



**Cambridge Assessment  
International Education**

Example Candidate Responses – Paper 1

# Cambridge International AS & A Level Travel & Tourism 9395

For examination from 2024



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## Introduction

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The main aim of this booklet is to exemplify standards for those teaching Cambridge International AS & A Level Travel & Tourism, and to show how different levels of candidates' performance (high, middle and low) relate to the syllabus requirements. This document helps teachers to assess the standards required to achieve marks beyond the guidance of the mark scheme.

In this booklet candidate responses have been chosen from the June 2024 exam series to exemplify a range of answers.

For each question, the response is annotated with examiner comments about where and why marks were awarded or omitted. This is followed by comments on how the answer could be improved. There is also a list of common mistakes and guidance for candidates for each question.

Please refer to the June 2024 Examiner Report for further details and guidance.

The questions, insert and mark schemes are available on the [School Support Hub](#)

**9395 June 2024 Question Paper 12**

**9395 June 2024 Mark Scheme 12**

**9395 June 2024 Insert 12**

Past exam resources and other teaching and learning resources are available on the [School Support Hub](#)

## How to use this booklet

This booklet goes through the paper one question at a time, showing you the high-, middle- and low level response for each question. In the left-hand column are the candidate responses, and in the right-hand column are the examiner comments.

Example Candidate Response – high	Examiner comments
<p>1 Refer to Fig. 1.1 (Insert), information about Barcelona, a city in Spain.</p> <p>(a) Explain <b>two</b> reasons why people may visit Barcelona.</p> <p>1 ..... as Barcelona is a ..... popular ..... destination .....  for cruise ships tourists may visit to enjoy .....  in cruise ship for pleasure and enjoyment ..... 1</p> <p>2 ..... People may visit Barcelona for sports tourism .....  as in Barcelona there are Olympic games which showed  the world the cultural attractions, architecture and  and art of the city thus more people wants to ..... 2  visit Barcelona because of these attractions. [4]</p> <p>(b) Explain <b>three</b> economic benefits of tourism to Barcelona.</p> <div data-bbox="177 994 892 1200" style="border: 1px solid red; border-radius: 15px; padding: 10px; margin-top: 10px;"> <p><b>Responses</b> are written by real candidates in exam conditions, demonstrating the types of answers for each level. These could be used to discuss and analyse the answers with learners in the classroom to improve their skills.</p> </div>	<p>1 The candidate identifies that Barcelona is a popular destination for cruise ships and is awarded 1 mark.</p> <p>2 The second part of the candidate's response is awarded 2 marks. The candidate refers to the Olympic games showcasing the attractions of Barcelona. They also mention architecture and art which will attract cultural tourists in addition to those who came because they had an</p> <div data-bbox="1002 972 1474 1218" style="border: 1px solid red; border-radius: 15px; padding: 10px; margin-top: 10px;"> <p><b>Examiner comments</b> explain where and why marks were awarded. These help to interpret the standard of Cambridge exams to help learners refine their exam technique.</p> </div>

## How the candidate could improve their answer

- **(a)** The candidate would have been awarded 1 mark if they had referred to the construction of the cruise terminal mentioned in the Insert.
- **(d)** This was an extended writing question. The candidate used the Insert to good effect which gained them marks. To achieve further marks, the candidate needed to demonstrate how they benefited from using a format where they make a point, explain and evaluate. Three paragraphs using this format might have helped the candidate to achieve further marks.

This section explains how the candidate could improve each response. It helps learners to improve their exam technique.

## Common mistakes and guidance for candidates

- Candidates needed to make use of the Insert. Many suggestions could be used to assist candidates with answering questions – especially useful for parts **(a)** and **(b)**.
- Some candidates devoted too much time and effort into listing lots of ways that sustainability can be encouraged by local people. As there are only 3 marks available for each assessment objective (in the case of **(d)**) and 2 marks per assessment objective (in the case of **(c)**) it would be better to focus on explaining giving candidates time to think about evaluation.

This section lists common mistakes as well as helpful guidance from the examiner. This will help your learners to avoid these mistakes. You can use this alongside the relevant Examiner Report to guide your learners.

## Question 1

### Example Candidate Response – high

### Examiner comments

1 Refer to Fig. 1.1 (Insert), information about Barcelona, a city in Spain.

(a) Explain **two** reasons why people may visit Barcelona.

1 ..... as Barcelona is a popular destination  
for cruise ships tourists may visit to enjoy  
in cruise ship for pleasure and enjoyment

1

2 People may visit Barcelona for sports tourism.  
As in Barcelona there are Olympic games which showed  
the world the cultural attractions, architecture and  
and art of the city thus more people wants to  
visit barcelona because of these attractions. [4]

2

(b) Explain **three** economic benefits of tourism to Barcelona.

1 tourism ~~was~~ helped Barcelona to increase their GDP.  
12% of Barcelona's GDP is from tourism. Gross  
domestic product is the value of goods and services produced  
in an economy over a given period of time thus tourism boosted  
the GDP of Barcelona

3

2 14% of jobs were created in barcelona due to  
tourism as tourist would demand for goods and  
services from local people therefore, derived demand

4

increase leading to creation of jobs thus, employment  
level increases.

3 Due to tourism in Barcelona there were infrastructure  
developments as tourism brings money and tax  
revenue to the government which can be spent

5

on improvement of transport facilities, healthcare  
and infrastructure [6]

6

1 The candidate identifies that Barcelona is a popular destination for cruise ships and is awarded 1 mark.

2 The second part of the candidate's response is awarded 2 marks. The candidate refers to the Olympic games showcasing the attractions of Barcelona. They also mention architecture and art which will attract cultural tourists in addition to those who came because they had an interest in sports and the Olympic games.

