

TRAVEL AND TOURISM

Paper 9395/11
Core Paper

Key Messages

- Ensure candidates understand the command words and pay careful attention to the wording of the questions – it is vital the answers provided are given in the context the question demands.
- Candidates should make sure their answers give clear and specific factual information relating to the named examples with which they are familiar that is relevant to the question asked.
- It is important candidates are precise when explaining the significance particular factors, avoiding unsubstantiated generalisation.

General Comments

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 they were usually well interpreted. Many candidates rely on a limited range of examples and some choices are inappropriate to the context of particular questions.

Candidates should make a positive attempt to structure their responses to open ended questions 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 well and most candidates were able to correctly identify four valid aspects from recruitment, selection, terms and conditions of employment, promotion, training and references.
- (b) There were many good responses but some candidates found it difficult to select and comment on appropriate methods. The better responses clearly identified ways in which an organisation might assess the extent to which workplace policies were being followed by their frontline employees. There were valid comments about observation, reports from mystery shoppers and the review of feedback. Weaker responses did not offer clear explanation as to how the chosen methods might be of use. Overall, this topic is quite familiar to candidates and general principles are well understood.
- (c) Candidates showed some appreciation of the topic but the quality of argument, particularly in terms of explanatory comment, was rather variable. Most responses were able to offer some valid reasoning and some basic points were emphasised. For example, most individuals recognised that small scale operations have a smaller number of visitors and this allows staff to provide more

attentive service. This in turn might mean that staff experienced less pressure and were thus more motivated in their work. There were some thoughtful responses.

- (d) There were some very good responses but a minority of candidates wrote about more than one job role. Credit was only awarded for comments about one chosen job. Some candidates were aware that complaints can come in a variety of forms. Credit was given to comments about face-to-face interactions, answering telephone calls or replying by post if these were appropriate to the chosen employee's job function. Similarly, complaints may not be directed specifically at the person who answers the complaint. The better responses considered such variations. However, candidate performance was very much influenced by their choice of job role.

Question 2

- (a) Candidates readily interpreted Fig. 2 and the vast majority obtained full marks for correctly identifying Iceland, Slovakia, Italy and Cyprus.
- (b) There were some quite limited responses and many candidates didn't fully explain their various observations. The better responses pointed out that currency exchange rate changes have a significant effect on the decisions made by both international tourists and the suppliers of tourism products and services. If the price or value of a foreign currency decreases then overall travel costs for visiting international tourists will become cheaper. This means that more people will travel to the destination and so tourism demand increases. Fluctuations in currency therefore have direct effects on both outbound tourists and the suppliers of travel services in particular destinations. Weaker responses simply highlighted the differential between high and low value currencies.
- (c) Candidates have a good appreciation of the Butler model and many responses scored quite well. Stagnation was commented on quite thoroughly and frequent reference was made to reaching peak numbers of visitors, increasing negative impacts, the destination going out of fashion and that the original cultural and natural attractiveness of the destination has been lost. Rejuvenation was also commented on quite well. Candidates were aware that this is a period of further growth and development brought about by innovation and renewed diversification. The destination makes changes such as improving the environment and tourism infrastructure. In effect, the destination re-invents itself and extends its appeal to different market segments.
- (d) For this question, the focus was on the assessment of what was available at a destination, and not the scale and variety of events. Weaker responses tended to be vague, making generalised comments about Christmas/New Year celebrations or other such events. The better responses discussed details of what happens, when, where, who is attracted and why they are attracted..

Question 3

- (a) The Fig. 3 stimulus material was well used and many candidates were able to correctly identify four of the following:
- solar power installation
 - water supply from the surrounding hills
 - wastewater being collected and processed
 - filters made from coconut and dead coral
 - waste water feeding the garden
 - compost made from food waste
 - comprehensive recycling system being in place.
- (b) The Fig. 3 material was used quite effectively but some candidates had difficulty with the positive social impact context and included information which was not worthy of credit. Fig. 3 indicated four possible contexts:
- (i) The special 'Environment Club' created for local Schoolchildren thus improving educational experience.
- (ii) The resort recruits local staff and this contributes to social balance locally.
- (iii) The resort pays salaries 30% above average and this improves social wellbeing.

- (iv) The health and solidarity fund for staff and their families improves health care and minimises hardship.
- (c) Candidates often wrote about negative impacts which were not fully appropriate to the context of the question asked. Candidates were asked to comment on the negative social impacts that were likely to arise when tourists taking part in an organised excursion visit remote areas. The better responses pointed out that there would be some degree of culture shock and that given sufficient time and exposure, the demonstration effect would come into play. The excursion tourists might also behave in an intrusive manner and this might offend locals. However, a more likely scenario, given a high frequency of tourist visits, was that traditional displays put on to entertain tourists might result in commodification and/or staged authenticity. Weaker responses made more general comments about rising crime, drug taking and prostitution which were not relevant to excursion tourists.
- (d) Candidates seemed to find this question challenging. The question invited candidates to consider the role of tourism in regenerating declining areas and it was expected that there would be reference to locations such as Cape Town's V&A Waterfront or Liverpool's Albert Dock. Many candidates did not relate their points back to a particular destination and this limited the credit that could be awarded.

Question 4

- (a) The Fig. 4 stimulus material was nearly always correctly interpreted and many candidates obtained full marks. The correct responses for luxury goods were jewellery, watches, fashion items and/or leather goods. The two ways in which the New York department store prepared to welcome Chinese shoppers were by having Mandarin-speaking staff and special decorations.
- (b) Many candidates made good use of Fig. 4 information when answering this responses tended to score highly. There was frequent reference to the booming economy in China which has created a rise in the number of millionaires and produced a rapidly expanding middle class who now have the disposable income to travel overseas. Similarly, the Chinese population has had increased exposure to foreign culture through books, movies and even news media which has helped spur interest in seeing what the world outside China has to offer thus further fuelling the number of overseas travellers.
- (c) There were a variety of valid suggestions and most candidates had a good understanding of various niche tourism markets. Weaker responses sometimes didn't give an appropriate named example.
- (d) It was pleasing to see some very thoughtful responses to this question. Candidates appeared to have been quite well prepared and there was frequent reference to a range of appropriate methods of promotion. Websites, brochures, working with selected travel agents and adverts in specialist publications were amongst the methods considered. The best responses showed an awareness of niche operators using certain methods for a reason. Weaker responses spoke in more general terms and tended to be descriptive of selected methods rather than pointing out why the operator would choose to use them.

