOs to help market themselves. Weaker answers relied on text from the case study, which was not always appropriate to the question. The best answers were those where candidates used their own knowledge of what a DMO is.
- (b) Most responses demonstrated some knowledge of what statistical data is, although weaker responses gave incorrect examples. The best answers analysed how and why data specifically proved that the destination brand had impacted on visitor numbers – e.g. an increase in brand

awareness as a result of a new marketing campaign by comparing before and after data sets. At the lower end of performance, responses listed the KPIs without stating how the data proved the effectiveness of the new destination brand.

- (c) This question acted as a good differentiator. The best answers were those where comparative language was used to evaluate the specific advantages and disadvantages of research methods and a conclusion was reached as to which were the most suitable methods in the context of Washington, DC. Weaker responses listed different examples of primary and secondary research, or identified a limited number of advantages and disadvantages of each.

TRAVEL & TOURISM

<p>Paper 9395/33 Destination Marketing</p>
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Key messages

- There was good evidence that centres had prepared candidates well for the assessment even though many centres have faced disruption to teaching and learning during the Coronavirus pandemic.
- Candidates should be familiar with the syllabus content for Paper 3 and should understand the context of which part of the syllabus is being tested by each question. There were many instances of candidates writing lengthy and detailed answers, relevant to the syllabus in general but not specific to the actual question set which limits marks.

General comments

The omission rate and the appropriateness of responses shows that the majority of candidates are able to complete the examination in the time given with no difficulty.

Higher order learning skills of analysis and evaluation are required for all **(b)** and **(c)** questions. Candidates are expected to refer to the case studies to write their responses but should avoid lifting answers directly from the insert materials.

Comments on specific questions

Question 1

- (a)** At the lower end of performance, candidates identified more than two strengths but did not explain why these were strengths in the context of Venezuela. Candidates should be reminded that they should only identify one point per space in the answer booklet, as there were many instances of multiple answers being written in each space.
- (b)** This question was answered well, with many responses including key information from the case study. Weaker responses often did not differentiate between political or social aspects, and there was no logical sequence to the development of points whereas the best responses identified a political factor, explained it in the context of Venezuela as a destination and analysed its importance in affecting the destination image of the country. Those responses getting the top marks included a conclusion stating which aspects had the greatest impact.
- (c)** At the top end of performance, responses were focused and specific about the benefits of a coordinated multi-agency approach, with candidates identifying the central role of the Venezuelan Government in coordinating the marketing and promotion of the destination, working alongside other agencies of tourism development. Mid-range responses identified key stakeholders and the roles they carry out with some reference to joint marketing efforts. At the lower end of performance, responses incorrectly assumed 'multi-agency approach' referred to the use of a branding agency to carry out all of the marketing and promotion of Venezuela as a destination.

Question 2

- (a) Most candidates explained two benefits to Amsterdam Marketing of using shared media to spread the 'I amsterdam' brand message, demonstrating a good understanding of shared media and its use in destination marketing.
- (b) Candidates were familiar with the term marketing mix and most responses demonstrated a good attempt to apply this knowledge to the context of the question. The best answers suggested applied contexts of how each of the 4Ps might be developed or implemented in Amsterdam, specifically to address the issue of overcrowding in the city. Lower level responses listed the 4Ps and identified, from the case study, information about the current practices in Amsterdam.
- (c) This question was not answered particularly well, with few responses focussed specifically on the key characteristics of the consolidation stage, or the reasons why festivals and events make a positive contribution to destination branding. Instead, answers focussed on the economic benefits associated with hosting festivals and events, but these answers often did not take into account the fact that the destination was currently overcrowded and did not need to just attract more visitors.

TRAVEL & TOURISM

Paper 9395/41
Destination Management

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

TRAVEL & TOURISM

<p>Paper 9395/42 Destination Management</p>

Key messages

- Candidates should read questions carefully and make sure they understand the questions before attempting to answer.
- The question should not be repeated in the answer.
- Candidates should note the mark allocations of each question.
- Candidates should be encouraged to focus on the understanding of the command word meanings.

General comments

Overall, the standard of responses was good. Many candidate responses showed a good range of knowledge and understanding of the of key tourism concepts such as economic, political, environmental and socio-cultural impacts.

The most successful responses used accurate industry examples to help exemplify points. The weaker candidate responses did not always demonstrate the higher order skills of analysis, evaluation and discussion and therefore did not gain the level 3 marks. Despite many responses showing a good understanding of the syllabus, some responses did not always apply the knowledge accurately. Candidates should complete exam practice using the variety of command words used in the syllabus. Candidates should be encouraged to take note of the mark allocations and link this to the command words.

Some candidate responses repeated the question at the beginning which takes up valuable time and space and is not necessary. Candidates should be encouraged to write clearly and, if possible, not to use the side margins for their responses. Many successful candidate responses were concise and gave relevant information in the longer style answers.

Candidates were not credited with marks for weak or overly simplistic conclusions. All judgemental statements should be supported by comments made throughout the body of the response. In general, the standard of this session was good and there was no confusion over rubrics and timing does not appear to have been an issue.