Mark for (a) = 3 out of 4

3 The candidate explains that GDP rose, and that tourism contributed to this. They demonstrate the impact of using the Insert to good effect and are awarded 2 marks.

4 The candidate indicates tourism has increased employment by 14% and that they have brought in more money which has allowed local businesses to increase their workforce. The candidate is awarded 2 marks.

5 The candidate explains that the government receives more money from tourists, and this can help with infrastructure development. They are awarded 2 marks.

Mark for (b) = 6 out of 6

## Example Candidate Response – high, continued

## Examiner comments

(c) Discuss how major events, such as the Olympics, can lead to an increase in tourism in the <sup>future</sup>

Sports such as  
Olympics such as Olympics can attract sports tourist who will visit to spectate sports and during this time Olympic showed these tourists the cultural attractions, architecture and art of city. these hidden gems were revealed therefore, more people became aware of these attractions. thus, would increase the tourism in **6** future.

on the other hand olympics can cause over-tourism as olympic promotes mass tourism thus, this can ~~be~~ cause harm to the cultural attractions and create pollution and litter <sup>due to overcrowd</sup> which will discourage people to travel and historical sites cannot be preserved for future. [6] therefore, decrease the tourism in the future due to damage to these sites. **7**

**6** The candidate's opening paragraph makes a point demonstrating knowledge and understanding (AO1). This point is then explained (AO3) and then an evaluative comment is made at the end (AO4). A good opening paragraph.

**7** The candidate's response then presents a negative point of view on the topic. The candidate is attempting to discuss, a point demonstrating knowledge and understanding is made (AO1) and then explained, showing analysis (AO3). The whole paragraph is then evaluated (AO4).

Mark for (c) = 6 out of 6

## Example Candidate Response – high, continued

## Examiner comments

(d) Discuss how local people can support the growth of sustainable tourism.

Sustainable tourism is maximising the positive impact and minimising the negative impact caused by the tourism activities. Local people can support the growth of sustainable tourism by implementing the three R's (Reduce, reuse, recycle) for example due to Olympics in Barcelona there might be a lot of plastic waste however, these waste can be recycled to prevent negative impacts to environment. Moreover, local people can support growth of sustainable tourism limiting the number of people who ~~to~~ by practising Responsible Tourism. Local tour operators can make tourist aware about local culture and to show respect for <sup>natural</sup> local environment. In addition, local people can support sustainable tourism by encouraging tourism developments such as cruise ship <sup>terminal</sup> ~~when~~. As cruise ships can carry a lot of tourist passengers. It reduce the pollution created if one each individual use another type of transport. It create more pollution. On the other hand growth of sustainable tourism might not be encouraged by local people as they might want to keep going with their traditional way of tourism thus, these kind of social attitudes might cause local people to go against sustainable tourism.

8 This is an extended writing question. The candidate makes a point of showing one way that local people can help support the growth of sustainable tourism and therefore demonstrates knowledge and understanding (AO1).

9 The candidate explains recycling and why this is appropriate in Barcelona, for example (AO3).

10 The candidate makes a further point (AO1) – this time by referring to local tour operators making tourists aware and encouraging them to be sustainable.

11 The candidate makes a further knowledge and understanding point (AO1), referring to local developments such as a cruise ship terminal.

12 The candidate analyses why this may be linked to the use of more sustainable transport methods (AO3).

13 The candidate attempts to evaluate their response (AO4). It is not very detailed and is a brief statement, so awarded 1 mark.

AO1 Knowledge and understanding = 3 out of 3 marks

AO3 Analysis and research = 3 out of 3 marks

AO4 Evaluation = 1 out of 3 marks

Mark for (d) = 7 out of 9

**Total mark awarded = 22 out of 25**

## How the candidate could improve their answer

- (a) The candidate would have been awarded 1 mark if they had referred to the construction of the cruise terminal mentioned in the Insert.
- (d) This was an extended writing question. The candidate used the Insert to good effect which gained them marks. To achieve further marks, the candidate needed to demonstrate much more evaluation. The candidate might have benefited from using a format where they make a point, explain it and then evaluate their comments at the end. Three paragraphs using this format might have helped the candidate achieve full marks.



**Example Candidate Response – middle**

**Examiner comments**

1 Refer to Fig. 1.1 (Insert), information about Barcelona, a city in Spain.

(a) Explain **two** reasons why people may visit Barcelona.

1 ... people may visit Barcelona for leisure, in order to relax and enjoy some time away from their daily duties or routines. **1**

2 ... people may also visit Barcelona to visit friends and relatives, they spend some time with the people that they know. **2**

[4]

(b) Explain **three** economic benefits of tourism to Barcelona.

1 ... tourism brings jobs and money to Barcelona meaning that local people will have employment and money to develop the infrastructure of the destinations. **3**

2 ... infrastructural developments have been encouraged in Barcelona as people visit often to take part in the Olympics. **4**

3 ... tourism encourages more visitors to visit the destination as other tourists who have visited Barcelona will share their experiences. **5**

**1** The candidate's first part of the response is not specific enough – leisure is too general; some detail or examples would be required.

**2** The candidate is awarded 2 marks for this part of the response. The candidate uses the example of visiting friends and relatives and says why they may visit them. Although visiting friends and relatives is not listed in the mark scheme, it is a valid reason for visiting Barcelona.

Mark for (a) = 2 out of 4

**3** The candidate is awarded 3 marks, mentioning both money and jobs which are different economic benefits. They then explain why these are benefits.