TRAVEL AND TOURISM

Paper 9395/12

Core Paper

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Comments on Specific Questions

Question 1

- (a) The Fig. 1 stimulus material was used well and most candidates were able to correctly identify four valid aspects from recruitment, selection, terms and conditions of employment, promotion, training and references.
- (b) There were many good responses but some candidates found it difficult to select and comment on appropriate methods. The better responses clearly identified ways in which an organisation might assess the extent to which workplace policies were being followed by their frontline employees. There were valid comments about observation, reports from mystery shoppers and the review of feedback. Weaker responses did not offer clear explanation as to how the chosen methods might be of use. Overall, this topic is quite familiar to candidates and general principles are well understood.
- (c) Candidates showed some appreciation of the topic but the quality of argument, particularly in terms of explanatory comment, was rather variable. Most responses were able to offer some valid reasoning and some basic points were emphasised. For example, most individuals recognised that small scale operations have a smaller number of visitors and this allows staff to provide more

attentive service. This in turn might mean that staff experienced less pressure and were thus more motivated in their work. There were some thoughtful responses.

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- (c) Candidates have a good appreciation of the Butler model and many responses scored quite well. Stagnation was commented on quite thoroughly and frequent reference was made to reaching peak numbers of visitors, increasing negative impacts, the destination going out of fashion and that the original cultural and natural attractiveness of the destination has been lost. Rejuvenation was also commented on quite well. Candidates were aware that this is a period of further growth and development brought about by innovation and renewed diversification. The destination makes changes such as improving the environment and tourism infrastructure. In effect, the destination re-invents itself and extends its appeal to different market segments.
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- (d) Candidates seemed to find this question challenging. The question invited candidates to consider the role of tourism in regenerating declining areas and it was expected that there would be reference to locations such as Cape Town's V&A Waterfront or Liverpool's Albert Dock. Many candidates did not relate their points back to a particular destination and this limited the credit that could be awarded.

Question 4

- (a) The Fig. 4 stimulus material was nearly always correctly interpreted and many candidates obtained full marks. The correct responses for luxury goods were jewellery, watches, fashion items and/or leather goods. The two ways in which the New York department store prepared to welcome Chinese shoppers were by having Mandarin-speaking staff and special decorations.
- (b) Many candidates made good use of Fig. 4 information when answering this responses tended to score highly. There was frequent reference to the booming economy in China which has created a rise in the number of millionaires and produced a rapidly expanding middle class who now have the disposable income to travel overseas. Similarly, the Chinese population has had increased exposure to foreign culture through books, movies and even news media which has helped spur interest in seeing what the world outside China has to offer thus further fuelling the number of overseas travellers.
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TRAVEL AND TOURISM

Paper 9395/13

Core Paper

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Comments on Specific Questions

Question 1

- (a) The four photographs in the stimulus material were used well and most candidates were able to correctly identify the following:
- purchasing gift = Photo C
 - helped with luggage = Photo A
 - issued with tickets = Photo D
 - given directions = Photo B.
- (b) There were several good responses but some candidates found it difficult to select and comment on appropriate advantages to the organisation. The better responses clearly identified ways in which an organisation might benefit from making employee awards available. There were valid comments about increased motivation, happier and more efficient workforce, performance standards being highlighted and all departments can be involved. Weaker responses did not offer clear explanation as to how the chosen advantages would benefit the organisation. Overall, this topic was quite familiar to candidates and general principles are well understood.
- (c) Candidates tended not to answer the question. As was pointed out in the introduction to this report, there were many instances of candidates just describing the chosen job role rather than describing

a particular customer service situation (i.e. one 'moment of truth') when such employees would be likely to receive informal feedback from customers. Consequently many individuals lost the opportunity to score maximum credit. Marks were only awarded for a descriptive comment about what is done by the employee and then a second mark for the identification of an aspect which would naturally generate a customer comment. For example a waiter in the restaurant serving the guest's main course and asking whether or not everything is satisfactory.

- (d) There were significant issues with this question and many candidates were unsure about what exactly standards of performance actually involve. They knew what certain employees did as part of their job role but details were rather superficial. Considerations of performance standards involve three things about each aspect of the job:

- what the employee is to do;
- how it is to be done;
- to what extent it is to be done (how much, how well, how soon).

These aspects were rarely mentioned and it was clear in many cases that candidates were writing about job roles that they were not fully familiar with. For example, many responses talked in general terms about reception staff at a named hotel. There were lists of tasks that receptionists perform (what the employee is to do) but very few, if any, comments about how these tasks are to be done or the extent to which they are to be done. The only quantifiable detail provided was about answering the phone within so many rings. Many candidates were unable to progress into Level 2 as a result.

Question 2

- (a) Candidates readily interpreted Fig. 1(a) and the vast majority obtained full marks for correctly identifying the following:

- Year = 2000
- Number of day visitors = 20,000
- Two advantages of minibuses = smaller and produce less noise / pollution.

- (b) This question was attempted quite well and candidates were able to make valid use of the Fig. 1(a) stimulus material. There were some good responses but many candidates failed to fully explain their various observations and only wrote in more general terms. There was frequent reference to the traffic plan, diverted traffic, the ring road, only one route to the city centre, 30 km speed limit, limited coach access and bike schemes. However, many individuals did not clearly point out how such strategies solved the congestion problem and there was a general lack of evaluative comment. Thus, many answers failed to access the higher marks.

