

# TRAVEL AND TOURISM

Paper 9395/11

Planning and Managing a Tourism Event

## Key Messages

- Read the stimulus material and the questions carefully, respond in an appropriate manner.
- Make clearer and more specific use of factual information relating to the named examples with which you are familiar.
- Greater precision when explaining the significance of particular factors, avoiding unsubstantiated generalisation.

## General Comments

There was an increased entry for this examination session and it was pleasing to see many of the candidates making a positive attempt to address the issues posed by the various questions. The stimulus materials were accessible and mostly well interpreted. Many candidates rely on a limited range of examples and some choices are inappropriate to the context of particular questions.

It is important that candidates pay close attention to the precise wording of particular questions. There were several instances where a question was misread including:

Question	Common misconceptions
1(a)	The phrase "satisfactory or better" was not understood by the majority of candidates.
1(d)	Welcome procedures were rarely commented on in any great depth.
3(c)	A significant number of candidates did not concentrate on features of the resort, thus limiting the amount of credit that could be awarded.
4(d)	A common misconception was that threats were the same as negative impacts. Only a minority of candidates could explain how tourism's future growth and development would be at risk from the factors that were identified.

Candidates should make a positive attempt to structure their responses and Centres are advised to think in terms of the following 'ladder':

**Level 1 (1 to 3 marks)** – has the candidate **identified** up to 3 valid types/features/factors? – If yes, then the answer must score at least 3 out of 9

**Level 2 (4 to 6 marks)** – has the candidate offered **explanatory** or **analytical** comment about one or two valid types/features/factors? – If yes, then the answer must score 4, 5 or possibly 6 out of 9

**Level 3 (7 to 9 marks)** – has the candidate offered **evaluative** comment about the valid items that have been identified and explained/analysed? i.e. one being more or less important than the other – if so, then 7 marks would be awarded. The best answers will have a **reasoned conclusion** i.e. C is much more important/significant than A and B because ..... This would clearly be an 8 or 9 mark response.

## Comments on Specific Questions

### Question 1

- (a) The Fig. 1 stimulus material was used very well and most candidates were able to correctly identify at least three of the following:
- 31 (good value for money)
  - 4% (poor speed of service)
  - 13 (thought food excellent)
  - 98% (dining experience satisfactory or better).

- (b) There were many good responses to this and most candidates had a sound understanding of the issues involved. More thoughtful responses concentrated on aspects such as replies to staff questions, making complaints, comments on Internet websites and through suggestion boxes. Some candidates ignored the phrase “apart from customer surveys” and wrote about questionnaires and other types of survey, these types of response did not score many marks.
- (c) There were many full mark answers to this question. The most popular illustrations were wheelchair access (toilet, ramps), diet (vegetarian or gluten free) and families with children (menu, portion size, high chair, baby changing).
- (d) The best answers evaluated which methods were most appropriate and why. Candidates who provided a list of several methods without including any explanation or evaluation could not access the full range of marks.

### Question 2

- (a) Many candidates noticed the use of signage, the presence of a reception area and the car parking space. The best responses offered comment on two of these aspects. Some candidates commented on aspects they assumed to be present in the photo when they were not, these comments did not receive marks.
- (b) The better responses included recognition that such venues can host conferences, making use of the various rooms and suites available. There would be catering available and that the use of a premier sporting venue would add prestige to the event. Candidates who were unaware that such venues could have alternative uses did not score well.
- (c) Candidates understood the concept of shopping mall attractiveness. The better responses clearly explained the attractiveness of features such as large car parks with easy access to main roads, undercover shopping which is sheltered from the weather, extended opening allowing evening shopping and the variety of outlets allowing for multi-purpose visits thus meeting a variety of needs.
- (d) Responses scoring the higher marks clearly pointed out what public transport was available and under what circumstances it would be used by tourists. An answer based on just an assessment of buses and taxis could have scored highly, considering aspects such as cost, frequency, convenience (location). Responses that lacked detail scored fewer marks. Some candidates mistook car hire and hotel transport as public, these were not awarded marks.

### Question 3

- (a) The Fig. 3 stimulus material was well used and many candidates were able to identify four valid aspects of the resort’s location such as marine park, conservation area, lush tropical forest, stunning beaches and tropical islands to explore.
- (b) The focus of this question was on commercial objectives and candidates scored well when they considered these properly. The best responses clearly pointed out that Sari Pacifica would be likely to increase its market share, generate additional revenue, increase profitability, raise awareness of the brand and thus meet shareholder expectations. Weaker responses were characterised by an inability to state any valid characteristics of organisations operating in the private sector.
- (c) This was very specific and required candidates to closely interpret the information contained in Fig. 3. There were only three features/aspects to be considered and commented on, in any combination:
- the small scale (only 44 villas – local materials, so minimise visual pollution)
  - the limited facilities (few activities available)
  - the difficult access (clearly restricted).