**4** The candidate is awarded 1 mark here as it is a further development of the infrastructure comments.

**5** The candidate is not awarded any marks here, as no economic benefit is identified or explained.

Mark for (b) = 4 out of 6

## Example Candidate Response – middle, continued

## Examiner comments

(c) Discuss how major events, such as the Olympics, can lead to an increase in tourism in the future.

Major events such as the Olympics are popular tourist attractions that appeal to tourists. Tourism will increase because people will visit destinations with major events in order to be take part in the events or to watch the events. They attract more tourists because they are popular visitor attractions, tourists will visit because they enjoy experiencing new things that come to them. Major events are also posted on social media which shows the rest world the cultural attractions, architecture and art of the city, this encourages more tourists to visit.

6 The first part of the candidate's response is awarded 1 mark for knowledge and understanding (AO1) and one mark for analysis (AO3).

7 The candidate demonstrates description for knowledge and understanding (AO1) and is awarded 1 mark. They are awarded 1 mark for analysis (AO3). No evaluation is evident.

Mark for (c) = 4 out of 6

## Example Candidate Response – middle, continued

## Examiner comments

(d) Discuss how local people can support the growth of sustainable tourism.

Sustainable tourism is when people visit destinations because of the appeal of the environment by causing the least negative impacts and brings more positive benefits to the environment and the local people. Local people of a destination can support the growth of sustainable tourism by respecting their natural environment. They can use local resources to build hotels like using mud and straw. They can reduce the use of natural resources like water so that they will have water to use in the future. Local people recycle some materials like glass, metals and plastics so that they can be used again. When making food in restaurants if there are other ingredients left they can use them to prepare a different meal instead of throwing them away. Food can be made with ingredients that have been grown locally in the destination. In hotels, they can put less expensive utilities in guest rooms which have been bought at a fair price and they must be organic and made from local substances instead of importing from other countries. [9]

8 This is an extended writing response. The candidate makes the point of local people supporting their natural environment and is awarded 1 mark (AO1). This is then discussed and is awarded 1 mark (AO3). No evaluation is evident.

9 The candidate is awarded 1 mark for reducing the use of natural resources (AO1). The candidate then analyses this and is awarded 1 mark (AO3).

10 The candidate is awarded 1 mark for recycling some materials (AO1). The candidate then discusses this and is awarded 1 mark (AO3).

11 The candidate is awarded 1 mark for stating that food can be made, and ingredients grown locally (AO1). They then discuss this for 1 mark (AO3). Although four pieces of evidence are noted in the response there are only 3 marks available per assessment objective.

AO1 Knowledge and understanding = 3 out of 3 marks

AO3 Analysis and research = 3 out of 3 marks

AO4 Evaluation = 0 out of 3 marks

Mark for (d) = 6 out of 9

**Total mark awarded =  
16 out of 25**

## How the candidate could improve their answer

- (a) The candidate needed to give more details; for example, the leisure tourist may visit Barcelona to experience the new beach that has been constructed in addition to viewing the art or architecture.
- (b) The candidate's response required another economic benefit identified and explained, such as the foreign visitors would contribute to the total GDP which would allow / encourage the further development of additional tourism facilities and so spread money around the local area.
- (c) The candidate needed to evaluate both points made (AO4). The most significant point to be made was that sporting events may advertise the facilities in Barcelona which will attract people to the sites that they may see. When they get there, they will likely use other facilities such as restaurants or hotels which will bring in more money to the region. Or, that the facilities seen will encourage other sporting events to use Barcelona because the sporting infrastructure is already there.
- (d) The candidate needed to make evaluative comments because the knowledge and understanding and analysis marks are already at their maximum – the candidate needed to comment along the lines that the 'best thing to do would be ...' and then to justify their comments.

## Example Candidate Response – low

## Examiner comments

1 Refer to Fig. 1.1 (Insert), information about Barcelona, a city in Spain.

(a) Explain **two** reasons why people may visit Barcelona.

- 1 Because it is a popular destination  
1 there is cruise ships and seventh largest airport in Europe and also Evident  
 cit<sup>es</sup> Barcelona is the top five most visited
- 2 After the olympic games the mass tourism came and it show the world the cultural attractions.

[4]

(b) Explain **three** economic benefits of tourism to Barcelona.

- 1 market research. They can do it because it helps them to know the prices in Barcelona and how the selling it's high or low.
- 2 2 More jobs will be available because a large number of tourists are visiting the place which will be more businesses and jobs for local area.
- 3 Less risk because health and safety and police are there which will tourists will be safe and they will include food and others for them.

1 The candidate is awarded 1 mark for stating a popular cruise ship destination and 1 mark for mentioning the seventh largest airport which is a fact from the Insert. The candidate is awarded 1 mark for making the point about seeing cultural attractions.

Mark for (a) = 3 out of 4

2 The candidate is awarded 2 marks for the second part of the question, which describes why jobs are created.

Mark for (b) = 2 out of 6

## Example Candidate Response – low, continued

## Examiner comments

(c) Discuss how major events, such as the Olympics, can lead to an increase in tourism in the future.

They can provide for organisation of tourism offers such as buy one and get one free it will increase tourism in the future and you have major events such as Fifa world cup, it was so good and the number of tourists

3 increased it was mass tourism a large number of tourists going to the same destination and it also is start tourism because it's about sports ~~and~~ ~~tourism~~ However, in the future in my opinion is that they <sup>[6]</sup> change the things and include new activities.

3 The candidate's comments do not answer the question and no marks are awarded.

Mark for (c) = 0 out of 6

**Example Candidate Response – low, continued**

**Examiner comments**

(d) Discuss how local people can support the growth of sustainable tourism.