- (c) Candidates tended to interpret Fig. 1(b) quite well and it was common to see all three types of tour correctly identified. However, reasons for the popularity of each were not always clearly stated. The better responses pointed out that horse and carriage tours were quite traditional and had a romantic appeal. Canal tours were slow and relaxing and walking tours allowed visitors to get close up views of the main sights.

- (d) Some of the responses to this question were very weak and many individuals decided to write about a single attraction (Jerudong Park) rather than a destination as a whole. Furthermore, planning controls were not really understood and comments mostly related to visitor management and control issues. Candidates seemed to be unaware that the people who are responsible for destination management have to try and ensure that tourism development integrates with other social and economic activities of the particular area so that it can sustain future development. It was expected that candidates might look at legislation but that more appropriate responses would consider aspects of a Tourism Plan for the chosen area. Destinations might have involved whole countries such as Trinidad and Tobago, smaller states such as St Helena or particular locations such as Cape Town's V&A Waterfront.

The Cape Town example illustrates how planning was used to create distinct zones for development. The formerly declining fabric of the old Cape Town port area has been transformed by waterfront regeneration developments. The Pierhead became the initial focus of the Waterfront project and the building restoration programme introduced new uses such as restaurants, taverns, speciality shops, the V&A Hotel, a theatre, an arts and crafts market, and the national Maritime

Museum into derelict harbour warehouses, workshops and stores. The development of the Clocktower Precinct has seen the integration of fishing industry activities with new uses such as retail, offices and a public ferry terminal to service Robben Island. The Island, declared a World Heritage Site at the end of 1999, has also been redeveloped as a museum and public visitor attraction. There has been a sustained growth in visitor numbers over the years and the V&A Waterfront has now become one of Africa's most visited destinations, with an average of over 20 million people each year since 1997.

In this question credit was only awarded for a consideration of how planning created the components of today's tourism landscape.

Question 3

- (a) The Fig. 2 stimulus material was well used and most candidates were able to correctly identify all four of the following:
- Year = 1995
 - Size = 115,000 sq. m
 - No. info points = 5
 - Seating = 3,000.
- (b) This question was attempted quite well and candidates were able to make valid use of the Fig. 2 stimulus material. There were some good responses but many candidates failed to fully explain their various observations and only wrote in more general terms. There was frequent reference to parking for 4000 vehicles, taxi pick-up and drop-off points, Dubai Metro station, one-stop shopping and entertainment with services such as Magic Planet, VOX Cinema and Bowling City. Weaker responses failed to explain how such facilities helped to attract some 20 million visitors each year and even in the more thoughtful answers there was little or no evaluation. As a result access to the Level 3 marks was extremely limited.
- (c) This question was also attempted quite well and many candidates were aware of some of the ways in which the sale of traditional craft items was of benefit to local communities. There was frequent reference to benefits such as regular employment with sales boosting local incomes and raising standards of living. Mention was also made of the multiplier effect boosting demand for local raw materials. Many answers also highlighted the positive cultural impact of preserving traditional skills and boosting pride in local identity and heritage. Weaker responses tended to lack appropriate explanatory comment.
- (d) There were some very thoughtful responses to this but there were also some very vague attempts that simply listed things which tourists spent money on. The better answers were aware of a range of factors such as disposable income, currency exchange rates, costs at destination and taxation levels e.g. VAT and departure taxes. Currency exchange rate changes have a significant effect on the decisions made by both international tourists and the suppliers of tourism products and services. If the price or value of a foreign currency decreases then overall travel costs for visiting international tourists will become cheaper. This means that more people will travel to the destination and so tourism spending increases. When this and other factors were reviewed significant credit could be awarded.

Question 4

- (a) The Fig. 3 stimulus material was nearly always correctly interpreted and many candidates obtained full marks by identifying four of the following:
- information point
 - drinking water
 - toilets
 - phone
 - café
 - picnic area
 - disabled toilet/access.
- (b) Many candidates made some use of Fig. 4 information when answering this but there were comparatively few thoughtful responses addressing both aspects of the question. A common failing

was the lack of full explanatory comment. Yellow lines indicated that roadside vegetation would be protected. Such protection was needed because desert plants are fragile when disturbed. Furthermore, this protection will minimise risks of spreading weed seeds and prevent erosion and the collapse underground burrows. Similarly, taking only photographs will mean minimising human impacts. Removal of rocks will cause erosion over time and the area is sacred to the Aborigine host population. The prohibition encourages the general sustainability of the area.

- (c) There were a variety of valid suggestions but many candidates concentrated on the role of guides rather than commenting about how the employment of members of the local host population might contribute to successful destination management. More thoughtful individuals realised that the Anangu know the area well and will want to preserve their sacred sites and so they will minimise negative environmental impacts. However, there were few instances of candidates being aware that host population are active stakeholders in the tourism development process. There were also various valid comments about tourism now being of benefit to the local population, such as through employment opportunities and a regular income or through the preservation of their cultural heritage.
- (d) It was pleasing to see some positive attempts being made to answer the question. Only a minority of candidates selected an inappropriate organisation and popular valid choices were the National Trust, Beach Bunch and Planeterra. However, many candidates had difficulty in clearly stating what the chosen voluntary organisation's tourism-related objectives actually were and this very much limited the amount of credit that could be awarded for answering the question.

More thoughtful individuals scored well and there were some very good accounts of Brunei's Beach Bunch and also of the National Trust's work in the UK. However, other accounts were vague by comparison.

TRAVEL AND TOURISM

Paper 9395/02

Planning and Managing a Tourism Event

Key messages

Candidate work must be annotated throughout in order to assist with both marking and moderating

Consider the content of each mark band carefully and work through the assessment objectives in a systematic way

Witness statements for all candidates must be included in each portfolio

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

General comments

Thank you to all Centres who submitted portfolios on time for this session. It once again very much helped with the smooth running of the moderation process.

Many candidates had been assessed well and they had provided clear, comprehensive evidence in line with the key syllabus requirements.

It was apparent that many Centres had responded well to advice given in previous sessions, however, there were occasions of leniency in marking judgements; the reasons for adjustment were given in the report to the Centre in order to provide advice for future submissions.