The above aspects all related to a low-density, low-impact, and thus more sustainable, development as the destination’s carrying capacity would not be exceeded.

- (d) There were some very thoughtful responses to this. Many individuals were familiar with the stages of the Butler model. The better answers clearly stated that mass tourism can cause stagnation, often exceeding the destination's carrying capacity and that the resulting negative impacts will result in decline. Well informed candidates pointed out the problems faced by Majorca and others considered whether Dubai was approaching saturation. Lower scores resulted for answers that did not give examples of declining and/or mass tourist destinations. There had to be reference to at least one appropriate destination to access Level 2 and at least two valid locations to access Level 3.

#### Question 4

- (a) The Fig. 4 stimulus material was usually correctly interpreted and many candidates obtained full marks for identifying four excursions from:
- visiting fascinating forts
  - having a walking tour of Muscat
  - dining with a local family
  - watching turtles by night
  - dolphin watching
  - visiting Muttrah Souq.
- (b) The on-board health facilities were very well stated and points from Fig. 4 were readily obtained. Weaker responses were characterised by insufficient explanation and there were frequent repetitions of simple ideas or concepts. More thoughtful individuals clearly offered valid reasoning such as indoor and outdoor pools allowing swimming regardless of local weather conditions, sports courts allowing passengers to try different activities and the fitness centre allows people to continue with their gym activities or routines.
- (c) It was pleasing to see many valid responses to this question and most candidates were aware of a variety of valid positive economic impacts. The better answers clearly linked their chosen impacts to the Port Sultan Qaboos context and thus talked about the tourists contributing to foreign exchange receipts, the fact that there would be both formal and informal employment opportunities and that visitor spending would result in a multiplier effect within the destination.
- (d) The best responses should have commented on the threats to the future development of tourism in destinations such as Oman. Candidates could have mentioned that terrorism, natural disasters, health scares, oil price rises and political uncertainties can all have a major impact on tourism development. Similarly that rising costs within destinations, over-commercialisation, crime, social problems and negative media coverage have an impact and some attempt to point out how such conditions might influence the future development of tourism. Many candidates misread this question (see common misconceptions on pg. 1) and so could not access the full mark range.

# TRAVEL AND TOURISM

Paper 9395/12

Planning and Managing a Tourism Event

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It is important that candidates pay close attention to the precise wording of particular questions. There were several instances where a question was misread including:

Question	Common misconceptions
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1(d)	Welcome procedures were rarely commented on in any great depth.
3(c)	A significant number of candidates did not concentrate on features of the resort, thus limiting the amount of credit that could be awarded.
4(d)	A common misconception was that threats were the same as negative impacts. Only a minority of candidates could explain how tourism's future growth and development would be at risk from the factors that were identified.

Candidates should make a positive attempt to structure their responses and Centres are advised to think in terms of the following 'ladder':

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- (c) There were many full mark answers to this question. The most popular illustrations were wheelchair access (toilet, ramps), diet (vegetarian or gluten free) and families with children (menu, portion size, high chair, baby changing).
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- (d) Responses scoring the higher marks clearly pointed out what public transport was available and under what circumstances it would be used by tourists. An answer based on just an assessment of buses and taxis could have scored highly, considering aspects such as cost, frequency, convenience (location). Responses that lacked detail scored fewer marks. Some candidates mistook car hire and hotel transport as public, these were not awarded marks.

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- the small scale (only 44 villas – local materials, so minimise visual pollution)
  - the limited facilities (few activities available)
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The above aspects all related to a low-density, low-impact, and thus more sustainable, development as the destination’s carrying capacity would not be exceeded.

- (d) There were some very thoughtful responses to this. Many individuals were familiar with the stages of the Butler model. The better answers clearly stated that mass tourism can cause stagnation, often exceeding the destination's carrying capacity and that the resulting negative impacts will result in decline. Well informed candidates pointed out the problems faced by Majorca and others considered whether Dubai was approaching saturation. Lower scores resulted for answers that did not give examples of declining and/or mass tourist destinations. There had to be reference to at least one appropriate destination to access Level 2 and at least two valid locations to access Level 3.