The local people may support the growth of sustainable by providing the local people where to go and where they want to go in such as a special places high king in the mountain. However, it will growth it if they do special packages for these local people. The sustainable tourism helps local people to know the destination and what to do when you're in a risk in the middle of the jungle so this will help the local people and they may develop their area from the money that they support from the sustainable tourism. on the other hand, it will help them to increase market share and if the if will help them to be responsible and what to do if you're in a risk. [Total: 25]

4

4 The candidate does not answer the question. There is no reference to how local people may support sustainable tourism.

AO1 Knowledge and understanding = 0 out of 3 marks

AO3 Analysis and research = 0 out of 3 marks

AO4 Evaluation = 0 out of 3 marks

Mark for (d) = 0 out of 9

**Total mark awarded = 5 out of 25**

## How the candidate could improve their answer

- **(a)** The candidate would have been awarded 1 mark if the second part of the response had developed the point about cultural attractions; for example, by saying viewing cultural attractions such as the art or architecture.
- **(b)** Other economic benefits needed to be explained, such as the increase in GDP which could increase money in the region and be used to develop other tourism attractions etc., the multiplier effect with money being spread through the local area, or governments using money from tourism to develop infrastructure which would encourage more tourism and spending in the region.
- **(c)** The candidate did not address the question. Examiners would expect a response which mentions the advertisement that sporting events can give to destinations, e.g. tourists would see things and want to come and experience them. Tourists will find it easier to access places as infrastructure developments will have been made. The candidate could have referred to the Insert and used the examples of the airport and cruise terminal. These points needed to then be developed with an appropriate explanation and there needed to be some evaluation saying which may be the best method and why. The question is not applied, so examples may be used from a variety of situations to support statements made.
- **(d)** The candidate did not address the question. Examiners would expect a response which looks at how local people can help the growth of sustainable tourism and would be likely to mention any of the following: conservation (water and energy), use of renewable energy and recycling of materials, including building materials, employing people from the local area, use of locally grown produce so reducing carbon footprints and encouraging sustainability and reducing leakage. These points would contribute to 3 marks for AO1 Knowledge and understanding – if these points were further developed / explained or analysed then there would be a further 3 marks for AO3 Analysis and research. Conclusions drawn about these points would allow marks for AO4 Evaluation to be awarded.

## Common mistakes and guidance for candidates

- Candidates needed to make use of the Insert. Many suggestions could be used to assist candidates with answering questions – especially useful for parts **(a)** and **(b)**.
- Some candidates devoted too much time and effort into listing lots of ways that sustainability can be encouraged by local people. As there are only 3 marks available for each assessment objective (in the case of **(d)**) and 2 marks per assessment objective (in the case of **(c)**) it would be better if three or two identifications were made and then explained giving candidates time to think about evaluation which in many cases was not attempted at all.
- **(b)** Many candidates wrote about the social, cultural and environmental aspects, either with or instead of economic benefits. No marks could be awarded because the question dealt with economic impacts.

## Question 2

### Example Candidate Response – high

### Examiner comments

- 2 (a) Describe **two** market research techniques used to gain feedback about levels of service in a hotel.

1. Surveys are used to collect quantitative data about level of service in a hotel. It can contain both open and closed questions and can be filled in by customers who are waiting in <sup>the</sup> lobby or restaurant and gain their views and opinions.

2. Observed interactions are used where a supervisor or manager observes the customer service quality performed by a staff to external customers and

provide them feedback about their performance and necessary improvements that needs to be made. This is a form of performance management and appraisal.

- (b) Explain **three** ways a hotel can assist visitors with language and cultural differences.

1. A hotel can have sign boards with multiple languages or can use pictograms to direct visitors to areas within the hotel, so that it's understandable by the visitors with language ~~and~~ differences.

2. A hotel can appoint a <sup>tour</sup> guide for the visitors, who can speak and understand multiple languages, and can help in explaining the culture and history of the destination.

3. A hotel can appoint a translator who can translate the local language to the visitor's language, which might be helpful for visitors during interactions with the local people.

1 The candidate identifies two market research techniques and provides a detailed explanation.

Mark for (a) = 4 out of 4

2 The candidate identifies three ways in which a hotel may help visitors with language and cultural differences. The explanations clearly relate to the hotel, so the second mark is awarded for each way.

Mark for (b) = 6 out of 6



## Example Candidate Response – high, continued

## Examiner comments

(c) Explain two ways hotels can meet the health and safety needs of internal customers.

1 Hotels should provide working conditions to their staffs or internal customers according to the local employment law, and should have CCTV cameras near dangerous zones and they shouldn't allow their employees to work under harmful conditions.

2 Hotels ~~shd~~ should provide appropriate uniform and any other protective clothing such as, goggles, mask for employees who work in harmful environments. During disease outbreaks proper sanitation should be provided to reduce the spread of disease among the staffs.

3 The candidate clearly identifies two ways that hotels can meet the health and safety needs of their staff. The candidate gives detailed explanations and receives the additional 2 marks for each way.

Mark for (c) = 6 out of 6

(d) Discuss the impacts of a tourism organisation giving good customer service.

Good customer service is essential for a tourism organisation to increase satisfaction for both their internal and external customers. Giving good customer service makes the workforce more efficient by increasing their performance standards and productivity and will be able to deliver quality customer service.

This will increase the ~~self~~ customer satisfaction of their external customers by giving them the sense of fulfilling for the money spent. This in return creates customer loyalty, where the customer returns to the organisation and use their products again, bringing repeat business to the organisation.

Repeat business increases the turnover of the organisation as more and more customers use their products and services again and again which leads the organisation to make more profits, ~~and then~~ recruit quality staffs which enhances the reputation of the organisation.

Overall, providing good customer service is pivotal for a tourism organisation.