On the whole, portfolios were presented in a well organised manner. Many Centres were able to demonstrate very good events planned and organised by the candidates. There was also evidence of interesting and appropriate tasks undertaken for the assessment of feasibility studies in AO3, these fulfilled the requirements of the syllabus.

However, some candidates had failed to demonstrate clear evidence in AO4, the ability to evaluate and recommend for the future was often lacking in detail with little analysis of questionnaires.

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. Most common issues relate to:

- poor analysis and evaluation of the event with limited recommendations for the future
- low ability to demonstrate contribution to the planning (candidate log books, minutes and records of contribution should be included)

Centres should ensure that there is good assessor annotation on candidates' work. It is imperative that Centres can demonstrate clearly where their candidates pass through each mark band. This should be done to assist with Centre marking and the internal verification processes.

A01 – There was good evidence of logical plans with realistic itineraries and timescales. On occasions, there were omissions from the plans e.g., risk and contingency plans.

A02 – Many candidates were able to demonstrate good contributions to the running and preparation of the actual events particularly in terms of the planning and implementation of set tasks. Notes of formal and informal meetings were included. **Once again, assessors are requested to include witness statements for verification of tasks completed, particularly on customer service achieved.** Please ensure that if a

Witness Statement is included that this is signed and completed by the assessor and not just included as a blank sheet. Please also include a witness statement for all candidates and not just those that achieve higher marks.

A03 – Candidates demonstrated good consideration of feasibility studies. However, some aspects were lacking in detail. Information on potential costings and itineraries should be included. In some cases there was little evidence of risk assessments or contingency plans put forward and some candidates did not use a SWOT analysis to aid their reasoning.

A04 – There was some evidence of candidates evaluating their event well. Questionnaires were the most popular form of evaluation, however some candidates failed to analyse and evaluate the findings in good detail. Some candidates failed to evaluate not only their personal performance but also the performance of the group as a whole. It should be noted that in order to gain MB3 candidates must give detailed and realistic recommendations should an event be run in the future. Brief or bulleted notes are insufficient

It should be noted that although this assessment is organised as a group assignment, each individual candidate should complete their own work. **It is not acceptable for candidates to have exact copies of the written sections of their coursework. Individuals must submit their work independently.** Similarly a single portfolio that represents the work of a whole group is unacceptable. In such cases all the work will be heavily scaled if this is found to be the case.

Please note that Cambridge International Examinations has a detailed coursework guideline booklet for this unit there is also a 'Short Guide' to this unit on the Teachers' website. Centre training is also available upon request.

Thank you

TRAVEL AND TOURISM

Paper 9395/31
International Business and
Leisure Travel Services

Key Messages

The four questions on this paper test candidates' knowledge and understanding of the products and services offered to support business tourism, leisure tourism and travel market segments. A case study approach is used to test candidates understanding of how this industry meets the needs of travellers and should be able to offer appropriate definitions and exemplification of such key vocational terminology, within the context of the stimulus material.

The higher order learning skills of explanation and analysis are essential at A Level, and candidates should have opportunities to develop these skills in preparation for the examination. Candidates will be expected to use specific travel and tourism industry examples to support their answers.

General Comments

The question paper followed the standard format of other papers for this qualification, comprising four subsets of questions, each worth a total of 25 marks. Each subset of questions was introduced through a short piece of stimulus material, taking as their source relevant articles from the travel trade press. Candidates should be familiar with using a case study approach in order to discuss current issues in international travel service provision.

For this examination **Question 1** used, as its focus, information about business tourism in South Africa, the South African National Convention Bureau and a business hotel, Cape Town's Pepperclub Hotel and Spa. The stimulus material for **Question 2** provided information about KiwiRail, a scenic rail travel provider in New Zealand. **Question 3** used source information about medical tourism provision in Turkey, whilst **Question 4** considered the product and services of a low cost airline, Norwegian Air Shuttle.

Candidates' responses indicated that the majority found these source materials accessible and were able to extract key information in support of their answers. As is often the case, candidates at the lower end of performance tended to rely too much on the stimulus material, often 'lifting' chunks of the text to form their answer rather than attempting to summarise the details in their own words.

The majority of candidates from this cohort had a good understanding of the travel services industry. There was some evidence of answers being supported with examples from candidates' own knowledge or investigations. As in the past, many candidates responded well to the short response questions within each subset, and at the top end of performance, candidates were able to offer evidence of the higher order skills of justification and critical analysis.

Comments on Specific Questions

Question 1

An article about business tourism in South Africa was provided for candidates to introduce this series of questions.

(a) (i) This question was accessible to the majority of candidates.

- (ii) Many candidates seemed unsure of the definition of a large scale event, with responses referring to the number of facilities or the duration of the event, rather than the number of participants. The best answers used major sporting events such as The FIFA World Cup and the Olympic Games, or festivals such as Carnival as exemplification.
- (b) Most candidates were able to explain the likely reasons for the appeal of South Africa as a business tourism destination. Some responses were often distracted by the information about the Pepperclub Hotel, rather than looking at this from a whole country perspective.
- (c) This question was a good discriminator. The function of securing bids was poorly understood and was confused with keeping delegates safe/secure or with overseeing a bidding process. Regular events such as Olympic Games and Rugby/Soccer World Cups provide ample opportunity to teach this concept, although the sense of this function could also be drawn from the case study. The role of SANCB in marketing the business tourism capabilities of South Africa was generally understood and answered better.
- (d) Many candidates listed the many products and services offered by the hotel and did not, therefore, have the space or time to adequately explain them. Very few candidates arrived at a judgement as to what extent business tourists' needs were met by the hotel, in order to access marks in the higher bands. Candidates should be encouraged to use the skill of judgement in response to the command 'Evaluate the extent...'

Question 2

Information about KiwiRail services was provided as the source material for this question.