Comments on specific questions

Question 1

- (a) This question was well answered. Most of the candidate responses explained two priorities of the Belize Tourism Board (BTB). The case study allowed for development of this question and the most common responses were: to focus on visitor experience, emerging niche markets and investment in training stakeholders. Each of the identified points had to be exemplified in order to gain full marks.
- (b) This question was answered very well. Candidates were asked to assess why tourism is an important economic contributor of Belize. There was a good reasoning given in many responses, including the growth and development of employment, and the prevention of poverty. Improved standards of living and the expansion of infrastructure for the benefit of both community and visitors was clearly discussed. Some candidate responses did not assess the importance of their points. When explanations or descriptions are not developed into an assessed point, level 3 marks cannot be awarded despite many good economic impact points being made.

- (c) This was a very well answered question. Candidates were asked to evaluate the possible sustainable tourism strategies to protect the landscape and species of Belize. Many candidate responses explained possible strategies but did not evaluate the points made. Good responses included sustainable use of the resources, protection of the flora and fauna, and conservation strategies including creation of national parks or designated lands. Where candidate responses did not evaluate the points, level 3 marks were not awarded. A detailed and relevant conclusion is required to gain full marks.

Question 2

- (a) Few responses achieved good marks for this question. The question asked candidates to give two reasons why the Ministry of Primary Resources and Tourism in Brunei had a strong vision. The weaker candidate responses copied large amounts of the text from the Insert rather than applying the information to the question.
- (b) This question was answered well. Many candidate responses explained the benefits to Brunei of retaining their cultural heritage. There were some very good examples of empowering local communities and saving crafts and skills for the benefit of future generations. Some responses did not gain level 3 marks as they did not weigh up their evidence and present it with justification. A relevant and detailed concluding paragraph was required to gain full marks.
- (c) This question was very well answered. Most of the candidate responses explained why developing new products and services was important to tourism development in Brunei. The most common responses included the ability to remain competitive, expanding tourism customers and enticing new customers to visit. Without evaluation responses did not achieve the level 3 marks. It should be noted that simply stating both positive and negative impacts is not sufficient as an evaluation. Candidates must weigh up their evidence and present it with justification. A full evaluation with concluding paragraph was required to gain full marks.

TRAVEL & TOURISM

<p>Paper 9395/43 Destination Management</p>

Key messages

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- The question should not be repeated in the answer.
- Candidates should note the mark allocations of each question.
- Candidates should be encouraged to focus on the understanding of the command word meanings.

General comments

Overall, the standard of responses was good. Many candidate responses showed a good range of knowledge and understanding of the of key tourism concepts such as economic, political, environmental and socio-cultural impacts.

The most successful responses used accurate industry examples to help exemplify points. The weaker candidate responses did not always demonstrate the higher order skills of analysis, evaluation and discussion and therefore did not gain the level 3 marks. Despite many responses showing a good understanding of the syllabus, some responses did not always apply the knowledge accurately. Candidates should complete exam practice using the variety of command words used in the syllabus. Candidates should be encouraged to take note of the mark allocations and link this to the command words.

Some candidate responses repeated the question at the beginning which takes up valuable time and space and is not necessary. Candidates should be encouraged to write clearly and, if possible, not to use the side margins for their responses. Many successful candidate responses were concise and gave relevant information in the longer style answers.

Candidates were not credited with marks for weak or overly simplistic conclusions. All judgemental statements should be supported by comments made throughout the body of the response. In general, the standard of this session was good and there was no confusion over rubrics and timing does not appear to have been an issue.

Comments on specific questions

Question 1

- (a) This was a very well answered question. Most candidate responses explained two likely political objectives of tourism development for Argentina. The most common responses were enhanced image, better reputation and a safe country to visit. Each of the identified points had to be exemplified in order to gain full marks.
- (b) This question was answered reasonably well. Candidates were asked to assess the importance of working in partnerships in order to further tourism development in destinations such as Argentina. Good reasoning was given in some candidate responses, including the sharing of responsibilities, saving time, resources, and, in particular, completing joint marketing activities. Some responses did not assess the importance of their points. When explanations or descriptions are not developed into an assessed points level 3 marks cannot be awarded despite some good points being made in the responses.

- (c) This question was very well answered. Candidates were asked to evaluate the economic impacts of tourism on Argentina. Good reasoning was given by many candidate responses, including the growth and development of employment, and the reduction of poverty. Improved standards of living and the expansion of infrastructure for the benefit of both community and visitors was clearly discussed. Some candidate responses did not assess the importance of points made. When explanations or descriptions are not developed into an assessed point, level 3 marks cannot be awarded despite many good economic impact points being made.

Question 2

- (a) This question was answered well. The question asked candidates to identify two ways that Greek tour operators could encourage responsible tourist behaviour. Common responses included informing and educating customers prior to visits by giving briefings and details in brochures. Some candidate responses included the use of social media and websites and cited the importance of tour operators providing ecotourism holidays, which would encourage good and responsible behaviour.
- (b) This question was answered reasonably well. Many candidate responses explained the importance of planning control in destinations such as Greece. There were some very good examples of preserving the environment, preventing unsightly developments and ensuring safety. Some candidate responses did not gain level 3 marks as they did not weigh up the evidence and did not present the points with justification. A relevant and detailed concluding paragraph was required to gain full marks.
- (c) This question was very well answered. Most of the candidate responses explained positive environmental impacts that tourism may bring to countries such as Greece. The most common responses included the conservation and preservation, regeneration and prevention of pollution. Without evaluation responses did not achieve level 3 marks. It should be noted that simply stating both positive and negative impacts is not sufficient as an evaluation. Candidates must weigh up their evidence and present it with justification. A full evaluation with concluding paragraph was required to gain full marks.