[Total: 25]

4 This is an extended writing response. The response is very detailed, giving a number of impacts expected from good customer service (AO1). These are all analysed / commented upon in detail showing the candidate is knowledgeable on the topic (AO3). The candidate is awarded 3 marks for knowledge and understanding and 3 marks for analysis.

5 The last part of the response is an attempt at evaluation, but it is very limited. It is an attempt, and the candidate is awarded 1 mark for evaluation (AO4).

AO1 Knowledge and understanding = 3 out of 3 marks

AO3 Analysis and research = 3 out of 3 marks

AO4 Evaluation = 1 out of 3 marks

Mark for (d) = 7 out of 9

**Total mark awarded = 23 out of 25**

## How the candidate could improve their answer

- (d) The candidate needed to provide further evaluation. A further two points related to comments made throughout or a detailed overall summary explaining which has more impact would have been sufficient for the candidate to be awarded the full 3 marks for this assessment objective.

## Example Candidate Response – middle

## Examiner comments

2 (a) Describe **two** market research techniques used to gain feedback about levels of service in a hotel.

1 Surveys, is a common way for ~~business~~ <sup>a business</sup> to receive feedback from customers about anything in specific related to the product such as levels or service in the hotel.

2 Another way a business can practise market research is by analysing reviews and comments online in their own website, however this could be also negative as competitors might give bad reviews to reduce the business's reputation. [4] **1**

(b) Explain **three** ways a hotel can assist visitors with language and cultural differences.

1 One way <sup>that</sup> a hotel can assist with ~~language~~ <sup>language</sup> and cultural barriers could be, ~~to~~ <sup>to</sup> by having multi-national speaking employees such as receptionists ~~and~~ <sup>and</sup> tour guides. ~~employees that~~

2 Another way is to have information stands, these allow for visitors ~~to~~ <sup>with</sup> speaking any language to have easy access to any information necessary without having to contact any employee of the hotel.

3 Finally, the hotel could try to implement international activity times, for example Meats could be in a bigger location or hours so that people from different culture have no trouble when eating at their normal times or eating. [6] **2**

**1** The candidate identifies and then explains two market research techniques.

Mark for (a) = 4 out of 4

**2** The candidate is awarded 2 marks for the first part of the response where they describe having receptionists or tour guides who speak more than one language.

Mark for (b) = 2 out of 6

## Example Candidate Response – middle, continued

## Examiner comments

(c) Explain two ways hotels can meet the health and safety needs of internal customers.

- 1 One way that a hotel could meet health and safety needs ~~for~~ internal customers is to provide them with certain job security measures, this could be, insurance or appropriate levels of security measures. This would make the employees of a hotel feel safe <sup>and appreciated</sup> at work which might lead them to be more productive at work as well.
- 2 Another way that hotels can meet health and safety needs of employees could be to provide them with appropriate working conditions and facilities for example, the quality of the rooms, ~~a toilet, rest~~ <sup>and length of shifts</sup> bathrooms ~~these~~, these improved working conditions would most likely improve worker motivation leading to a ~~best~~ better customer service and ~~more~~ better reputation. [0]

3

3 The second part of the candidate's response discusses safe working conditions using some examples. The candidate is awarded 1 mark for suggesting safe working conditions and then 2 marks for the explanation provided.

Mark for (c) = 3 out of 6

4 The candidate's response is straightforward. They identify three benefits of good customer service and are awarded 3 marks (AO1). The candidate then discusses each one and is awarded 3 marks (AO3). No evaluation is evident (AO4).

AO1 Knowledge and understanding = 3 out of 3 marks

AO3 Analysis and research = 3 out of 3 marks

AO4 Evaluation = 0 out of 3 marks

Mark for (d) = 6 out of 9

**Total mark awarded =  
15 out of 25**

(d) Discuss the impacts of a tourism organisation giving good customer service.

- One impact of a good customer service in a tourism organisation such as a hotel, could be the increase of its reputation and brand image which would most likely attract new customers as well as having multiple customers repeating business activity. Another impact of good customer service in a hotel could be increase relations for employees with customers, making employees happy and satisfied with working conditions ~~and~~ leading to increased productivity further benefiting the reputation of the businesses. Another impact can be that a tourism organisation such as a small <sup>and</sup> recent travel agency might start out from its competitors for having good customer services, which would lead to an expanding customer base and loyalty ~~with that~~ that might ~~the~~ business grow and <sup>expand</sup> [0]

4

## How the candidate could improve their answer

- (b) The candidate may have been awarded more marks if they had suggested things, such as apps on phones, google translate being available or the hotel could have had signs or posters which all can understand.
- (c) The first part of the candidate's response was very vague and needed another way that hotels can meet health and safety needs for their internal customers – they could have suggested break rooms or the use of uniforms, so staff were easily identified. Mentoring by other staff would have helped by bringing into the open any issues that staff may feel they have.
- (d) The candidate needed to provide an evaluation (AO4) to be awarded further marks.

## Example Candidate Response – low

## Examiner comments

- 2 (a) Describe **two** market research techniques used to gain feedback about levels of service in a hotel.

1 One way is by a reflection paper which tourist ~~tell~~ write their opinions about everything in the hotel as acomodation, treatment, food, etc. This could lead to changes in hotels. 1

2 Another way is by when you check out in hotel you just want to speak with person with authority and let them know about everything bad and everything good. 2 [4]

- (b) Explain **three** ways a hotel can assist visitors with language and cultural differences.

1 By a translator, this helps too much when visitors from another language try to communicate with you and like that you can explain everything you need. 3

2 Another way is by sign language, you can may connect with them by explaining the action you want with signs. 4

3 One last way you can do it is by take them with you to show what you ~~were~~ <sup>would</sup> tell them.

1 The candidate uses the term 'reflection paper' in their response. Although this is not a usual term, it is clear they are trying to write about a comments page or review which would then lead to the hotel making changes.