- (a) (i) Although in the context of rail travel within this case study, it is not the first time that this question has been asked. Candidates did not seem confident in explaining the term Hop on Hop Off, with many definitions being confined to only the boarding/alighting process, rather than explaining the flexibility that this type of service offers passengers.
- (ii) This was an accessible question, with the booking methods for this travel service understood by all candidates.
- (b) There were mixed responses to this question. Some candidates described the range of ancillary services that customers might obtain, rather than the reasons why the travel provider offers these types of services. The best answers explained the benefits to the travel organisation of providing these additional products.
- (c) This was a good discriminator. At the lower end, candidates listed the range of products and services offered by KiwiRail without linking these to the reason for their appeal. The best answers tended to relate to the Scenic Journey's rail pass and the organisation's offer of tour packages.
- (d) The concept of needing to manage sales during the off-peak season was not really grasped by many candidates. Most answers focused on organisations charging customers more in the peak season, rather than considering options for the off-peak season. There was little evaluation seen in responses to this question.

Question 3

Candidates were provided with information relating to the growth of medical tourism in Turkey.

- (a) (i) The term medical tourism was generally well understood, and most candidates provided appropriate examples of a medical tourist.
- (ii) The term 'source market' caused some confusion in this question. Many answers included Istanbul, with candidates not realising that Istanbul is in Turkey.

- (b) This question was answered well. Most candidates used the source materials effectively to identify the reasons why Turkey appeals to medical tourists and could develop their answers to show understanding of terms such as accessibility and affordability.
- (c) This question on distribution channels elicited mixed responses. Answers explaining online sales were fairly generic, with customer convenience as the only factor for its selection. A number of candidates did suggest booking via the Internet may save time in a medical emergency. There are still large numbers of candidates who confuse tour operators with travel agents, thus were not able to answer the section on specialist tour operators correctly.
- (d) This question acted as a good discriminator. At the lower end, candidates tended to repeat information from **Question 3(b)** the reasons for Turkey's popularity as a medical tourism destination. The best answers were those where candidates used information from the extract to draw conclusions about the declining popularity of other market segments of tourism in the country and the need to reduce the balance of payments deficit. There was some good evidence of evaluative skills at the top end of performance in this question.

Question 4

The stimulus here was information about the Norwegian Air Shuttle, a low cost airline.

- (a) (i) Some candidates gave only partial answers here – stating, for example, that inflight entertainment is offered. This is only a feature of flights over a certain duration. Closer attention to the detail of the case study is required for such questions.
- (ii) There were mixed responses to this question, which tested the understanding of the term 'customer with special needs'. Most candidates could identify a special need though many were unable to identify that such customers require additional assistance. Some responses confused special needs with additional demands and suggested business travellers or first class travellers as an example.
- (b) Aviation authorities worldwide have similar remits and understanding the roles of such organisations is a syllabus requirement. Many candidates tried to link the function of the Norwegian Civil Aviation Authority to the information on special needs visitors in the case study.
- (c) There were some excellent answers with detailed consideration of the benefits associated with winning awards. Some responses tended to rely heavily on the source materials, often copying out features of the provision rather than answering the question.
- (d) Answers here tended to be descriptive of the features associated with good customer service rather than the importance of providing good customer service. Few answers were evaluative, with most candidates unable to make judgements in the context of the low cost market.

TRAVEL AND TOURISM

Paper 9395/32
International Business and
Leisure Travel Services

Key Messages

The four questions on this paper test candidates' knowledge and understanding of the products and services offered to support business tourism, leisure tourism and travel market segments. A case study approach is used to test candidates understanding of how this industry meets the needs of travellers and should be able to offer appropriate definitions and exemplification of such key vocational terminology, within the context of the stimulus material.

The higher order learning skills of explanation and analysis are essential at A Level, and candidates should have opportunities to develop these skills in preparation for the examination. Candidates will be expected to use specific travel and tourism industry examples to support their answers.

General Comments

The question paper followed the standard format of other papers for this qualification, comprising four subsets of questions, each worth a total of 25 marks. Each subset of questions was introduced through a short piece of stimulus material, taking as their source relevant articles from the travel trade press. Candidates should be familiar with using a case study approach in order to discuss current issues in international travel service provision.

For this examination **Question 1** used, as its focus, information about business tourism in South Africa, the South African National Convention Bureau and a business hotel, Cape Town's Pepperclub Hotel and Spa. The stimulus material for **Question 2** provided information about KiwiRail, a scenic rail travel provider in New Zealand. **Question 3** used source information about medical tourism provision in Turkey, whilst **Question 4** considered the product and services of a low cost airline, Norwegian Air Shuttle.

Candidates' responses indicated that the majority found these source materials accessible and were able to extract key information in support of their answers. As is often the case, candidates at the lower end of performance tended to rely too much on the stimulus material, often 'lifting' chunks of the text to form their answer rather than attempting to summarise the details in their own words.

The majority of candidates from this cohort had a good understanding of the travel services industry. There was some evidence of answers being supported with examples from candidates' own knowledge or investigations. As in the past, many candidates responded well to the short response questions within each subset, and at the top end of performance, candidates were able to offer evidence of the higher order skills of justification and critical analysis.

Comments on Specific Questions

Question 1

An article about business tourism in South Africa was provided for candidates to introduce this series of questions.

(a) (i) This question was accessible to the majority of candidates.

- (ii) Many candidates seemed unsure of the definition of a large scale event, with responses referring to the number of facilities or the duration of the event, rather than the number of participants. The best answers used major sporting events such as The FIFA World Cup and the Olympic Games, or festivals such as Carnival as exemplification.
- (b) Most candidates were able to explain the likely reasons for the appeal of South Africa as a business tourism destination. Some responses were often distracted by the information about the Pepperclub Hotel, rather than looking at this from a whole country perspective.
- (c) This question was a good discriminator. The function of securing bids was poorly understood and was confused with keeping delegates safe/secure or with overseeing a bidding process. Regular events such as Olympic Games and Rugby/Soccer World Cups provide ample opportunity to teach this concept, although the sense of this function could also be drawn from the case study. The role of SANCB in marketing the business tourism capabilities of South Africa was generally understood and answered better.
- (d) Many candidates listed the many products and services offered by the hotel and did not, therefore, have the space or time to adequately explain them. Very few candidates arrived at a judgement as to what extent business tourists' needs were met by the hotel, in order to access marks in the higher bands. Candidates should be encouraged to use the skill of judgement in response to the command 'Evaluate the extent...'