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- (c) It was pleasing to see many valid responses to this question and most candidates were aware of a variety of valid positive economic impacts. The better answers clearly linked their chosen impacts to the Port Sultan Qaboos context and thus talked about the tourists contributing to foreign exchange receipts, the fact that there would be both formal and informal employment opportunities and that visitor spending would result in a multiplier effect within the destination.
- (d) The best responses should have commented on the threats to the future development of tourism in destinations such as Oman. Candidates could have mentioned that terrorism, natural disasters, health scares, oil price rises and political uncertainties can all have a major impact on tourism development. Similarly that rising costs within destinations, over-commercialisation, crime, social problems and negative media coverage have an impact and some attempt to point out how such conditions might influence the future development of tourism. Many candidates misread this question (see common misconceptions on pg. 1) and so could not access the full mark range.

# TRAVEL AND TOURISM

Paper 9395/13  
Coursework

## Key Messages

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## General Comments

There was an increased entry for this examination session and it was pleasing to see many of the candidates making a positive attempt to address the issues posed by the various questions. The stimulus materials were accessible and mostly well interpreted. Many candidates rely on a limited range of examples and some choices are less or not appropriate to the context of particular questions.

It is important that candidates pay close attention to the precise wording of particular questions. There were several instances where a question was misread including:

Question	Common misconception
1(d)	Few candidates knew how, when and why particular types of training were provided for the chosen type of employee.
2(b)	Too many individuals copied information from Fig. 2 which was not relevant to the ways in which a tourist organisation might promote a destination to overseas visitors.
2(c)	Most candidates missed the point of the Development Corporation being involved in the running of resorts and how this might benefit guests.
4(b)	A common misconception was that the numbers of visitors to Fiji had declined uniformly. Candidates should have suggested reasons to explain why only certain areas were now sending significantly fewer visitors.

Candidates should make a positive attempt to structure their responses and Centres are advised to think in terms of the following 'ladder':

**Level 1 (1 to 3 marks)** – has the candidate **identified** up to 3 valid types/features/factors? – If yes, then the answer must score at least 3 out of 9

**Level 2 (4 to 6 marks)** – has the candidate offered **explanatory** or **analytical** comment about one or two valid types/features/factors? – If yes, then the answer must score 4, 5 or possibly 6 out of 9

**Level 3 (7 to 9 marks)** – has the candidate offered **evaluative** comment about the valid items that have been identified and explained/analysed? i.e. one being more or less important than the other – if so, then 7 marks would be awarded. The best answers will have a **reasoned conclusion** i.e. C is much more important/significant than A and B because ..... This would clearly be an 8 or 9 mark response.

## Comments on Specific Questions

### Question 1

(a) Most candidates were able to correctly identify four of the following:

- housekeeping
- restaurant

- banqueting
- conference
- kitchen.

- (b) There were many good responses to this and most candidates were able to identify three ways in which the hall porter would provide a service to guests. The quality of the explanations was rather variable and some individuals gained additional credit by clearly stating the nature of the service being provided. Better responses simply pointed out how the chosen service was of help or benefit to the guest.
- (c) Better responses clearly pointed out how the head porter might monitor his staff himself through observation, receiving informal guest feedback or through reviewing guests' comments. Responses which talked about mystery shoppers, guest surveys and questionnaires without making any direct reference to the head porter could not access the full mark range.
- (d) The question invited candidates to evaluate the ways in which employees were trained for the chosen job role. Candidates were not always aware of the ways in which travel and tourism organisations can arrange appropriate training for their employees. What training was provided? Which types were the most appropriate and why? Candidates were able to comment on the 'buddy' system, use of job handbook and health and safety training. Overall, few answers were able to access Levels 2 and 3 because of the lack of explanatory and evaluative comments relating to specific types of training.

## Question 2

- (a) The Fig. 2 stimulus material was very well interpreted and most candidates were able to correctly identify four types of tourism (Adventure, Health, Religious, Heritage, Rural or Ecotourism).
- (b) The majority of candidates copied statements directly from Fig. 2 without thinking how a tourism organisation would promote overseas visits to the destination; these responses could not access the full mark range. The better responses suggested advertising campaigns, attending trade fairs, hosting familiarisation visits or developing an Internet website.
- (c) Candidates found this difficult and the vast majority failed to realise that the HPTDC could exert controls and so guests would be likely to benefit from the quality assurance that can result from the imposition of set standards. Bookings would be safe with a reputable organisation and so there would be less risk to customers. Furthermore, as with many tourist boards/organisations, booking procedures and reservations are likely to be handled centrally making it convenient for the customer.
- (d) There were some very thoughtful responses to this question and it was pleasing to see several good arguments explaining how tourism development can generate a variety of positive economic impacts. The higher scores were awarded for considerations about aspects of the multiplier effect generating income and employment opportunities in rural areas. The Fig. 2 stimulus material provided clear clues for this in terms of increasing the number of tourist destinations and activities, strengthening the state's infrastructure and the preparation of long term plans. Lower marks resulted when candidates gave insufficient emphasis to conditions affecting Himachal Pradesh's rural youth.