2 This part of the candidate's response is much clearer. The candidate refers to informal feedback, and identifies and describes how the feedback is done.

Mark for (a) = 4 out of 4

3 The candidate is awarded 1 mark for suggesting translator – the explanation is not relevant.

4 The candidate is awarded 1 mark for sign language – although not identified in the mark scheme, it would come under any relevant points and would be pertinent for those with language difficulties. The explanation is not accurate.

Mark for (b) = 2 out of 6

## Example Candidate Response – low, continued

## Examiner comments

(c) Explain **two** ways hotels can meet the health and safety needs of internal customers.

1

One way that hotels can meet the health and safety needs of internal customers is when a customer after the service gives a reflection paper to the hotel about what he didn't like about it.

2

Another way is by customers telling directly to receptionist that they want meeting with director because of many things as treatment, food, accommodations.

5

(d) Discuss the impacts of a tourism organisation giving good customer service.

~~When this happens, many impacts could~~

Some impacts of a tourism organisation giving good service are for example treating them the way they want to be treated back. Another one is that if a tourism organisation ask treats you well the thing and the treatment they want back is the same one as they did. One finally impact is the time you spent explaining to them as if they for example stays long time waiting to tell you something and your respond response back is a short answer, you are not showing interest in what they try to tell you.

6

5 The candidate does not answer the question which asks for ways in which hotels can meet the health and safety needs of their internal customers.

Mark for (c) = 0 out of 6

6 The candidate does not address the impacts to organisations of good customer service and therefore no marks are awarded.

AO1 Knowledge and understanding = 0 out of 3 marks

AO3 Analysis and research = 0 out of 3 marks

AO4 Evaluation = 0 out of 3 marks

Mark for (d) = 0 out of 9

**Total mark awarded = 6 out of 25**

## How the candidate could improve their answer

### (b)

- The candidate was awarded 2 marks for identifying two ways that hotels could help visitors with language and cultural differences. They needed to suggest another method, such as signs / posters, apps on phones, use of social media to have achieved the third mark for identifying methods. Each method needed some explanation of how it could work.

### (c)

- The candidate did not answer the question. The candidate needed to identify two ways hotels may have assisted internal customers with their health and safety requirements. These could have included any of the following: training, following legal requirements, giving them safe spaces and regular breaks. The candidate would have been awarded 2 marks for correct identification. The other 4 marks are split between the two parts of the question for a more detailed explanation. This means that the explanation needed to include making at least two points about each method selected. For example, allowing staff to have a recreational area (1 mark), will allow them to have somewhere safe to have a rest (1 mark), which is not linked to their workstation where they could be disturbed (1 mark).

### (d)

- The candidate did not answer the question. Responses were assessed on coverage of the following assessment objectives: AO1 Knowledge and understanding, AO3 Analysis and research and AO4 Evaluation. Each part had 3 marks available.
- Candidates should therefore have looked to make three points about the value of good customer service – such as happy customers will leave good reviews, they will return and bring others, staff will be happy to stay (AO1). Each point would need developing (AO3). Evaluative conclusions would allow AO4 marks to be awarded.

## Common mistakes and guidance for candidates

- Explanation questions are usually worth 6 marks. They may require two or three points to be made. If two points are to be made, then it is 3 marks per point – 1 mark for the identification with the other 2 marks for the explanation. For these questions it is important to note that the explanation must be detailed. If it is three points, then each point is worth 2 marks – 1 mark for identification and 1 mark for the explanation so the explanation does not need to be as detailed. A common error is for candidates to be too brief with their response and be awarded 4 rather than 6 marks.
- With extended writing questions it is important to note that examiners are assessing coverage of assessment objectives. Each assessment objective will be worth either 2 or 3 marks. It is not always necessary for candidates to make more than two or three points (AO1) and then to explain / analyse or comment on them (AO3). Candidates would then achieve either 4 out of 6 or 6 out 9 marks with the final 3 marks being for evaluation (AO4). Many candidates did not reach this point because they seemed to spend too long making as many points as possible and not have time to adequately explain them or produce an evaluation. Better candidate responses followed a pattern of identification, explanation and then evaluation either two or three times depending upon the marks allocated. This allowed the highest possible marks to be achieved.

## Question 3

### Example Candidate Response – high

### Examiner comments

3 Refer to Fig. 3.1 (Insert), information about Phuket, a tourism destination in Thailand.

(a) Using an example, define the following terms:

mass tourism ... mass tourism involves a large sum of travellers travelling to the same destination together. tourist may visit the beach of Thailand for sunbathing.

ecotourism ... Eco tourism is visiting to see the natural environment without causing harm to the environment and local people's way of life. visiting wild life can be a example of eco tourism. 1

[4]

(b) Explain **three** negative economic changes that mass tourism may cause in a destination such as Phuket.

1 leakage of exports might occur as the tourism provider might be a established business in another country therefore, they might send back profit to their home country.

2 leakage of imports may occur as the tourism providers might ~~buy~~ import their raw materials from abroad which might increase the imports causing a <sup>increase in</sup> current account deficit in economy. 2

3 mass tourism leads to overtourism which cause overcrowded areas thus, might increase the possibility of spread of diseases which will decrease the standard of living of people and government would have to spend on healthcare instead of infrastructure developments. 3

[6]

1 The candidate gives a clear definition of both mass tourism and ecotourism with examples.

Mark for (a) = 4 out of 4

2 For the first two parts of the response, the candidate uses appropriate examples of negative economic changes that mass tourism may cause. Each example is explained – both parts are awarded 2 marks each.