Question 2

Information about KiwiRail services was provided as the source material for this question.

- (a) (i) Although in the context of rail travel within this case study, it is not the first time that this question has been asked. Candidates did not seem confident in explaining the term Hop on Hop Off, with many definitions being confined to only the boarding/alighting process, rather than explaining the flexibility that this type of service offers passengers.
- (ii) This was an accessible question, with the booking methods for this travel service understood by all candidates.
- (b) There were mixed responses to this question. Some candidates described the range of ancillary services that customers might obtain, rather than the reasons why the travel provider offers these types of services. The best answers explained the benefits to the travel organisation of providing these additional products.
- (c) This was a good discriminator. At the lower end, candidates listed the range of products and services offered by KiwiRail without linking these to the reason for their appeal. The best answers tended to relate to the Scenic Journey's rail pass and the organisation's offer of tour packages.
- (d) The concept of needing to manage sales during the off-peak season was not really grasped by many candidates. Most answers focused on organisations charging customers more in the peak season, rather than considering options for the off-peak season. There was little evaluation seen in responses to this question.

Question 3

Candidates were provided with information relating to the growth of medical tourism in Turkey.

- (a) (i) The term medical tourism was generally well understood, and most candidates provided appropriate examples of a medical tourist.
- (ii) The term 'source market' caused some confusion in this question. Many answers included Istanbul, with candidates not realising that Istanbul is in Turkey.

- (b) This question was answered well. Most candidates used the source materials effectively to identify the reasons why Turkey appeals to medical tourists and could develop their answers to show understanding of terms such as accessibility and affordability.
- (c) This question on distribution channels elicited mixed responses. Answers explaining online sales were fairly generic, with customer convenience as the only factor for its selection. A number of candidates did suggest booking via the Internet may save time in a medical emergency. There are still large numbers of candidates who confuse tour operators with travel agents, thus were not able to answer the section on specialist tour operators correctly.
- (d) This question acted as a good discriminator. At the lower end, candidates tended to repeat information from **Question 3(b)** the reasons for Turkey's popularity as a medical tourism destination. The best answers were those where candidates used information from the extract to draw conclusions about the declining popularity of other market segments of tourism in the country and the need to reduce the balance of payments deficit. There was some good evidence of evaluative skills at the top end of performance in this question.

Question 4

The stimulus here was information about the Norwegian Air Shuttle, a low cost airline.

- (a) (i) Some candidates gave only partial answers here – stating, for example, that inflight entertainment is offered. This is only a feature of flights over a certain duration. Closer attention to the detail of the case study is required for such questions.
- (ii) There were mixed responses to this question, which tested the understanding of the term 'customer with special needs'. Most candidates could identify a special need though many were unable to identify that such customers require additional assistance. Some responses confused special needs with additional demands and suggested business travellers or first class travellers as an example.
- (b) Aviation authorities worldwide have similar remits and understanding the roles of such organisations is a syllabus requirement. Many candidates tried to link the function of the Norwegian Civil Aviation Authority to the information on special needs visitors in the case study.
- (c) There were some excellent answers with detailed consideration of the benefits associated with winning awards. Some responses tended to rely heavily on the source materials, often copying out features of the provision rather than answering the question.
- (d) Answers here tended to be descriptive of the features associated with good customer service rather than the importance of providing good customer service. Few answers were evaluative, with most candidates unable to make judgements in the context of the low cost market.

TRAVEL AND TOURISM

Paper 9395/33

International Business and
Leisure Travel Services

Key Messages

Candidates should be familiar with the learning content from section 4.2 of the syllabus in preparation for this examination. This requires candidates to study a wide range of travel service providers within the international context. Candidates should also be aware of the support services offered to international travellers by tour operators, travel agents, accommodation providers and by the MICE industry. Candidates are encouraged to develop an interest in local tourism provision as well as knowledge of national and international providers of travel services.

The higher order learning skills of explanation and analysis are essential at A Level, and candidates should have opportunities to develop these skills in preparation for the examination. Candidates will be expected to use a case study approach, with four vocationally relevant news articles from the travel trade being given. These should be used to extract key information in helping form a response to the questions.

General Comments

The question paper followed the standard format of other papers for this qualification, comprising four subsets of questions, each worth a total of 25 marks. Each subset of questions was introduced through a short piece of stimulus material, discussing current issues in international travel service provision.

For this examination **Question 1** used, as its focus, information about Vancouver International Airport. The stimulus material for **Question 2** offered information about an emerging tourism destination, Tajikistan. **Question 3** used source information about the new cruise terminal in Hong Kong, whilst **Question 4** introduced the topic of business tourism in Vienna and promoted the Pantahotel, a business hotel in Vienna.

Candidates' responses indicated that the majority found these source materials accessible and were able to extract key information in support of their answers. As is often the case, candidates at the lower end of performance tended to rely too much on the stimulus material, often 'lifting' chunks of the text to form their answer rather than attempting to summarise the details in their own words.

The majority of candidates from this cohort demonstrated a reasonable understanding of the travel services industry. There was some evidence of answers being supported with examples from candidates' own knowledge or investigations. As in the past, many candidates responded well to the short response questions within each subset, and at the top end of performance, candidates were able to offer evidence of the higher order skills of justification and critical analysis.

Comments on Specific Questions

Question 1

An article about Vancouver Airport in Canada was provided for candidates to introduce this series of questions.

(a) (i) This question was accessible to the majority of candidates.