## Question 3

- (a) The Fig. 3 stimulus material was well used and many candidates were able to correctly identify four of the materials used (wood, stone, cloth, clay and beads).
- (b) The best responses clearly pointed out that the curios were cultural assets; their sale preserved traditional skills, improved the quality of life for the local population and would thus help them to develop a 'sense of pride' in their own identity. Many individuals confused economic impacts with socio-cultural ones thus reducing the amount of credit awarded.
- (c) The question was not to explain the popularity of the Big Swing itself but to consider why an increasing number of tourists want to participate in adventure tourism activities. The very best responses commented on trends such as the increased concern about health and fitness, older



travellers becoming more active and the fact that outdoor pursuits are now more mainstream and fashionable than they used to be.

- (d) There were some very thoughtful responses to this. Answers about Rotorua's landscape were generally well explained while responses based on natural sites in Brunei tended to lack precise illustrative detail. The question asked for an assessment of natural landscape features and the best responses considered which features of the destination's landscape were most important and why. Answers that lacked appropriate exemplification and precise illustrative detail were unable to access the full mark range.

#### Question 4

- (a) The Fig. 4 stimulus material was usually correctly interpreted and many candidates obtained full marks for identifying Australia, New Zealand, USA and Pacific Islands.
- (b) Candidates did not always interpret Fig. 4 carefully enough. Better responses saw that competition would exist and so former Fiji visitors would go elsewhere. Rising air fares might discourage long distance travel and the economic recession would reduce levels of disposable income. Currency fluctuations might also make Fiji less affordable. Some candidates incorrectly assumed that the decline in visitor numbers was uniform. Answers relating to natural disasters and diseases did not gain credit because these would have resulted in a decline in visitors from all areas.
- (c) It was pleasing to see many valid responses to this question and most candidates were aware of a variety of valid negative socio-economic impacts. The best answers clearly stated the link between foreign ownership and leakage, the importing of qualified staff and the limited multiplier effect associated with large resorts. This topic is well known and answers were of a good standard.
- (d) Some candidates misread this question and did not give full answers. The best answers commented on the meaning of a carrying capacity, the differences in carrying capacity depending on location, visitor numbers being managed and managing impacts in a sustainable way to reduce negative and increase positive impacts. Those who did not comment on these principles or draw any conclusions were unable to access the full mark range.

# TRAVEL AND TOURISM

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Paper 9395/02

Planning and Managing a Tourism Event

## Key messages

Candidate work should be annotated by the marker.

Witness statements for all candidates must be included in each portfolio.

More than one feasibility study must be included by candidates.

Candidate work must be submitted on an individual basis, there should be no copying between candidates.

Centres should submit the correct number of portfolios for the size of entry.

Candidates must make detailed recommendations for future events in order to gain MB3 at A04

## General comments

Once again, thanks to all Centres that submitted portfolios for this session on time, this very much helps with the smooth running of the moderation process.

Many Centres submitted excellent candidate work that often demonstrated interesting and appropriate activities and events. Many showed very good planning, researching and execution of a wide variety of events, including some ambitious overnight stays, visits to ecotourism sites and in-house activities such as careers or cultural exhibitions. It is clear that candidates obviously enjoy doing this unit and many Centres appear to understand the complexities of organising and carrying out a travel and tourism event, as part of a team. It was pleasing to see the range of appropriate events conducted.

It was pleasing to see that Centres had in, several cases; differentiated assessments/marks awarded to their candidates and included individual witness statements for each candidate. Centres should ensure that the marker annotates each candidate work. This does allow correct marks to be administered by the Centre and also allows the Moderator to assess where the candidate work has passed through the mark bands.

In some instances Centres were able to demonstrate effective business plans required for AO1, many candidates were able to show a methodical and well-structured approach to their work. On occasion, candidate work is unstructured and clearly this does not assist the marker or the Moderator. Markers should annotate candidate work to show where marks are awarded.

In some instances, a small number of Centres were scaled downwards this was generally applied because a Centre had marked too leniently across the bands and in some instances key evidence was missing. It should be noted that in order to gain MB2/3 a **detailed** recommendation for the future is required; bullet points of a few issues do not fulfil the remit of 'detailed'. In order to gain the highest marks there must be a clear demonstration of the candidates' contribution to the planning, preparation and running of the event.