3 The final part of the response is also awarded 2 marks, although the validity of the marks needs explaining. The candidate uses the example of overtourism or too many visitors but is rather vague about this. When the rest of the response is read, it is clear the candidate uses the example of too many visitors to explain possible stresses upon infrastructure, etc. and that this would be the cause of governments having to spend money on dealing with the issues. Therefore, this part is awarded 2 marks.

Mark for (b) = 6 out of 6

## Example Candidate Response – high, continued

## Examiner comments

(c) Explain **two** positive environmental impacts of tourism on destinations.

1. as more tourist now demand for sustainable tourism tourism providers are encouraged to use environmentally friendly methods such as reduce, reuse, recycle as, if they don't follow their demand would decrease thus, these tourism providers use sustainable methods and ways which cause less harm to the environment.

2. Tourism can encourage the protection of wild life habitats as ecotourists visits to see these places therefore, wild life such as coral reef, different types of endengard species would be conserved for the future allowing to protect the environment.

**4** The candidate's response identifies and explains in detail two positive environmental impacts of tourism.

Mark for (c) = 6 out of 6

(d) Discuss how responsible tourism behaviour can be encouraged.

Responsible tourism is showing respect for the environment and respect for ~~peo~~<sup>local</sup> people's way of life. responsible tourism behaviour can be encouraged by making people aware about the dress codes and cultural beliefs of the destination and by encouraging the tourists to follow the local culture.

**5** The candidate's response gives a variety of ways that responsible tourism behaviour can be encouraged. The three different ways are awarded 3 marks (AO1). As the candidate also analyses each point, the candidate is awarded 3 marks for analysis (AO3).

**6** The candidate gives a simple evaluative comment and is awarded 1 mark for evaluation (AO4).

Moreover, responsible tourism behaviors can be encouraged by writing down the information about culture and locals way of life in the website where the travellers make their booking from. thus, would make the traveller aware about the culture and traditions of the destination where they visit.

AO1 Knowledge and understanding = 3 out of 3 marks

On the other hand, some tourist might not be able to accept the cultural differences and might not fit into how the locals live therefore, even-though, they are aware they might not behave in a responsible manner overall responsible tourism can be encouraged by making tourist aware by conducting awareness programmes.

AO3 Analysis and research = 3 out of 3 marks

AO4 Evaluation = 1 out of 3 marks

Mark for (d) = 7 out of 9

**Total mark awarded = 23 out of 25**

## How the candidate could improve their answer

- (d) The candidate's evaluation section needed to provide more detail. The simple statement made was enough to be awarded 1 mark but for further evaluation marks the response needed to be more analytical – for example, saying which methods were likely to be the most effective way or conversely the least effective way.



**Example Candidate Response – middle**

**Examiner comments**

3 Refer to Fig. 3.1 (Insert), information about Phuket, a tourism destination in Thailand.

(a) Using an example, define the following terms:

mass tourism... Mass tourism large number of people visiting the same destination for specific purpose / Reasons. 1

ecotourism ecotourism is the nature of tourism and being sustainable to the environment which means being eco-friendly. 2

[4]

(b) Explain three negative economic changes that mass tourism may cause in a destination such as Phuket.

1 ~~Multiplier~~ <sup>means</sup> ~~Multiplier effect~~ Cultural Clash, arising the interaction which may be conflict between the people that are from different cultural values between people with different culture values. 3

2 Increase prices, when more tourist in a destination that may lead to increasing in the prices which will generate more income however, may lead to less spending by locals. 4

3 Over Crowded which may lead to Economic dependence, the country will be dependence on themselves and without any help. G.D.P may increase for a country and that will lead to increase in prices. 5

1 The candidate provides a definition of mass tourism and is awarded 1 mark.

2 The candidate provides a definition of ecotourism and is awarded 1 mark.

Mark for (a) = 2 out of 4

3 The candidate discusses cultural impacts instead of negative economic ones.

4 The candidate links increasing prices with lack of spending by local people and is awarded 2 marks.

5 The candidate is awarded 1 mark for their first sentence about overdependence, the rest of the response does not answer the question.

Mark for (b) = 3 out of 6

**Example Candidate Response – middle, continued**

**Examiner comments**

(c) Explain two positive environmental impacts of tourism on destinations.

1 Conservation of the natural Resources, which means removing all the waste eg. Wastage, And all the Raw Materials that can be found to create a eco-Friendly and safe environment.

6

2 Reduce Deforestation, which means less cutting of trees to a destination which may lead to a Bad Image. Therefore, The deforestation can be reduced.

(d) Discuss how responsible tourism behaviour can be encouraged.

Responsible tourism is the process of following Rules and laws and being Responsible For the tourism now.

\* Can be encouraged by providing More Rules and laws to be followed either by locals or tourists. When these Rules are followed that may maintain long term Sustainability.

\* ~~By the Accessibility~~ Can be encourage d by protecting the wildlife and Creating Areas that can be suitable for specific activities eg. national or wildlife parks.

\* Creating more awareness <sup>by the organisations</sup> between ~~the tourists~~ to the pupils to Reduce any harm to the env or any negative Impact that can be caused by the Activities. By providing advice from the RTO's or DMC.

→ In Conclusion, in my opinion Responsible tourism must be encouraged to maintain a long term Responsibility in the env. [9]

6 The candidate identifies two positive environmental impacts and is awarded 2 marks.

Mark for (c) = 2 out of 6

7 The candidate identifies three points (AO1) and is awarded 3 marks.

AO1 Knowledge and understanding = 3 out of 3 marks

AO3 Analysis and research = 0 out of 3 marks

AO4 Evaluation = 0 out of 3 marks

Mark for (d) = 3 out of 9

**Total mark awarded = 10 out of 25**

## How the candidate could improve their answer

### (a)

- The candidate needed to provide examples as well as definitions. The explanation given for the second term 'ecotourism' was a little vague. Use of the Insert would have given the candidate assistance to find suitable examples.