- (ii) Many candidates seemed unsure of the definition of a gateway of choice, with responses referring mainly to the 'choice' aspect of the term rather than explaining the more vocationally important aspect of the gateway. Many candidates confused the term 'gateway' with the term 'airport departure gate'. Terms relating to major transport routes form an important part of this syllabus.
- (b) Most candidates were able to determine the objectives of the Airport Authority by lifting them from the case study. The best answers were those which summarised each objective and explained its importance in their own words.
- (c) This question was a good discriminator. The concept of using volunteer workers in this way was well understood by most candidates. Some responses tended to tailor their answers towards the benefits for customers of such practice, whilst the better answers considered the financial and other benefits to the Airport Authority.
- (d) Candidates are clearly very familiar with the concept of social media and most were able to describe the benefits of using social media platforms to communicate with customers in this question. There was little evidence of the application of the context of this question, i.e. how social media could be used as a means of the airport retaining its popularity.

Question 2

Information about Tajikistan, an emerging destination, was provided as the source material for this question.

- (a) (i) Most candidates were confident in being able to define what an independent traveller is. Some responses confused this term with single traveller.
- (ii) This was an accessible question; candidates are familiar with adventure tourism activities.
- (b) There were mixed responses to this question. Most candidates were able to identify at least two reasons from the case study material but were not always able to explain how the features of the destination referenced in the extract contributed to the notion that Tajikistan is a cultural destination.
- (c) This was a good discriminator. At the lower end, candidates listed the range of accommodation products identified in the case study materials whilst the best answers were those which clearly considered the suitability of the accommodation stock in Tajikistan for a range of different customer types.
- (d) This question was often omitted. Candidates seemed unsure of the meaning of the term 'accessibility' even though the case study offered many different 'clues' about snow blocked roads, visa requirements etc. There were some good answers which attempted to draw a conclusion to link the two aspects of the question i.e. the accessibility and the number of customers attracted to the destination.

Question 3

Candidates were provided with information about the new cruise terminal in Hong Kong.

- (a) (i) The term 'source market' was generally not well understood. Leading to many incorrect answers here. This is a key piece of vocational terminology needed to understand the concept of tourism generating and tourism receiving areas.
- (ii) The term 'regional cruise hub' also caused some difficulty. Most candidates were able to deduce that this related to a cruise terminal in some way, but very few understood that a cruise hub is the 'home port' or main base for a cruise ship. The regional reference here links to the cruise circuit served by the ship i.e. the South China Sea in this particular instance.

- (b) There were mixed responses to this question. Those who limited their responses to the evidence in the case study found it difficult to access the full mark range available for this question. The syllabus requires candidates to have studied at least one international port, and candidates were expected to draw upon this knowledge and understanding in answering this question.
- (c) The economic impacts of cruise tourism on a destination were alluded to in most responses to this question. The best answers were those in which candidates applied their understanding of cruise tourism to build on the ideas introduced in the text about secondary visitor spending in the destination.
- (d) This question was also often omitted, indicating that candidates did not understand the concepts being tested. The syllabus requires candidates to be familiar with global tourism trends and changes in tastes. Therefore there should be an awareness of emerging source markets for international tourism, such as China. The case study material here provided strong clues to this effect. Of those who attempted the question, there was some knowledge and understanding of global tourism trends demonstrated but few evaluative skills. This is an important aspect for further development with candidates at this level.

Question 4

The stimulus here was information about business tourism in Vienna and the business tourism package offered by the Pentahotel in the city.

- (a) (i) This question was answered well; all candidates were able to pick out key features of the hotel's product offer.
- (ii) There were mixed responses to this question, with some good definitions made within the context of Vienna. Some responses were able to convey the overall concept but often relied on the word infrastructure within their definitions..
- (b) This question was answered well. Candidates were able to use the information about the Pentahotel business package effectively.
- (c) This question was also answered well. Candidates understood the general roles played by Convention Bureaus and were able to describe the marketing and event support functions of such organisations.
- (d) Some responses made some interesting points about how the concept of sponsorship is used in travel and tourism within the local context. This tended to be descriptive rather than using the higher order skills required by the command word 'Discuss'.

TRAVEL AND TOURISM

Paper 9395/41
Specialised Tourism

Key messages

- Ensure that syllabus content is understood thoroughly paying particular attention to key tourism definitions
- Work through case studies using relevant tourism data
- Practise writing answers using different command words
- Encourage candidates to take note of mark allocations for each question.
- Make sure handwriting is clear and readable
- Answer questions using the booklet and try not to use extra sheets

General comments

The exam featured case studies covering popular cultural activities in Dublin, Eire and ecotourism in Mauritius.

Overall, the standard of entry this year was very pleasing. There was strong evidence of a greater understanding of all of aspects of the syllabus. Some of the best responses were interesting, informative and well composed. There was evidence of many candidates being well prepared for large sections of this exam.

However, some candidates still do not gain the higher banded marks due to an inability to demonstrate the higher order skill levels of analysis, evaluation and discussion. Many gave competent descriptions but were not always able to effectively analyse or evaluate where required.

The majority of candidates were given credit for the shorter response questions; candidates should be reminded that if the question asked for 'two benefits or reasons', they should not give four or five answers.

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. In general the standard this session was very pleasing there were no confusion over rubrics and timing does not appear to have been a problem with the majority of candidates answering all questions.

Comments on specific questions

Section A

Question 1

- (a) Generally well answered, candidates were able to explain reasons why tourists may wish to participate in cultural experiences in Dublin. Good responses included connecting with locals, sharing stories and work with professional instructors.
- (b) Reasonably well answered. Candidates were asked to analyse the likely positive socio-cultural impacts of Dublin attracting so many tourists each year. There was some sound issues discussed such as education, jobs and the ability to spread wealth through developing of infrastructure.
- (c) Some candidates struggled with this question. They were asked to discuss how altering the authentic tourism product might affect the host population. More able candidates discussed a loss of real cultural identity, staged authenticity and commodification.