It was pleasing to see candidate work submitted by Centres that had clearly followed the guidance notes. These portfolios were well structured and presented in a clear and logical format. It was good to see the range of events organised and the enthusiasm demonstrated by candidates.

Work submitted for external moderations should be as follows:

Ten or fewer candidates – all candidate coursework  
11 – 50 candidates – 10 candidates should be submitted  
51 - 100 candidates – 15 candidates work  
Above 100 candidates – 20 candidate work

**A01** – Some candidates presented clear and logical plans with realistic itineraries and timescales. The plans that achieved the highest marks included full plans organised logically, including all elements such as legal issues and risk assessments. This should be completed prior to the event and not written at the end in the past tense.

**A02** – Many candidates were able to demonstrate contributions to the running and preparation of the actual events particularly in terms of the planning and implementation of set tasks. Assessors should include witness statements for verification of tasks completed, particularly on customer service achieved. It would help candidates to keep log books or diaries of meetings and scheduled activities.

**A03** – In order to achieve the highest marks candidates need to consider **at least two** feasibility studies, conduct risk assessments and provide evidence of these, SWOT analysis and contingency plans. This was not always well attempted and many candidates did not score highly.

**A04** – Candidates evaluated their event well. The best responses included an evaluation and conclusions drawn from the results obtained, and offered suitable options/recommendations for improvements. It should be noted that all candidates should include **at least one** detailed witness statement from an independent observer or participant. This will provide evidence of customer service skills during event planning and implementation, which will help the candidate to further evaluate their performance.

Please note that Cambridge International Examinations have a detailed coursework guideline booklet for this unit. This contains useful information on the planning and organisation of lessons and exemplars of candidate work. In some instances, it may be appropriate for Centres to ask CIE for a trainer to visit to assist with planning, preparation and moderation issues.

# TRAVEL AND TOURISM

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Paper 9365/32

Planning and Managing a Tourism Event

## Key messages

- Candidates should be familiar with the learning content from **section 4.2** of the syllabus in preparation for this examination.
- Candidates are encouraged to develop an interest in local tourism provision as well as knowledge of national and international providers of travel services.
- Candidates should use the case studies provided to identify key industry practice, and should then use their own words to explain these key issues.

## General comments

Many candidates demonstrated a good level of understanding of the travel services industry, with some using good exemplification from their own knowledge. The majority of candidates responded well to the short response questions within each subset, and at the top end, there were some excellent developed responses to the more challenging analytical and evaluative questions. The stimulus materials are provided as a guide, no marks are to be gained by copying large chunks of text directly from them, candidates need to attempt to use their own words to answer the questions.

## Comments on specific questions

### Question 1

The stimulus material for this question was based on information about the Abu Dhabi Travel Bureau, and the services it offers to a range of different core markets.

- (a) Most candidates were able to identify the four core markets from the text. Marks were only awarded to those candidates who gave a specific example of each of these types of traveller within the context of Abu Dhabi as a destination. There were a large number of candidates who confused the term 'inbound tourism' with 'domestic tourism'. These key definitions form part of the learning in the Core Module for the AS level qualification. It is expected that candidates will be able to transfer this knowledge to the A level papers.
- (b) This question was a good discriminator. The best responses tended to be those from candidates who chose either the business market or the leisure market and used their own knowledge to suggest appropriate ancillary services for these types of customer. Some candidates were not familiar with the term 'ancillary services' from **section 4.2.2** of the syllabus document, which made it difficult for them to suggest ways in which the travel bureau might meet the specific needs of the selected customer type. Some candidates gave examples from across three different customer types, which limited their marks for this question.
- (c) Candidates should be familiar with the concept of travel providers winning awards and the benefits that this brings to an organisation. The majority of answers here were good; the best answers were able to identify three generic benefits and explain how each benefit might impact positively on this particular travel provider. Those that only identified benefits and did not explain them scored lower marks.
- (d) This question required candidates to consider the range of distribution channels available to the travel bureau. The term 'distribution channel' caused some confusion; a significant number of responses were written about transport provision within the United Arab Emirates. The best answers considered a wide range of methods that travel providers use to advertise and promote their products as well as the ways in which they sell their products and services to customers.

Candidates found it difficult to use evaluative skills; it is important in these types of questions for candidates to consider making a personal recommendation, as this is more likely to enable them to access the Level 3 marks.

### Question 2

This question was introduced by information about business tourism in Australia and the services of BESydney, a business tourism organisation.