### (b)

- The candidate identified one economic change and explained this for 2 marks. A second was written but crossed out – this is the other mark which the examiner has given as benefit of doubt. The candidate needed to confine themselves to economic changes only and ensure that they were explained, as well as correctly identified – no reference to cultural or environmental should have been included.

### (c)

- The candidate identified two correct positive environmental impacts, but they were not relevant or explained correctly – full marks can only be achieved with the correct explanation.

### (d)

- The candidate was awarded the full 3 marks available for Knowledge and understanding (AO1). However, the detail with each identification was not enough to be counted as Analysis (AO3). The last sentence was too brief to have been considered Evaluation (AO4).
- A more detailed explanation or commentary on the three points was needed for more marks. For example: Responsible tourism can be encouraged by creating refuges for wildlife and protected areas (AO1). This would allow the local wildlife to be safe and breed so ensuring their security and continued survival which would encourage tourists to come to see them (AO3). This would be a positive point as the local people would benefit and they can continue to develop their tourism industry which may then become sustainable in the future (AO4).

### Example Candidate Response – low

### Examiner comments

3 Refer to Fig. 3.1 (Insert), information about Phuket, a tourism destination in Thailand.

(a) Using an example, define the following terms:

mass tourism is a large number of tourist going to the destination/attraction.

ecotourism a tourist that go travel without wanted to harm the nature.

1

1 The candidate is awarded 1 mark for each definition.

Mark for (a) = 2 out of 4

[4]

(b) Explain **three** negative economic changes that mass tourism may cause in a destination such as Phuket.

1 destroy the nature or impact by throwing trash not properly.

2

2 The candidate's first point does not answer the question.

2 building too much hotel, shopping and attraction can lead to unmanageable financial and create more debt.

3

3 The candidate identifies and explains a negative economic point and is awarded 2 marks.

3 create more job, increase in GDP and increase in economic growth, because of mass ~~stop~~ tourism bring a lot of ~~for~~ tourist to spend money on our country.

4

4 The candidate is not awarded any marks as the points listed are all positive economic points of tourism not negative.

Mark for (b) = 2 out of 6

## Example Candidate Response – low, continued

## Examiner comments

(c) Explain **two** positive environmental impacts of tourism on destinations.

1 make the destination more crowded and ~~the~~ attract people to come more. by people might take photo and upload it on social media, and make the destination to be known.

2 Create job ~~and~~ such as diving activities for the city that located near beach. they will be able to dive and explore the ocean and ~~to~~ feed some fish. 5

(d) Discuss how responsible tourism behaviour can be encouraged.

they need to make a mistake first and learn from it. But no one want to make a mistake so only way is: the government need to ~~the~~ create a law ~~and~~ ~~to~~ about this, and the responsible tourism behaviour will fix and encourage immediately because if they don't follow they might have a problem, ~~with~~ ~~it~~. Also customers feed back can encourage them too, because if they doesn't fix it they might lose a customer and continue to lose profit, 6

5 The candidate is not awarded any marks as they give positive points about tourism. There is no reference to the environment and how this can positively impact tourism destinations.

Mark for (c) = 0 out of 6

6 The response does not describe / discuss any ways that responsible tourism may be encouraged.

AO1 Knowledge and understanding = 0 out of 3 marks

AO3 Analysis and research = 0 out of 3 marks

AO4 Evaluation = 0 out of 3 marks

Mark for (d) = 0 out of 9

**Total mark awarded =  
4 out of 25**

## How the candidate could improve their answer

- **(a)** The candidate needed to give examples to support the definitions required in the question. The definitions could be found on the Insert or from the candidate's own knowledge.
- **(b)** The candidate's response needed to remain on the topic of negative economic changes caused by mass tourism. The candidate needed to avoid any positive comments and stay focused on economic points, rather than adding in any others such as environmental.
- **(c)** The question required the candidate to explain the positive environmental impacts that tourism can have on a destination. Use of the Insert would have provided some ideas to the candidate which could have been developed. With this question it is important to note that it is a two-part answer worth 6 marks. This means that 3 marks are awarded per part – 1 mark for identifying an impact and 2 marks for the explanation which needs to be detailed rather than a brief statement.
- **(d)** The candidate did not answer the question although there was some indication that they were moving along the right path by mentioning the Government and what they could do. However, this was linked to incorrect statements which meant that no marks could be awarded. The candidate needed to think about what responsible tourism is about (making better places to live and work in alongside better places to visit) and then consider ways in which this could be achieved. This approach would have given them access to marks from AO1 and AO3. Thorough evaluative comments needed to be provided such as, 'this method is better because if local tourism organisations work with local people, they could provide jobs and investment which would show the local people the benefits of tourism and they will be more likely to support other developments'.

## Common mistakes and guidance for candidates

- More use could have been made of the Insert as it would have pointed candidates towards possible examples to use in their responses.
- Candidates need to be guided in ways to approach the questions – especially the longer responses and the extended writing responses.
- Candidates would benefit from understanding the assessment objectives. If an extended piece of writing is required, then the responses should refer to the appropriate examples and not use generic examples – this would not be answering the question correctly. For example, 'discuss how destinations may assist visitors with language and cultural differences' is a general question and assesses Knowledge and understanding (AO1) and any examples could have been used in the answer. But 'assess the benefits of social media for rail operators' was applied and assesses Application (AO2); therefore, examples used must be relevant to rail operators, not hotels or any other travel and tourism business.

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