Question 2

- (a) This was reasonably well answered, many candidates were able to give reasons to support the International Union for Conservation of Nature's belief that Mauritius had endangered species.
- (b) This was very well answered. This question asked for the possible ways in which adventure tourism holidays may conflict with ecotourism principles. Clearly many candidates were familiar with the ecotourism values. Candidates appeared to understand environmental impacts and gave good responses in some detail.
- (c) This was very well answered, most candidates were able to explain how adventure tourism activities might bring economic impacts to Mauritius. It should be noted that it is important that candidates answer the question posed and do not simply write everything they know about a topic. This does not allow full marks to be achieved. However, there were many excellent suggestions made including the growth of direct and indirect jobs and the multiplier effect which was very well explained.

TRAVEL AND TOURISM

Paper 9395/42
Specialised Tourism

Key messages

- Ensure that syllabus content is understood thoroughly paying particular attention to key tourism definitions
- Work through case studies using relevant tourism data
- Practise writing answers using different command words
- Encourage candidates to take note of mark allocations for each question.
- Make sure handwriting is clear and readable
- Answer questions using the booklet and try not to use extra sheets

General comments

The exam featured case studies covering popular cultural activities in Dublin, Eire and ecotourism in Mauritius.

Overall, the standard of entry this year was very pleasing. There was strong evidence of a greater understanding of all of aspects of the syllabus. Some of the best responses were interesting, informative and well composed. There was evidence of many candidates being well prepared for large sections of this exam.

However, some candidates still do not gain the higher banded marks due to an inability to demonstrate the higher order skill levels of analysis, evaluation and discussion. Many gave competent descriptions but were not always able to effectively analyse or evaluate where required.

The majority of candidates were given credit for the shorter response questions; candidates should be reminded that if the question asked for 'two benefits or reasons', they should not give four or five answers.

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. In general the standard this session was very pleasing there were no confusion over rubrics and timing does not appear to have been a problem with the majority of candidates answering all questions.

Comments on specific questions

Section A

Question 1

- (a) Generally well answered, candidates were able to explain reasons why tourists may wish to participate in cultural experiences in Dublin. Good responses included connecting with locals, sharing stories and work with professional instructors.
- (b) Reasonably well answered. Candidates were asked to analyse the likely positive socio-cultural impacts of Dublin attracting so many tourists each year. There was some sound issues discussed such as education, jobs and the ability to spread wealth through developing of infrastructure.
- (c) Some candidates struggled with this question. They were asked to discuss how altering the authentic tourism product might affect the host population. More able candidates discussed a loss of real cultural identity, staged authenticity and commodification.

Question 2

- (a) This was reasonably well answered, many candidates were able to give reasons to support the International Union for Conservation of Nature's belief that Mauritius had endangered species.
- (b) This was very well answered. This question asked for the possible ways in which adventure tourism holidays may conflict with ecotourism principles. Clearly many candidates were familiar with the ecotourism values. Candidates appeared to understand environmental impacts and gave good responses in some detail.
- (c) This was very well answered, most candidates were able to explain how adventure tourism activities might bring economic impacts to Mauritius. It should be noted that it is important that candidates answer the question posed and do not simply write everything they know about a topic. This does not allow full marks to be achieved. However, there were many excellent suggestions made including the growth of direct and indirect jobs and the multiplier effect which was very well explained.

Travel and Tourism

Paper 9395/43
Specialised Tourism

Key messages

- Ensure that syllabus content is understood thoroughly paying particular attention to key tourism definitions
- Work through case studies using relevant tourism data
- Practise writing answers using different command words
- Encourage candidates to take note of mark allocations for each question.
- Make sure handwriting is clear and readable
- Answer questions using the booklet and try not to use extra sheets

General comments

The exam featured case studies covering the Responsible Tourism Awards for Wild Asia and a winner of the awards for an eco tourism hotel situated within the Cultural Triangle of Sri Lanka. The second case study was information on the Fat Tire Bike Tours in Berlin, Germany.

The standard of entry this year was very pleasing. There was strong evidence of a greater understanding of all of the impacts of tourism. Some of the best responses were interesting, informative and well judged. There was evidence of candidates being well prepared for many aspects of this exam.

Some candidates did not gain the higher banded marks due to an inability to demonstrate the higher order skill levels of analysis, evaluation and discussion. Many gave competent descriptions but were not always able to effectively analyse or evaluate where required.

The majority of candidates were given credit for the shorter response questions, candidates should be reminded the question asks for 'two benefits or reasons,' they should not give four or five answers.

For future reference, candidates should try and avoid repeating the question in their response. This takes up valuable time and space and is not necessary.

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. In general the standard this session was very pleasing there were no confusion over rubrics and timing does not appear to have been a problem with the majority of candidates answering all questions.

Comments on specific questions

Section A

Question 1

- (a) This was reasonably well answered, most candidates were able to give two ways in which the Wild Asia Responsible Tourism awards encourage tourism providers to make a different. The best responses included 'a demonstration towards sustainability and encouraging operators to share and inspire change'.
- (b) Some sound responses to this question. Candidates were asked to discuss the ways in which tourism can alleviate poverty in destinations such as Sri Lanka. Many candidates made a reasonable attempt to describe economic benefits gaining 3 or 4 marks, but some were unable to discuss coherent arguments and therefore did not reach the higher mark bands.

- (c) Reasonably well answered. Candidates were asked to analyse how hotels such as the Heritage Kandalama attempt to reduce negative environmental impacts. Some sound responses were given, however some candidates gave generic responses and did not relate their answer to a hotel context as requested.

Question 2

- (a) This question was very well answered, many candidates gained good marks here as they were able to explain two ways in which Fat Tire Bike Tours were able to support the local community in Berlin.
- (b) Questions relating to cultural impacts of tourism showed markedly better responses than in previous sessions. This question asked for positive cultural impacts of tours in historical cities such as Berlin. Candidates appeared to understand cultural impacts and gave good responses in some detail including, cultural preservation of local crafts and customs, jobs and sustaining traditions for future generations.
- (c) Reasonably well answered, most candidates were able to explain the measures that cities such as Berlin might use to manage large numbers of tourists. Some candidates gave excellent responses including consideration of carrying capacity, zoning, charging and education. As with previous years, it should be noted that it is important that candidates answer the question posed and do not simply write everything they know about a topic. This does not allow full marks to be achieved.