- (a) To score full marks on this question, candidates needed to be able to use the case study material to identify possible reasons for the appeal of Australia as a business tourism destination and to explain these reasons in their own words.
- (b) The majority of answers identified the three aims of the BESydney organisation, with the top performing candidates extending their answer to explain these aims in their own words.
- (c) This question was not answered well, many responses relied too heavily on the case study material. Candidates often gave two examples of what the Event Planner's Guide contained, rather than explaining two ways in which this information might be used.
- (d) This question was a good discriminator. The best answers were those where candidates understood the concept of trade organisations and the benefits of collaborative working, in terms of sharing expertise through best practices. Candidates who copied sections from the case study material as their response did not score highly.

### Question 3

Candidates were provided with information about the Sugar Beach Resort in Mauritius. The majority of candidates found this text accessible.

- (a) Many candidates scored well as they were familiar with the components of a package holiday. A number of candidates attempted to apply their answer here to the case study and gave incorrect components such as car rental, as this is mentioned in the case study. Candidates should take note of the command word in questions such as this – 'list' is used here which requires an answer from the candidate's own knowledge. The use of 'identify' would imply an expectation that the answer can be found in the text.
- (b) This question was generally answered well with most candidates being able to identify examples of how the resort caters to the family market.
- (c) This question acted as a good discriminator. The best answers considered the economic benefits to the provider of offering a range of ancillary services, as well as the benefits to the customer of this type of provision. Candidates who tended to consider this only from the perspective of the guest did not score full marks.
- (d) Many candidates understood the concept of using discounted prices to promote the resort. The best answers also considered the way that discounted prices can entice different types of customers to help overcome issues of perishability and seasonality. Candidates should be reminded that this type of question requires a judgement or recommendation in order to access the full mark range; few responses were seen where such skills were in evidence.

### Question 4

The stimulus here was a recent press release announcing the new Lufthansa Airbus A380 service between Miami in Florida and Frankfurt in Germany.

- (a) This question caused some confusion. Many candidates identified reasons why Lufthansa would choose the new Airbus A380 rather than why Miami International Airport was chosen. This clearly restricted the marks gained for these types of answers. Candidates should be encouraged to read the questions very carefully.

- (b) Many candidates answered this question well, using the stimulus to identify the benefits to the airline, and in the best answers, providing an explanation of these benefits to Lufthansa in their own words.
- (c) The best answers were those from candidates who were able to draw a clear distinction between the benefits of using this aircraft to the provider in **Question 4(b)** and the reasons for its appeal to customers in **Question 4 (c)**. Many candidates relied too heavily on the text and often repeated information from the previous question, thus limiting the marks they could be awarded.
- (d) This question was a good discriminator. There were some excellent answers with detailed consideration of the economic benefits of increased visitor numbers to the destination. Candidates sometimes restricted their answer to the benefits to the airline or to the airport, rather than the destination as a whole which restricted access to the full range of marks available.

# TRAVEL AND TOURISM

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Paper 9365/33

Coursework

## Key messages

- Candidates should be familiar with the learning content from **section 4.2** of the syllabus in preparation for this examination.
- Candidates are encouraged to develop an interest in local tourism provision as well as knowledge of national and international providers of travel services.
- Candidates should use the case studies provided to identify key industry practice, and should then use their own words to explain these key issues.

## General comments

Many candidates demonstrated good knowledge of the travel services industry, with some using specific vocational examples to support their answers. Most candidates attempted all of the questions, although it would appear that time might have been an issue for some candidates with **Question 4 (c)** and **4 (d)** being omitted. The majority of candidates responded well to the short response questions within each subset, and at the top end, there were some excellent developed responses to the more challenging analytical and evaluative questions. The stimulus materials are provided as a guide, no marks are to be gained by copying large chunks of text directly from them, candidates need to attempt to use their own words to answer the questions.

## Comments on specific questions

### Question 1

The stimulus material for this question was based on information about the Calgary Stampede, an annual cultural event held in Canada.

- (a) Most candidates were able to identify from the case study reasons for the appeal of this event. Those who were able to explain each reason in their own words gained all six of the available marks.
- (b) This question was a good discriminator. The best answers were those where candidates considered the economies of scale offered by price bundling, the promotional opportunities offered by packaging products in this way and the additional visitor spend often associated with extending a visit to more than one day. Candidates who overlooked the fact that the question asked for benefits to the organisers and answered from the perspective of the customer did not achieve high marks.
- (c) Candidates were all familiar with a wide range of social media and understood the concept of using such networks for promotional purposes. Candidates who explained the benefits from the perspective of the customer rather than the event organiser were not able to access the full range of marks.
- (d) This question was answered well. Many candidates were able to use comparative language to discuss the benefits of using a tour operator over booking independently. Candidates who made recommendations or judgements were able to fully access the Level 3 marks available. It is important to encourage candidates to draw conclusions in this type of question, here by justifying which method of booking is most effective.

## Question 2

This question was introduced by information about the Maharaja's Express, a luxury train service in India, and details of the Princely India tour itinerary.

- (a) (i) Many candidates were able to use the case study material to identify two features of the travel product. There was some confusion; some candidates identified activities included in the itinerary, rather than the specific features of the Maharaja's Express train itself.
- (a) (ii) Most candidates understood the principle of offering differentiated products and services to cater to the differing needs of customers here.
- (b) Responses here were varied. Most candidates used the text to identify aspects of the itinerary likely to catch the customer's attention. The best responses explained why these aspects would appeal to customers, using their own words.
- (c) This question was a good discriminator. The best answers were those where candidates recognised that travel providers used flexible pricing strategies in order to attract a larger number of customers.
- (d) Most candidates answered this question well, using knowledge of the role of a tour guide. The majority of responses focused on the benefits to the customer, with the top scoring candidates considering the additional benefits to the provider of enhancing the customer experience in this way.

## Question 3

Candidates were provided with information about Trailfinders, an international tour operator, specialising in tailor-made holiday packages.

- (a) (i) Most candidates understood the term 'tailor-made', and scored well here.
- (a) (ii) The best answers explained the benefits to the customer of having a tailor-made holiday. The obvious benefit of not having to spend money on something you do not really want was often overlooked here.
- (b) Candidates were able to use the case study material to identify appropriate distribution channels used by this tour operator. The best responses used their own words to describe each distribution channel identified.
- (c) Most candidates understood the importance of winning awards for travel providers. The best responses identified the reasons why awards can be beneficial and explained these benefits in their own words. Those that identified reasons but gave no explanation could not achieve full marks.
- (d) This question was challenging for many candidates. The general concept of consumer protection often causes difficulty, with answers being descriptive rather than analytical. The best responses were able to make judgements regarding the importance of industry practice from the perspective of both the customer and the travel provider.

## Question 4

The stimulus here was an article about tourism trends in Hong Kong and the Hong Kong Convention and Exhibition Centre.

- (a) This question was answered well. The majority of candidates used the case study materials to identify reasons why 2010 was important in the tourism calendar for Hong Kong. The best responses were developed using candidates' own words to explain the significance of the events.
- (b) (i) There were mixed responses to this question. The term 'hotel occupancy' was not always well understood.



- (b)(ii)** This question attracted varied responses. The term 'inbound tourism' was often confused with 'domestic tourism' thus leading to a skewed response to the overall question.
- (c)** This question was often omitted, possibly due to time constraints. Of those candidates who did attempt this, many relied heavily on the text, copying out descriptions of the Convention and Exhibition Centre's location, rather than explaining the description 'international hub' in the context of the Asian MICE industry. This limited access to the marks available for this question.
- (d)** This question was often omitted, possibly due to time constraints. Of those candidates who did attempt this, few answered the question accurately. Many responses focused solely on the information from the text, in terms of number of events held, rather than picking up on the activities carried out such as marketing, bookings, scheduling etc. This resulted in few responses being awarded Level 3 marks.

# TRAVEL AND TOURISM

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Paper 9395/42

Planning and Managing a Tourism Event

## Key messages

- Read carefully each question and answer, do not answer for economic impacts when environmental are asked for.
- Ensure that the command word meanings are clear.
- Work through scenarios from world case studies to develop the key positive and negative tourism impacts.

## General comments

Overall, the standard of entry was very pleasing. Many candidates had clearly studied previous exam papers and there was evidence of eco and adventure tourism case studies having been studied.

Candidates should try and avoid repetition within answers particularly those relating to the impacts of tourism. For the shorter style Questions (1 (a) and 2 (a)) candidates should ensure that their answer is relevant to the question asked. Marks are not gained by discussing economic benefits when environmental ones have been asked for. The higher marks for extended answers were awarded if candidates were able to 'discuss', 'analyse' or 'evaluate' where asked. It would help candidates for Centres to explain the difference between the command words listed in the syllabus and encourage candidates to make clear and concise judgements or conclusions.

For the longer style questions the following levels of response are used:

Level 1 (1-3 marks) will be awarded for simple description or identification of the attraction's features/facilities

Level 2 (4-6 marks) will be awarded for analysis of 1, 2 or more features within the context of the question.

Level 3 (7-9 marks) will be awarded for evaluative comment about 2 or more aspects that are most important or significant and why this is the case.

In general the standard this session was very pleasing and timing does not appear to have been a problem with the majority of candidates answering all questions. It should be noted that candidates are not credited with marks for weak or over simplistic conclusions. All judgemental statements should be supported by comments made throughout the body of the response.

## Comments on specific questions

### Question 1

- (a) Reasonably well answered, most candidates were able to give negative economic impacts that result from seasonal tourism. Responses had to be related to the seasonal nature of tourism to score the highest marks.
- (b) Candidates were asked to analyse how the principles of ecotourism help to balance the negative social impacts of tourism in Scotland. Many candidates were able to correctly describe the principles of ecotourism; the stronger candidates related these to how they might be able to balance social impacts.
- (c) There were some very pleasing responses to this question. Candidates were asked to evaluate the extent to which Wild At Heart and Findhorn were able to bring environmental benefits to

Scotland. Many candidates did not evaluate these environmental benefits and therefore only achieved Level 1 or 2.

## Question 2

- (a) Reasonably well answered, many candidates gained good marks here. With many environmental impacts that quad biking brings. On occasion some candidates mixed up impacts and discussed economic and social issues.
- (b) Generally well answered. This question asked candidates to analyse reasons why some tourists wish to participate in adventure tourism. Many candidates were able to describe the benefits such as the risks, adrenalin and desire to complete these activities in beautiful or scenic landscapes. The few very best answers provided some really good analysis of these benefits.
- (c) Reasonably well answered, most candidates were able to explain how tourism could help to preserve traditional crafts. There were some good responses where candidates considered the importance of crafts and the handing down of skills to the next generation, these obtained the highest marks. Some candidates did not discuss crafts and lost the sense of the answer by discussing issues such as the demonstration effect. Candidates should be encouraged to read questions carefully and ensure that they answer the question posed.

# TRAVEL AND TOURISM

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Paper 9395/43

Coursework

## Key messages

- Read each question carefully, do not answer for economic impacts when cultural ones are asked for.
- Ensure that the command word meanings are clear.
- Work through scenarios from world case studies to develop the key positive and negative tourism impacts.

## General comments

Overall, the standard of entry was very pleasing. Many candidates had clearly studied previous exam papers and there was evidence of good cultural and adventure tourism case studies having been studied.

Candidates should try and avoid repetition within answers particularly those relating to the impacts of tourism. For the shorter style Questions 1 (a) and 2 (a) candidates should ensure that they answer is relevant to the question asked. The higher marks were awarded to candidates for extended answers if they were able to 'discuss', 'analyse' and 'evaluate' where asked. It would help candidates for Centres to explain the difference between the command words listed in the syllabus and encourage candidates to make clear and concise judgements or conclusions.

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In general, the standard this session was very pleasing and timing does not appear to have been a problem with the majority of candidates answering all questions. It should be noted that candidates are not credited with marks for weak or over simplistic conclusions. All judgemental statements should be supported by comments made throughout the body of the response.

## Comments on specific questions

### **Section A**

#### **Question 1**

- (a) Most candidates were able to explain two possible benefits to the Man and Biosphere Programme of setting an association of ecotourism service providers. On occasion some responses were not related to the service providers and simply described benefits of the programme generally, these types of response did not score full marks.
- (b) This question was very well answered. Candidates were asked to evaluate ways in which the local tourism providers gained benefit from a growth of tourism. Many candidates gave good accounts of job and wealth creation and were able to link these benefits to support the local infrastructure.
- (c) This question was well answered. Candidates were asked to assess potential environmental impacts that might arise as a result of adventure activities in Kyrgyzstan. There were some very

pleasing responses to this question. The best responses included an evaluation of the environmental benefits.

## Question 2

- (a) This question was very well answered, many candidates gained good marks here; candidates were clearly able to give two reasons why tourists are attracted to the Day of the Dead.
- (b) This question was generally well answered. This question asked candidates to assess the likely benefits to the host population of preserving cultural activities, such as the Day of the Dead. Good responses included preservation of cultural practises for the benefit of future generations and the links to providing community based facilities. Those responses scoring full marks really gave an assessment of these benefits.
- (c) This question was reasonably well answered; most candidates were able to explain how tourism could create problems for the host population. Many candidates were able to consider overcrowding, loss of privacy and crime. Some candidates did not consider the seasonal nature of the Festival, which is only run during November and therefore many aspects related to the seasonal nature of the tourism impact.